

media release

bauerworks’ *in the black* wins double at global content marketing awards

25 july, 2016

BauerWorks’ *IN THE BLACK*, produced for CPA Australia, has taken out two awards at the prestigious Content Marketing Awards, including best Association Publication for the second year running.

In addition to winning the Association Publication of the Year once again, the monthly title also took out the Best Regularly Featured Column or Section for The Strategist.

The Content Marketing Awards include 76 categories recognising all aspects of content marketing from strategy, distribution, design and editorial. A panel of judges chose the ‘best of the best’ in content marketing excellence from more than 1,300 entries from around the world.

BauerWorks executive general manager Eugene Varricchio said: “*IN THE BLACK* is a great example of how by closely collaborating with our valued partners CPA Australia, together, we can produce a publication that is truly world class, as these awards recognise. I want to thank CPA Australia for their support and our team for their continued dedication.”

David Walker, editor *IN THE BLACK* added: “We are delighted that for the second year running *IN THE BLACK* has been named Association Publication of the Year. It’s a great achievement and testament to the strong working relationship with CPA Australia.”

In addition to winning at the Content Marketing Awards in the US, *IN THE BLACK* has six finalists at the Publish Awards including finalist in Association Magazine of the Year.

Joe Pulizzi, founder of the US-based Content Marketing Institute said: “Each year I am impressed with the caliber of work that is submitted, and this year is no exception. One of the things that really stood out this year was that marketers are truly starting to understand the approach of content marketing, and seeing real return on investment that is driving future marketing decisions.  It’s easy to say that this was our best class ever.”

BauerWorks is a leading brand publisher in Australia and partners with brands such as CPA Australia, Myer, Telstra and Westfield to build audiences and drive commercial outcomes.

Click here for view the full list of [winners and finalists](http://contentmarketingawards.com/2016-winners-finalists/).

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**About Bauer Media:**

Bauer Media publishes 60-plus magazines in Australia, selling more than 60 million copies each year. They include some of the longest-running and most successful mastheads, such as the country’s biggest-selling monthly magazine, *The Australian Women’s Weekly*, Australia’s number-one weekly magazine, *Woman’s Day*, *Dolly*, *NW*, *TV Week*, *Cosmopolitan*, *Australian Gourmet Traveller*, *Australian House & Garden* and *Wheels*. Integral to the company’s success are vibrant, information-packed websites, mobile apps and social media platforms managed by Bauer Xcel Media, Bauer’s global digital division. BauerWorks leads the way in creating branded cross platform editorial content for major clients including *Telstra*, *Myer* and *Weight Watchers*. For more information visit <http://bauer-media.com.au>

**About Content Marketing Institute**[Content Marketing Institute](http://contentmarketinginstitute.com/) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI’s [Content Marketing World](http://contentmarketingworld.com/) event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the [Intelligent Content Conference](http://www.intelligentcontentconference.com/) event is held every spring. CMI publishes the bi-monthly magazine [*Chief Content Officer*](http://www.contentmarketinginstitute.com/chief-content-officer/), and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI, a UBM company, has made the Inc. 500/5000 list from 2012-2015. Watch this [video](https://www.youtube.com/watch?v=EpXg9mpuXzg&feature=youtu.be) to learn more about CMI.