Butlins Magazines And Brochures Are Shortlisted For The APA Awards

Butlins

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Butlins, one of the most famous family holidays brands in the UK, has had three publications nominated in the 2010 International Customer Publishing Awards run by the Association of Publishing Agencies (APA).

In the Best Travel & Leisure category, Butlins has been shortlisted twice - for Your Family magazine, produced by John Brown Publishing, and August Media's Butlins Weekender 'brozine'. The Butlins 2010 Family Brochure, also produced by August Media, has been shortlisted for Best Brochure of the Year and August Media editor Donna Hardie has received an Editor of the Year nomination for her work on Butlins Weekender.

Jae Hopkins, Butlins Brochure Manager, says; "This is brilliant recognition of the quality of our publications, and the way we communicate with our guests. It's testament to the hardworking team at Butlins and how our publishers have succeeded in understanding our brand and guests."

Mark Lonergan, Managing Director at August Media, comments: "This is our fifth year working on Weekender and our third with the Butlins Family Brochure. We are incredibly proud to work with such a fantastic organisation, together creating two extremely successful publications."

Dean Fitzpatrick, Managing Director at John Brown Media, said: "Butlins is a great magazine to work on as there is so much affection

for the brand, both from the people who work for the company and from guests. We've tried to build on this sense of enjoyment and community by taking readers behind the scenes, introducing them to team members, showing them what other guests love about Butlins and generally providing content that's fun, positive, inspiring and reassuring."

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For more information about Butlins contact Lesley Penniston, Butlins PR, on 01442 203165 Lesley.penniston@bourne-leisure.co.uk www.butlins.com

Editors Notes

About Butlins
Butlins has three beachside Resorts, Bognor Regis (West Sussex), Minehead (Somerset) and Skegness (Lincolnshire) and welcomes around 1.5m guests per year. Although it mainly offers family breaks it also offers around 50 Big Weekends - music themed breaks for those aged 18+ as well as a wide range of upcoming christmas breaks for families.

Butlins is part of Bourne Leisure Ltd which also owns Warner Leisure Hotels and Haven Holidays. They have just won the 2010 UK Customer Experience Award in Travel, Leisure and Tourism.

About August Media
August Media Limited is a customer publishing agency based in London. It was established in August 2005 by Mark Lonergan, Sarah Bravo, Jules Rogers and Steven Hunter.

August Media Limited produces magazines and digital solutions for a range of multinational and UK-based clients, including the biggest and most complex customer magazines in the world for Ikea, Ikea Family Live, which is published in 24 languages, with a combined global print run of almost 30 million copies. Ikeafamilylive.com was launched in April 2010 and there are now French, Italian and Swedish versions of the site.

August Media is a member of the Association of Publishing Agencies (APA), the UK trade body, which ensures the highest standards of work and business practice.

About John Brown Media

John Brown is the world's biggest provider of content to some of the world's biggest companies. We help clients across the globe to attract and keep more customers, increase sales and develop customer engagement. Our dedicated divisions Magazines, Digital, Catalogues, Kids mean on-demand expertise in everything from customer magazines to digital communications while our award-winning creative, strategic, account and commercial teams are the best in the business.

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