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San Francisco-based VegNews Magazine Wins National Award for “Best Lifestyle Magazine”

This past weekend in Los Angeles, at the 57th annual Maggie Awards, San Francisco-based VegNews was named “Best Lifestyle Magazine” at one of the most prestigious awards shows in the country. As one of today’s most successful independent magazines, VegNews was recognized in a very competitive category that included other national titles as *Vegetarian Times*, *Alternative Medicine*, and *Mothering*.

“This is a tremendous honor,” says Publisher Joseph Connelly. “We operate on a tight budget with a lean staff, and this award proves that greater resources don’t always produce a better product. Our team works hard to deliver a quality publication, so we’re absolutely elated to be acknowledged as the country’s number one lifestyle magazine.”

With offices in the Outer Sunset, a staff of 12, and a per-issue art budget of just \$1,000, VegNews has indeed shown that bigger isn’t always better. The popular vegetarian lifestyle publication continues to rack up awards and accolades:

- Named “Best Design” in the 2008 Niche Awards
- Named one of the “50 Best Magazines” (#18) by the *Chicago Tribune*
- Named “Best Niche Magazine in the Country” in the 2007 Niche Awards
- Winner of “Best Signed Editorial” in the 2007 Maggie Awards
- Nominated for “Best Lifestyle Magazine” in the 2007 Maggie Awards
- Nominated for “Best Health & Wellness Coverage” in the 2007 Independent Press Awards
- Featured publication in the 2007 QuarkXpress software ad campaign
- Winner of “Most Improved Publication” in the 2006 Maggie Awards
- Nominated for “Best Lifestyle Magazine” in the 2006 Maggie Awards
- Nominated for “Best Lifestyle Magazine” in the 2005 Independent Press Awards
- Bronze Winner, 2005 Aveda Environmental Publishing Awards
- The Independent Press Association calls VegNews “beautiful, stylish, witty, and important.”
- *The New York Times* calls VegNews “a glossy magazine that is a mix of *People* and *Real Simple* for the meatless set.”

The Maggies, affectionately known as the “Oscars of the magazine industry,” received nearly 2,000 entries representing more than 500 magazines. The “Best Lifestyle Magazine” award was one of the biggest of the night.

VegNews, America’s premier vegetarian lifestyle magazine, has a readership of 180,000 and is read in 38 countries. Each issue is filled with the latest in vegetarian news, recipes, restaurant and product reviews, exposés, celebrity buzz, and even vegetarian weddings to this growing segment. The US vegetarian market is now a \$2.8 billion industry, double the 2002 figures.

Sample copies of the magazine, media subscriptions, staff interviews, and images are all available to the press.