



## 2009 Neal Award Winners

*Classification A: Up to \$3,000,000 in advertising/circulation revenue*

*Classification B: \$3,000,000 to \$7,000,000 in advertising/circulation revenue*

*Classification C: More than \$7,000,000 in advertising/circulation revenue*

*Classification D: No revenue breakdown*

*Classification E: Traffic - Fewer than 100,000 unique visitors per month*

*Classification F: Traffic - 100,000 to 400,000 unique visitors per month*

*Classification G: Traffic - More than 400,000 unique visitors per month*

### **Category 1: Best single article**

Classification A

*Aquatics International, "Infectious Fun?" – Hanley Wood, LLC*

Gary Thill

Kendra Kozen

Linda G. Green

Denise Baker

Classification B

*Pharmaceutical Executive, "Fight Resistance" – Advanstar Communications*

Joanna Breistein

Tony Gamino

Patrick Clinton

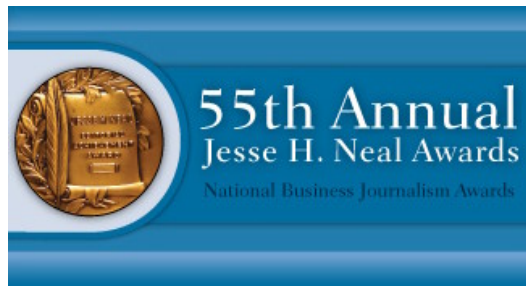
Classification C

*Engineering News-Record, "Higher Learning" – The McGraw-Hill Companies*

Tudor Van Hampton

Guy Lawrence

Li Fang Fang



**Category 2: Best subject-related series of articles**

Classification A

*Financial Week*, "Special Report: Retirement Benefits" – Crain Communications Inc.

Glenn Coleman

Ronald Fink

Susan Kelly

Mark Bruno

Megan Johnston

Victor Williams

Jennifer Chiu

Classification B

*Multifamily Executive*, "Myth Busters" – Hanley Wood, LLC

Shabnam Mogharabi

Tanya Y. Coachman

Les Shaver

Scott Crawford

James Barry

Classification C

*Engineering News-Record*, "Extreme Construction" – The McGraw-Hill Companies

Andrew G. Wright

Debra K. Rubin

Tom Sawyer

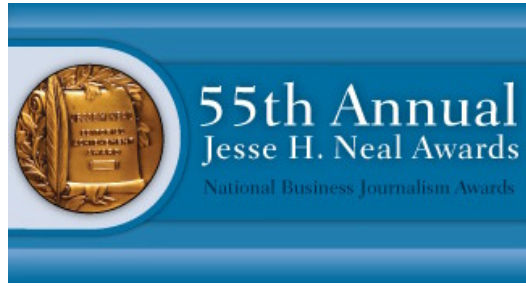
Aileen Cho

Peter Reina

Guy Lawrence

C. J. Schexnayder

Michael Goodman



**Category 3: Best staff-written editorials or opinion columns**

Classification A

*Financial Week*, Editorials – Crain Communications Inc.

Glenn Coleman

Ronald Fink

Matthew Quinn

Classification B

*Workforce Management*, “The Last Word” – Crain Communications Inc.

John Hollon

Classification C

*Automotive News*, Editorials – Crain Communications Inc.

Charles Child

Edward Lapham

Peter Brown

Keith E. Crain

**Category 4: Best department**

Classification A

*Big Builder*, “Starts” – Hanley Wood, LLC

John P. McManus

Chester Hawkins

Sarah Yaussi

Lisa Brown

William Gloede

Teresa Burney

Lisa Marquis Jackson

Classification B

*Government Computer News*, “GCN Lab” – 1105 Media Inc.

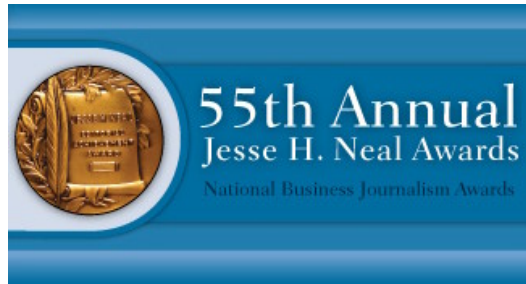
John Breeden II

Greg Crowe

Trudy Walsh

Kevin McCaney

Wyatt Kash



Classification C

*HR Magazine*, "HRNews" – Society for Human Resource Management  
Editorial Staff

**Category 5: Best how-to article or subject-related series of how-to articles**

Classification A

*Motor*, "Tire Match Mounting & Custom Wheel Handling" – Hearst Business Media  
Mike Mavrigian  
John Lypen  
Karl Seyfert  
Paul Eckstein

Classification B

*The Journal of Family Practice*, "10 derm mistakes you don't want to make" – Lebhar-Friedman, Inc./Dowden Health Media, Inc.  
Marya Ostrowski  
Jeffrey L. Susman, MD  
Carl Menz

Classification C

*Macworld*, "Empty Your Inbox" – IDG/ Mac Publishing LLC  
Jason Snell  
Dan Miller  
Kelly Turner  
Joe Kissell

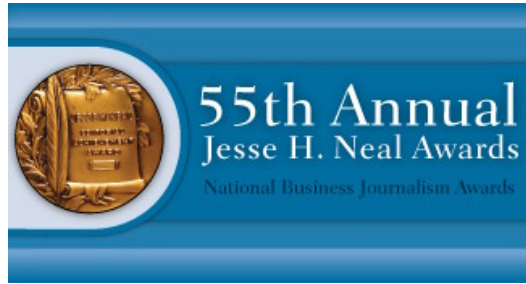
**Category 6: Best news coverage**

Classification A

*Financial Week*, "Credit Crunch" – Crain Communications Inc.  
Editorial Staff

Classification B

*Counselor*, "CorpLogoWare News" – Advertising Specialty Institute  
Andrew Cohen  
Melinda Ligos



Classification C

*Engineering News-Record*, "Momentum Intensifies for Crane Safety Programs" – The McGraw-Hill Companies

Tudor Van Hampton

Guy Lawrence

Tom Sawyer

Eileen Schwartz

Bruce Buckley

Lucy Bodilly

**Category 7: Best single theme or special issue of a magazine or newspaper/news tabloid**

Classification A

*Plate*, "The Bacon Issue" – Marketing & Technology Group

Editorial Staff

Classification B

*Heavy Duty Trucking*, "Fuel Crisis Survival" – Newport Communications Group

Editorial Staff

Classification C

*Automotive News*, "How General Motors changed the world" – Crain Communications Inc.

Editorial Staff

**Category 8: Best single issue of a magazine**

Classification A

*CSO*, "February 2008 Issue" – IDG/CXO Media

Editorial Staff

Classification B

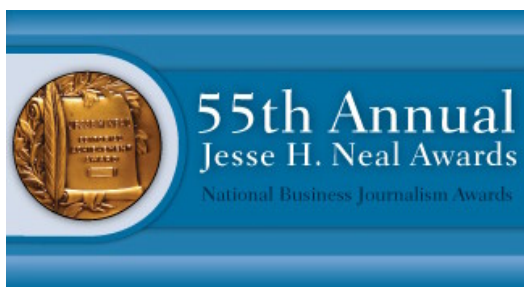
*Photo District News*, "The Book Issue" – Nielsen Business Media

Editorial Staff

Classification C

*Architectural Record*, "November 2008 Issue" – The McGraw-Hill Companies

Editorial Staff



**Category 9: Best single issue of a newspaper/news tabloid**

Classification A

*Financial Week*, "September 22, 2008 Issue" – Crain Communications Inc.

Editorial Staff

Classification B

*DVM Newsmagazine*, "July 2008 Issue" – Advanstar Communications

Editorial Staff

Classification C

*Advertising Age*, "October 13, 2008 Issue" – Crain Communications Inc.

Editorial Staff

**Category 10: Best start-up publication**

Classification D

*EcoHome* – Hanley Wood, LLC

Editorial Staff

**Category 11: Best e-newsletter**

No awards given

**Category 12: Best use of video**

Classification D

*Engineering News-Record/ENR.com*, "Construction Comes to Life" – The McGraw-Hill Companies

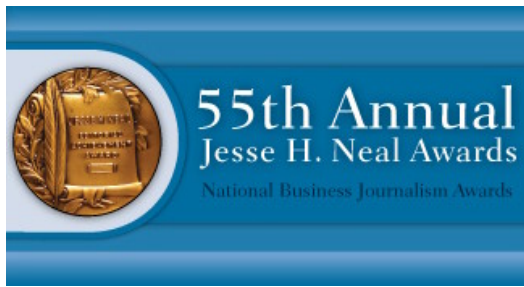
Editorial Staff

**Category 13: Best Web site**

Classification E

*Financial Week*, FinancialWeek.com – Crain Communications Inc.

Editorial Staff



Classification F

*Architectural Record*, ArchitecturalRecord.com – The McGraw-Hill Companies

Editorial Staff

Classification G

BNET.com – CNET Networks, Inc.

Editorial Staff

**Category 14: Best online article or series**

Classification E

CSOonline.com, “The CSO Disclosure Series” – IDG/CXO Media

Editorial Staff

Classification F

ArchitecturalRecord.com, “Record Reveals: Boston” – The McGraw-Hill Companies

Bryant Rousseau

William Hanley

Jenna M. McKnight

Classification G

Computerworld.com, “100 Best Places to Work in IT 2008” – IDG/Computerworld

Ellen Fanning

Mari Keefe

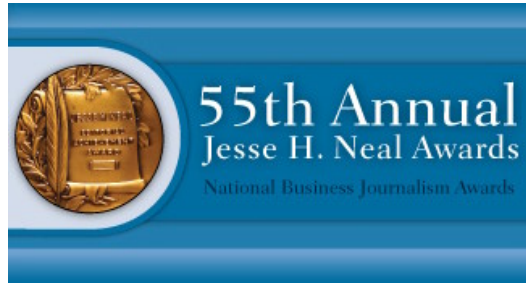
Dawn Petersen

Kevin Gerich

Stephanie Faucher

Julia King

Robert L. Mitchell



**Category 15: Best blog**

Classification E

PDNOnline.com, "PDNPulse" – Nielsen Business Media

Holly Stuart Hughes

Daryl Lang

David Walker

Jacqueline Tobin

Dan Havlik

Conor Risch

Amber Terranova

Danny Tsui

Classification F

AviationWeek.com, "Ares" – The McGraw-Hill Companies

Sean Meade

Bill Sweetman

David A. Fulghum

Robert Wall

Douglas Barrie

Graham Warwick

Amy Butler

Guy Norris

Classification G

Computerworld.com, "Apple Ink" – IDG/Computerworld

Seth Weintraub

Joyce Carpenter

Ken Gagne

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