

## ***The Journal Wins Top Custom Magazine Awards Four Out of Last Five Years***

*Magazine continues its award-winning tradition with five honors in 2010 for design and editorial excellence.*

August 11, 2010 — For the fourth out of the last five years, *The Journal from Rockwell Automation and Our Partners* has been recognized as a top custom magazine in business-to-business publishing. This year's award comes from the American Society of Business Press Editors, which bestowed its 2010 National Bronze Azbee Award in the Custom Publication General Excellence: Magazine category, recognizing exceptional content, design and mission fulfillment for its business audience.

This builds upon *The Journal's* recognition in recent years as a top magazine, earning the Business Marketing Association 2006 and 2009 Awards of Excellence for "External Magazines – Outstanding Custom Magazine," Milwaukee chapter, and the 2008 APEX National Award of Excellence for "Best Custom-Published Magazines & Journals."

In addition to the 2010 national ASBPE honor for top custom magazine, *The Journal* won four other awards this year:

- 2010 APEX National Award of Excellence for Editorial Content, **Green Writing** category, "Alphabet Soup of Sustainability Standards," February 2010 issue, by Mary Burgoon, Rockwell Automation and Theresa Houck, Executive Editor.
- 2010 APEX National Award of Excellence for Design, **Spreads** category, "Synchronize Your Enterprise," August 2009 issue, by Jason Vargas, Art Director.
- 2010 ASBPE Bronze Azbee Award for Design, Midwest Region, **Opening Spread** category, "Synchronize Your Enterprise," August 2009 issue, by Jason Vargas, Art Director.
- BMA Bell Award, **Social Media/New Media** category, "Bringing Automation Fair Online through Social Media," Milwaukee chapter. This is BMA's top honor recognizing outstanding social media strategy and execution for the Rockwell Automation social media team's coverage of the 2009 Automation Fair exposition and conference.

*The Journal* ([www.rockwellautomation.com/thejournal](http://www.rockwellautomation.com/thejournal)) has been winning awards for editorial content and design excellence for more than a decade. Published six times per year by Putman Media, Inc. (Itasca, Ill.) for Rockwell Automation (Milwaukee), the magazine educates engineers about the leading-edge automation products and services from Rockwell Automation and the complementary technology from its partners.

The magazine is the result of collaboration between Putman Media, Rockwell Automation and Padilla Speer Beardsley Public Relations (Minneapolis). *The Journal's* 2010 award-winning team at Putman Media includes Publisher Mike Brenner, Executive Editor Theresa Houck, Vice President of Creative Services Steve Herner, Art Director Jennifer Dakas, and Production Manager Rita Fitzgerald.

This Putman Media team publishes the magazine for Rockwell Automation under the direction of Rebecca Archibald, *The Journal's* Executive Publisher and Rockwell Automation Campaign Manager for Commercial Marketing. Senior Vice President Kathy Burnham leads the Padilla Speer Beardsley team.

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