



## EUROPEAN MAGAZINE AWARD - WINNERS 2020

### MAGAZINE OF THE YEAR

Harper's Bazaar  
Hubert Burda Media (Germany)

### NEWCOMER OF THE YEAR

GUIDO  
Gruner + Jahr (Germany)

### POLITICS & SOCIETY

FOCUS  
Hubert Burda Media (Germany)

Schweizer Illustrierte (Issue, Helvetia wählt – 100 neue Frauen für Bern!)  
Ringier Axel Springer (Switzerland)

### ECONOMY

WirtschaftsWoche  
WirtschaftsWoche (Germany)

Finansliv  
Journalisten AB (Sweden)

### SERVICE

my life  
Hubert Burda Media (Germany)

## **LIFESTYLE, FASHION & BEAUTY**

Odalisque Magazine  
Odalisque Magazine (Sweden)

WIENERIN  
Styria Medienhaus Lifestyle (Austria)

## **SPECIAL INTEREST**

Språktidningen  
Vetenskapsmedia (Sweden)

Sabrina Strickjournal  
OZ Verlags GmbH (Germany)

Oostenrijk Magazine  
FREN Media (Netherlands)

## **B2B MEDIA**

Next Industry  
Vogel Communications Group (Germany)

## **INDIE**

„Fritz+Fränzi“ (Swiss Parent Magazine)  
Stiftung Elternsein (Switzerland)

## **ROOKIE**

Klartext – Wertstoff  
Deutsche Journalistenschule (Germany)

Klartext – Blaue Flecken  
Deutsche Journalistenschule (Germany)

## **DESIGN**

Harpers Bazaar  
Hubert Burda Media (Germany)

## PHOTOGRAPHY

GEO (Issue 9/2019, editorial series ocean)  
Gruner + Jahr (Germany)

STERN (Issue 22/2019, editorial series survivor)  
Gruner + Jahr (Germany)

Sveriges Basta Restauranger 2019  
Produktionsgruppen Ek Förv AB (Sweden)

## INFOGRAPHIC

Ukrainian week infographic (Issue 8/2019, editorial series Tyzhden)  
Ukrainsky Tyzhden (Ukraine)

FOCUS (Issue 33/2019, editorial series Weapons in America)  
Hubert Burda Media (Germany)

## COVER CONCEPT

BARBARA  
Gruner + Jahr (Germany)

Harper's Bazaar  
Hubert Burda Media (Germany)

Wirtschaftswoche  
WirtschaftsWoche (Germany)

## COVER ONE SHOT

STERN CRIME  
Gruner + Jahr (Germany)

Finansliv  
Journalisten AB (Sweden)

## BUSINESS MODEL

Instyle Shop it  
Hubert Burda Media (Germany)

House of Food  
Bauer Food Experts (Germany)

## **BUSINESS INNOVATION**

Instyle Lounge  
Hubert Burda Media (Germany)

## **ORGANIZATION / COLLABORATION**

Schweizer Illustrierte (Issue Romandie)  
Ringier Axel Springer (Switzerland)

# **EUROPEAN DIGITAL PUBLISHING AWARD - WINNERS 2020**

## **EUROPEAN DIGITAL PUBLISHING PLATFORM OF THE YEAR**

Dennik N  
N Press (Slovakia)

## **EUROPEAN START-UP OF THE YEAR**

Media Pioneer Publishing  
(Germany)

## **DIGITAL STORYTELLING**

Wann die AfD gewinnt – und verliert  
Funke Media Group (Germany)

Der Amoklauf von Winnenden – 10 Jahre danach  
Stuttgarter Zeitung und Nachrichten (Germany)

STERN: Organ Donation – The last gift of a person who had no chance any more  
Gruner + Jahr (Germany)

## **EDITORIAL CONCEPT**

Steingarts Morning Briefing Podcast  
Media Pioneer Publishing (Germany)

## PODCAST

STERN: Faking Hitler  
Gruner + Jahr (Germany)

## PRODUCT & USABILITY

E-Paper Der Standard  
Visiolink (Denmark)

## CROSS MEDIA APPROACH

Boing App  
Turner (Italy)

Mein schöner Garten – Vom Printmagazin zur Content- und E-Commerce-Plattform  
Hubert Burda Media (Germany)

## BUSINESS MODEL

Tagesspiegel Checkpoint  
Verlag Der Tagesspiegel (Germany)

glomex  
glomex (Germany)

## BRAND SOLUTIONS

24 sata native  
24 sata (Croatia)

## AUDIENCE MARKETING

“Wisst Ihr Noch?”  
Comres (Germany)

Il Tempo delle Donne Festival  
RCS Mediagroup (Italy)

## TOOLS

Content Mining mit Topic-Modelling  
Funke Media Group (Germany)

ZREALITY – The world's first Content Management Platform to make Brands come alive  
in Augmented and Virtual Reality with WebXR  
ZREALITY (Germany)

## EUROPEAN CONTENT MARKETING AWARD - WINNERS 2020

### EUROPEAN CONTENT CREATOR OF THE YEAR

Deutsche Telekom

### EUROPEAN CONTENT INNOVATOR OF THE YEAR

Siemens AG

### B2B CLIENT PUBLISHING – PRINT & DIGITAL

Creating Chemistry – Das Innovationsmagazin von BASF  
Axel Springer Corporate Solutions (Germany)

From agenda setting to agenda surfing  
Siemens (Germany)

Berliner Wirtschaft  
Axel Springer Corporate Solutions (Germany)

### B2C CONSUMER PUBLISHING – PRINT & DIGITAL

Demokraatti  
Kustannus Oy Demokraatti (Finland)

TURN ON - Das SATURN Magazin  
Content Fleet (Germany)

## **CSR-RELATED PUBLISHING – PRINT & DIGITAL**

#wirsinds – Jahresbericht 2018  
Baden-Württemberg Stiftung (Germany)

Revihsta 03  
Errea Comunicación (Spain)

## **IR-RELATED PUBLISHING – PRINT & DIGITAL**

Mancomunidad de la Comarca de Pamplona Annual Report 2018  
Errea Comunicación (Spain)

## **HR-RELATED PUBLISHING – PRINT & DIGITAL**

You and me Quarterly (Deutsche Telekom)  
TERRITORY (Germany)

## **EDITORIAL CONCEPT**

Lufthansa exclusive  
TERRITORY (Germany)

Zwei und Mehr - The Styrian Family Magazine  
Styria Content Creation (Austria)

## **CONTENT STRATEGY**

50 million questions. One answer. How content marketing reaches all target groups.  
Sparkassen-Finanzportal (Germany)

AI Influencer Community  
Siemens (Germany)

From agenda setting to agenda surfing  
Siemens (Germany)

BMW.com  
TERRITORY Content to Results (Germany)

## **DESIGN – PRINT**

Mancomunidad de la Comarca de Pamplona Annual Report 2018  
Errea Comunicación (Spain)

## **DESIGN – DIGITAL**

Reimagine The Game  
Siemens (Germany)

## **PICTURES AND GRAPHIC DESIGN**

Mancomunidad de la Comarca de Pamplona Annual Report 2018  
Errea Comunicación (Spain)

## **DIGITAL USABILITY**

Coffee Mug: a user-centric approach of internal communications  
Siemens (Germany)

## **SOCIAL MEDIA**

BMW – Turning Hate to Joy  
TERRITORY (Germany)

Influencers with pedigree  
Pastel (Romania)

## **CORPORATE PODCAST**

Podcast Hub der Telekom  
Weber Shandwick (Germany)

LifeChangingPlaces – A Travel Podcast  
TERRITORY (Germany)