

Stationery

TRENDS

For more information, contact:

Kimberly Warren

800-825-0900, ext. 110

kwarren@greatamericanpublish.com

FOR IMMEDIATE RELEASE

Stationery Trends Takes Gold in FOLIO Magazine's Ozzie Awards

SPARTA, MICH., SEPT. 30, 2008 — FOLIO: magazine has announced that Stationery Trends magazine was awarded a gold medal in its annual Ozzie Awards competition.

FOLIO's Eddie and Ozzie Awards recognize excellence in magazine editorial and design, respectively. The 2009 competition consisted of more than 2,800 entries. Stationery Trends was awarded the Gold Medal for Best Design, New Magazine, B-to-B.

"We are extremely honored and excited to have FOLIO: recognize Stationery Trends among some of the best magazines in the business," said Matt McCallum, publisher/CEO of Great American Publishing, publisher of Stationery Trends. "Stationery Trends is focused on design and innovation in the stationery and greeting card industry, and we created Stationery Trends to reflect that."

Designed with a template and flow most often found in consumer magazines, Stationery Trends serves its art- and design-focused readers with large images, smooth movement throughout the book and easy-to-navigate sections. Stationery Trends' airy layout also lends itself to showcasing a wide array of products — from greeting cards and stationery to gifts and accessories — allowing readers to easily peruse the pages and decide which products will best work in their stores.

"Our goal was to create a design-forward magazine, reflective of the trends and responsive to the industry, and this award shows that our magazine, our team, is right on track," McCallum said. "I am proud of the Stationery Trends team; we will display this award with pride."

Led by Art Director Abbey Fowler, the Stationery Trends team worked closely together to ensure this new publication reflected both the mission of the magazine and the needs of its audience.

Stationery Trends magazine seeks to guide stationery retailers in their quest to offer the latest designs and trends to their customers — including everything from stationery and greeting cards to gifts and accessories. The design-focused trade magazine provides retailers with a peek at some of the industry's hottest designers and most sought-after products. Stationery Trends reports on upcoming trends before they hit the mainstream, ensuring its audience of diverse retailers is always ahead of the curve. Stationery Trends is published quarterly by Great American Publishing, Sparta, Mich.

For more information on Stationery Trends, visit www.stationerytrendsmag.com.