

39th ANNUAL NATIONAL MAGAZINE AWARD WINNERS ANNOUNCED

Esquire and The New Yorker Are Only Publications to Garner Multiple “Ellies”

NEW YORK CITY, May 5, 2004 — The American Society of Magazine Editors (ASME) and the Columbia University Graduate School of Journalism today presented the 2004 National Magazine Awards, the industry’s most prestigious editorial honor, to 16 print and online magazines across 21 categories. For the first time in the 39-year history of the “Oscars of the Publishing Industry,” *Esquire* magazine had multiple wins with four “Ellies” (named after the Alexander Calder Stabile “Elephant,” which is ASME’s symbol of the award). *The New Yorker* received three of the coveted “Ellies” and was the only other magazine to receive more than one National Magazine Award. Winning their first “Ellie” ever: *Aperture*, *Budget Living*, *City*, *CNET News.com*, *Gourmet* and *Popular Science*.

[\(Read the articles, short stories and critical essays of the NMA Award Winning Stories and Magazines\)](#)

The 2004 National Magazine Award winners are:

- *Newsweek* for General Excellence (over 2,000,000 circulation)
- *Popular Science* for General Excellence (1,000,000 to 2,000,000 circulation)
- *Gourmet* for General Excellence (500,000 to 1,000,000 circulation)
- *Budget Living* for General Excellence (250,000 to 500,000 circulation)
- *Chicago Magazine* for General Excellence (100,000 to 250,000 circulation)
- *Aperture* for General Excellence (under 100,000 circulation)
- *Men’s Health* for Personal Service
- *Consumer Reports* for Leisure Interests
- *Rolling Stone* for Reporting
- *The New Yorker* for Public Interest
- *The New Yorker* for Feature Writing
- *Esquire* for Profile Writing
- *The New Yorker* for Essays
- *New York* for Columns and Commentary
- *Esquire* for Reviews and Criticism
- *The Oxford American* for Single-topic Issue
- *Esquire* for Design
- *City* for Photography
- *W* for Photo Portfolio/Photo Essay
- *Esquire* for Fiction
- *CNET News.com* for General Excellence Online

The awards were presented at a ceremony held at The Waldorf-Astoria in midtown Manhattan attended by more than 1,300 editors, publishers, industry professionals and guests.

The New Yorker received eleven nominations and won three awards. *Esquire* received seven nominations and won four awards. *Newsweek* received three nominations and won one award. *City*, *Consumer Reports*, *Popular Science* and *Rolling Stone* received two nominations and won one award each.

The National Magazine Awards honor magazines that consistently demonstrate superior execution in carrying out stated editorial objectives, innovative editorial techniques, noteworthy

journalistic enterprise, and imagination and vigor in layout and design.

This year's program attracted 1,393 print and online entries. The 110 finalists and 21 winners were chosen by 190 editors, art directors, educators and online media experts.

Over the years, a number of 2004 award recipients have received multiple awards. *The New Yorker* has received 39 awards; *Esquire* has received 15 awards; *Newsweek* and *Rolling Stone* have received ten awards each; *New York* has received seven awards; *Consumer Reports* has received four awards; and *The Oxford American* and *W Magazine* have received two awards each.

A selection of this year's articles from finalists and winners will be published in *The Best American Magazine Writing 2004* (September, HarperCollins/Perennial), ASME's fifth anthology of National Magazine Award writing.

Established in 1966, the National Magazine Awards is the preeminent program in the magazine industry honoring editorial excellence. ASME sponsors the awards program in association with the Columbia University Graduate School of Journalism.

Following are the 2004 National Magazine Award winners with judges' citations. (Note that editors listed held that position at the time the issue was published in 2003.)

GENERAL EXCELLENCE – This category recognizes overall excellence in magazines. The award honors the effectiveness with which writing, reporting, editing and design all come together to command readers' attention and fulfill the magazine's unique editorial mission.

Over 2,000,000 circulation -- *Newsweek*: Richard M. Smith, chairman and editor-in-chief; Mark Whitaker, editor, for March 10, March 31, November 3 issues.

"Drawing on a strong and recognized team of writers, editors and photographers, *Newsweek* offered fact and context to help guide readers through the glut of unfolding news on the war in Iraq. In a challenging year, *Newsweek* proves once again that a weekly newsmagazine can be an essential guide in navigating our fast-changing world."

1,000,000 to 2,000,000 circulation -- *Popular Science*: Scott Mowbray, editor-in-chief, for September, October, November issues.

"*Popular Science*, reinvented and reinvigorated, is a magazine that takes delight in the process of discovery and human progress. From serious content (hijacking viruses to fighting Parkinson's disease) to flights of fancy (the link between commercial aviation and virtual porn), *Popular Science* explains the science of our daily lives in a colorful and engaging package."

500,000 to 1,000,000 circulation -- *Gourmet*: Ruth Reichl, editor-in-chief, for January, March, October issues.

"With a voice that's witty, warm and knowing, *Gourmet* mixes trends, recipes, practical advice and personal stories, and every bite is delicious. Whether covering the streets of Rome or an apple tart, it enriches the reader's appreciation of food, drink and travel, and the gorgeous photography brings you right into the picture."

250,000 to 500,000 circulation -- *Budget Living*: Sarah Gray Miller, editor-in-chief, for

April/May, August/September, December/January issues.

“*Budget Living* is a magazine for a new economic climate and a new generation of readers dissatisfied with quieter lifestyle titles. Its look is quirky and modern, its voice clever and conspiratorial. Raucously covering everything from interior design, entertainment and travel to fashion and personal finance, this start-up shows that the only thing today’s trendsetters need to scrimp on is cost.”

100,000 to 250,000 circulation -- *Chicago Magazine*: Richard Babcock, editor, for February, March, August issues.

“*Chicago* mixes meaty investigative journalism with clever service packages to create the very model of a modern major city magazine. This is a decidedly bold book, visually and editorially, that fully captures the lifestyle and spirit of the Windy City with a lively, original approach.”

Under 100,000 circulation -- *Aperture*: Melissa Harris, editor-in-chief, for Spring, Fall, Winter issues.

“*Aperture* is at once a showcase for compelling photography and a photographic window onto worlds ranging from Florida baseball to AIDS in Africa to 19th-century Peru. The text and presentation are as eye opening as the images. *Aperture* exemplifies magazine-making at the highest level.”

PERSONAL SERVICE – This category honors excellence in service journalism. The advice or instruction presented should help readers improve the quality of their personal lives.

***Men’s Health*:** David Zinczenko, editor-in-chief, for *A Tale of 3 Hearts*, by Peter Moore; *100 Ways to Live Forever*, by Adam Campbell and Brian Good; *Death by Exercise*, by Lou Schuler, July/August.

“‘Beat the Odds,’ *Men’s Health*’s special report on heart disease, offers readers a defibrillating jolt of service journalism. From its arresting first-person story by executive editor Peter Moore to the latest medical, exercise and do-it-yourself advice (‘100 Ways to Live Forever’) this package doesn’t miss a beat. Palpitating photography and graphics enhance the ultimate reader service: a chance for a longer life.”

LEISURE INTERESTS – This category recognizes excellent service journalism about leisure-time pursuits. The practical advice or instruction presented should help readers enjoy hobbies or other recreational interests.

***Consumer Reports*:** Julia Kagan, vice president and editorial director, for *Veterinary Care Without the Bite*, by Jeff Blyskal, July.

“*Consumer Reports* promises its readers well-researched, authoritative articles that will help them make informed purchasing decisions. Its report on the costs and pitfalls of taking care of your pet’s health provides advice that pet owners can immediately use to curb their vet bills. Clear writing, informative sidebars, and at-a-glance charts enhance the package.”

REPORTING – This category recognizes excellence in reporting. It honors the enterprise, exclusive reporting and intelligent analysis that a magazine exhibits in covering an event, a situation or a problem of contemporary interest and significance.

Rolling Stone: Jann Wenner, editor and publisher; Ed Needham, managing editor, for *The Killer Elite*, a three-part report by Evan Wright, Part I, *The Killer Elite*, June 26; Part II, *From Hell to Baghdad*, July 10; Part III, *The Battle for Baghdad*, July 24.

“Writer-photographer Evan Wright risked his life to get this story—a rollicking, profane, brutal look at the Marines of Bravo Company, who led the charge into Iraq last year. In the course of myriad firefights, mortar shellings and ambushes, Wright won the trust of his subjects, but he remained clear-eyed, depicting the soldier’s cold-bloodedness as well as their humanity. Brilliant down to the last detail.”

PUBLIC INTEREST – This category recognizes journalism that has the potential to affect national or local policy or lawmaking. It honors investigative reporting or groundbreaking analysis that sheds new light on an issue of public importance.

The New Yorker: David Remnick, editor, for three articles by Seymour M. Hersh, *Lunch with the Chairman*, March 17; *Selective Intelligence*, May 12; *The Stovepipe*, October 27.

“In three pithy articles Seymour Hersh exposed the ‘selective intelligence’ used by the Bush administration to justify the Iraq war. Detailing clandestine meetings and unraveling the complex business and political ties of the President’s chosen advisers, Hersh gave *New Yorker* readers an early sense of the intelligence-gathering miscues so widely debated in recent months.”

FEATURE WRITING – This category recognizes excellence in feature writing. It honors the stylishness and originality with which the author treats his or her subject.

The New Yorker: David Remnick, editor, for *The Marriage Cure*, by Katherine Boo, August 18 & 25.

“In Katherine Boo’s ‘The Marriage Cure,’ we meet two women from Oklahoma City who have signed up for a course in how to get and stay married, part of the Bush administration’s prescription for curing poverty. Without Boo ever explicitly underlining her story, we come to understand the inadequacy of this solution, and the barrier between these likeable, hardworking women and the middle-class life they so earnestly desire. The piece is a marvel of deep reporting, beautifully understated writing, stylishly articulated perceptions and empathy.”

PROFILE WRITING – This category recognizes excellence in profile writing. It honors the vividness and perceptiveness with which the writer brings his or her subject to life.

Esquire: David Granger, editor-in-chief, for *The Confessions of Bob Greene*, by Bill Zehme, April.

“When a man loses everything, does he find his true nature? That’s the question explored in Bill Zehme’s haunting profile ‘The Confessions of Bob Greene.’ This melancholy tale delves into the aftermath of Greene’s firing from the *Chicago Tribune* for alleged sexual impropriety and looks at how small choices and misguided actions shape, and maybe ruin, a life.”

ESSAYS – This category recognizes excellence in essay writing on topics ranging from the personal to the political. Whatever the subject, it honors the author’s eloquence, perspective, fresh thinking and unique voice.

The New Yorker: David Remnick, editor, for *A Sudden Illness*, by Laura Hillenbrand, July 7.

“In this essay about her long, nearly unfathomable fight with chronic fatigue syndrome, Laura

Hillenbrand delivers rich, suspenseful, cinematic details and imagery that transport the reader deep into the heart of her nightmare—until it seems you are *experiencing* her claustrophobic and horrific reality. ‘A Sudden Illness’ champions the importance of respecting personal experience as valid (despite an army of ‘authorities’ who work to discredit it) and creates an inspiring testament to the will to live and create.”

COLUMNS and COMMENTARY – This category recognizes excellence in short-form political, social, economic or humorous commentary. The award honors the eloquence, force of argument and succinctness with which the writer presents his or her views.

New York Magazine: Caroline Miller, editor-in-chief, for three columns by Michael Wolff, *Live From Doha...*, April 7-14; *My Big Fat Question*, April 21; *Al Jazeera’s Edge*, April 28.

“Michael Wolff’s insight and understanding seem to take on the dimension of sixth and seventh senses. His columns, written in Qatar as Wolff covered the early stages of the war in Iraq, examined the sources from which most of the world got its news of the American invasion. While contrasting the boring generals with the bloody goo, Wolff ends up raising the one question that needed to be asked, and among the answers, came a threat from the military, 3,000 angry e-mails and a far wiser American public.”

REVIEWS and CRITICISM – This category recognizes excellence in criticism of art, books, movies, television, theater, music, dance, food, dining, fashion, products and the like. It honors the knowledge, persuasiveness and original voice that the critic brings to his or her reviews.

Esquire: David Granger, editor-in-chief, for three reviews by Tom Carson, *Increasingly Berserk Developments*, January; *Back to the Terminator*, August; *Mr. Uncongeniality*, December.

“The column-length film review is a staple of many magazines, but *Esquire*’s Tom Carson elevates it to an art form. With humor, intelligence, guts, and a critical eye, he puts well-worn movie stars like Sean Penn and Arnold Schwarzenegger in context—not just the context of cinema, but the context of the world—and makes them seem fresh, relevant, and worth reading about.”

SINGLE-TOPIC ISSUE – This category recognizes magazines that have devoted an issue to an in-depth examination of one topic. It honors the ambition, comprehensiveness and imagination with which a magazine treats its subject.

The Oxford American: Marc Smirnoff, editor, for its *Sixth Annual Music Issue*, Summer.

“Like the bluegrass artist who bends his notes in all the right places, *The Oxford American* finds perfect pitch in its annual Southern music issue. This Arkansas-based magazine brilliantly showcases the stories of blues legends Blind Willie Johnson, R.L. Burnside and Memphis Minnie, among others, and the wild Nashville days of Willie Nelson. Written with warmth and deep understanding of the subject, the stories tell of gifted, tragic artists who played in dusty roadhouses and back-alley gin parlors the music that became jazz, the blues, and rock and roll.”

DESIGN – This category recognizes excellence in magazine design. It honors the effectiveness of overall design, artwork, graphics and typography in enhancing a magazine’s unique mission and personality.

Esquire: David Granger, editor-in-chief; John Korpics, design director, for May, July, October

issues.

“Man at His Best”? Make that ‘magazine-making at its best.’ Open *Esquire* to any page and you know not only what magazine you’re reading but also what you’re supposed to feel. Thanks to a witty combination of fonts, graphics, illustrations and photos, the design invigorates without ever overwhelming the subject matter. And whether it’s whispering or screaming, the voice is always consistent.”

PHOTOGRAPHY – This category honors the effectiveness of photography, photojournalism and photo illustration in enhancing a magazine’s unique mission and personality.

City: John F. McDonald, editorial director and publisher; Fabrice Frere, creative director and COO; Adriana Jacoud, art director; Piera Gelardi, photography editor, for May/June, Summer, Winter issues.

“With challenging concepts and pull-out-all-the-stops photo techniques, *City*’s imagery both shouts and whispers effectively, engaging readers from cover to cover. Kenji Toma’s explosive look at fragrance bottles, Martyn Thompson and Carin Schere’s painterly photo essay on the notion of shelter and Patricia Heal’s color-saturated fashion portfolio capture the exciting possibilities of urban lifestyle. In every issue *City*’s photography creates mood and message.”

PHOTO PORTFOLIO/PHOTO ESSAY – This category recognizes a distinctive portfolio or photographic essay. It honors either photos that express an idea or a concept, or documentary photojournalism shot in real time.

W: Patrick McCarthy, chairman and editorial director; Dennis Freedman, vice chairman and creative director; Edward Leida, executive vice president and group design director; Kirby Rodriguez, art director, for *The Kate Moss Portfolio*, September.

“*W* Magazine’s rich 40-page photo essay on Kate Moss serves up the model as cultural avatar—her familiar face transformed into mother, lover and hyper-realistic woman. Through 19 sets of eyes and lenses, object and photography mate, elevating imagery into art.”

FICTION – This category honors the quality of a publication’s literary selections.

Esquire: David Granger, editor-in-chief, for *Presence*, by Arthur Miller, July; *The Red Bow*, by George Saunders, September; *Rest Stop*, by Stephen King, December.

“These three stories, economical yet fully realized, are perfectly calibrated to the *Esquire* audience. Stephen King’s ‘Rest Stop’ is full of surprises, beautifully cast and resonates long after reading. ‘Presence,’ by Arthur Miller, is lyrical and poignant—a moment in a man’s life that captivates him. ‘The Red Bow,’ by George Saunders, grippingly evokes a dark moment when hysteria takes hold of a small town.”

GENERAL EXCELLENCE ONLINE – This category recognizes outstanding magazine Internet sites, as well as online-only magazines and Weblogs that have a significant amount of original content.

CNET News.com (<http://news.com.com>): Jai Singh, editor-in-chief

“The site which promises ‘tech news first,’ does more than deliver technology news fast. It covers

technology with in-depth, high-quality journalism. With a strong voice, but without being a cheerleader, it exposes the problems and highlights the victories of this changing field. The site's use of multimedia, background reports and innovative presentation techniques helps both the tech savvy and the merely curious grasp various topics."