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National Magazine Awards honor *Scientific American* for General Excellence

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Scientific American is today celebrating taking home an "Ellie." The magazine was honored in the 2011 National Magazine Awards last night - the "Oscars" of the magazine industry - winning in the General Excellence category. The Awards were presented on May 9 at the 2011 National Magazine Awards Annual Gala in New York City.

Accepting the award on behalf of *Scientific American*, Editor-in-Chief Mariette DiChristina said, "On August 23, 1845, for *Scientific American*'s first issue, the editors promised to cover 'New Inventions, Scientific Principles and Curious Works.' Today it is the country's longest continuously published magazine. But as this honor for General Excellence shows, *Scientific American* is brand new again and relevant for its readers every month."

Scientific American won the General Excellence Award in the Finance, Technology and Lifestyle Magazines category. The Award honors men's magazines as well as business, science and active-interest publications, and included such diverse publications as *GQ*, *Bloomberg Markets* and *Popular Mechanics*. *Scientific American* received the award for its September, November and December 2010 issues.

Scientific American unveiled a new look and feel in print and online with its October 2010 issue, plus a fresh cover design and new content types. *Scientific American* was also a finalist in the Single-Topic Issue category of the 2011 National Magazine Awards for its September 2010 issue, "The End."

The National Magazine Awards honor magazines, whether in print or online, that consistently demonstrate superior execution of editorial objectives, innovative editorial techniques, noteworthy journalistic enterprise, and imaginative design. The preeminent awards for magazine journalism in the United States, the National Magazine Awards were established in 1966 and are sponsored by the American Society of Magazine Editors (ASME) in association with the Columbia University Graduate School of Journalism. The "Ellies" are named after the Alexander Calder Stabile "Elephant," which is ASME's symbol of the award. Each winner receives a reproduction of the sculpture.

-ENDS-

Links:

American Society of Magazine Editors press release (May 9):
www.magazine.org/asme/about_asme/asme_press_releases/nma-2011-winners-release.aspx
Scientific American: **www.scientificamerican.com**

About *Scientific American*

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the U.S. and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit www.scientificamerican.com.

About the National Magazine Awards

The preeminent awards for magazine journalism in the United States, the National Magazine Awards were established in 1966 and are sponsored by the American Society of Magazine Editors in association with the Columbia University Graduate School of Journalism. Each winner receives a reproduction of Alexander Calder's stabile "Elephant," the symbol of the National Magazine Awards; the original is displayed at the ASME offices in New York. National Magazine Award entry fees and ticket sales fund the Osborn Elliott-National Magazine Awards Scholarship at Columbia.

Nearly 270 publications entered the National Magazine Awards in 2011, submitting 1,673 entries. The judges included 359 magazine journalists and journalism educators. The awards were presented at two events: the National Magazine Awards for Digital Media lunch (known as the Digital Ellies) on March 16 and the National Magazine Awards dinner on May 9. The finalist this year with the largest print circulation (22 million) was *AARP The Magazine*; the finalist with the smallest (3,000) was *The Antioch Review*.

About the American Society of Magazine Editors (ASME)

The American Society of Magazine Editors is the principal organization for magazine journalists in the United States. The 700 members of ASME include the editorial leaders of most major consumer and business magazines published in print and online. Founded in 1963, ASME works to defend the First Amendment, protect editorial independence and support the development of journalism. ASME sponsors the National Magazine Awards in association with the Columbia University Graduate School of Journalism. To learn more about ASME, please go to **www.magazine.org/asme**

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