



Press Release

## 2011 Canadian Online Publishing Awards Finalists List

*Sept. 29, Toronto:* Below is the list of all finalists in the 2011 Canadian Online Publishing Awards.

The awards honour excellence in online and digital journalism and editorial in three divisions:

- Red: Consumer magazines including custom titles, public associations, online-only brands
- Blue: Business-to-business magazines including farm, professional association, university and b-to-b online-only titles
- Green: Newspapers and broadcasters

COPA winners will be announced Monday, Oct. 24 at the Gladstone Hotel in Toronto. Online event registration opens today.

This year, the awards ceremony—hosted by CBC Radio’s Nora Young—will be preceded by a new one-day conference for editorial-based digital publishers, also at the Gladstone Hotel. COPA+ will feature keynote presentations, panel sessions, networking events and a vendor market.

Full passes to the conference are \$259 before Oct. 14 or \$289 afterwards, and include lunch and tickets to the COPA awards event.

The Canadian Online Publishing Awards are produced by MastheadOnline.com and sponsors include:

- Gold: ABCinteractive; CCAB div. of BPA Worldwide; Cornerstone Group of Companies
- Silver: Mygazines — visit [ww.mygazines.com/copas2011](http://ww.mygazines.com/copas2011) for special offer
- Bronze: Texterity

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**Finalists listed in alphabetical order:**

**BEST COMPANION WEB SITE**

**Red Division (Consumer Magazines)**

Cottage Life  
ELLEQuebec.com  
enRoute Online  
Fashion Magazine  
Outdoor Canada  
Rouge  
Toronto Life  
Vanmag.com  
Walrusmagazine.com  
www.CanadianBusiness.com  
www.Macleans.ca

**Blue Division (B-to-B Magazines)**

Advisor.ca  
CanadianHealthcareNetwork.ca/ProfessionSante.ca  
Conseiller.ca (French Financial Portal)  
Quill & Quire  
Renovation Contractor  
University Affairs

**Green Division (Newspapers/Broadcasters)**

Cyberpresse  
nationalpost.com  
Northern News ServicesOnline  
The Globe and Mail  
thestar.com

**BEST ONLINE-ONLY SITE**

**Red Division (Consumer Magazines)**

Frugalbits.com  
OpenFile  
Plaisirssante.ca  
rabble.ca  
sweetspot.ca  
TheStyleSpy.com  
TORO Magazine  
Toronto Standard  
Torontoist  
UrbanMommies

**Blue Division (B-to-B Magazines)**

Canadian Investment Review  
Cheap Shrimp: Hidden Costs  
ITBusiness.ca  
Sparksheet  
theheart.org

**Green Division (Newspapers/Broadcasters)**

CBCNews.ca  
RedNation Online: Your Canadian Soccer Magazine  
The Tyee  
Vancouver Observer

**BEST WEB DESIGN**

**Red Division (Consumer Magazines)**

Aeroplan Arrival  
Boulder Pavement  
Canadian Family  
Frugalbits.com  
Rouge  
Scrum Canada  
sweetspot.ca  
TheStyleSpy.com  
Toronto Standard  
Walrusmagazine.com

**Blue Division (B-to-B Magazines)**

Advisor.ca  
Careers in Nursing - A world of Opportunities  
CMAJ  
Sparksheet  
University Affairs

**Green Division (Newspaper/Broadcasters)**

CBC News  
Cyberpresse  
nationalpost.com  
The Globe and Mail

**BEST NEWS COVERAGE**

**Red Division (Consumer Magazines)**

Fashion Magazine  
rabble.ca  
Torontoist

**Blue Division (B-to-B Magazines)**

Advisor.ca  
IT World Canada  
Mortgage Broker News  
Quill & Quire  
University Affairs

**Green Division (Newspapers/Broadcasters)**

CBC News: Canada Votes  
Cyberpresse – Arab Spring  
Cyberpresse – City Hall  
Edmonton Journal  
Nationalpost.com  
The Globe and Mail - news site  
The Tyee  
Thestar.com – Arab Awakening  
Thestar.com – G20  
Winnipeg Free Press

**BEST BLOG**

**Red Division (Consumer Magazines)**

Canadianliving.com  
Lactualite.com  
Ottawa Magazine – City Bites  
Reader’s Digest Canada  
Regret the Error  
Spacing Toronto  
Toronto Standard – Bert Archer  
Toronto Standard – Ivor Tossell  
Torontoist  
Walrusmagazine.com

**Blue Division (B-to-B Magazines)**

Dr. Sharma’s Obesity Notes/University of Alberta  
Margin Notes blog/University Affairs magazine  
ProfessionSante.ca/Rogers Publishing  
Reportr.net/UBC Graduate School of Journalism  
Sparksheet/Spafax Interactive

**Green Division (Newspapers/Broadcasters)**

Andy Riga’s Metropolitan News/Montreal Gazette  
CBCNews.ca Your Community Blog  
Cyberpresse – La mere  
Cyberpresse – Rondelle Libre  
I’m The It Girl  
Spinner/AOL Canada  
The Globe and Mail - Economy Lab  
Thestar.com – Doug Smith  
Thestar.com – Photo Blog  
Thestar.com – The Spin

## **BEST VIDEO/MULTIMEDIA FEATURE**

### **Red Division (Consumer Magazines)**

Canadianart.ca  
ELLEQuebec.com  
Fashion Magazine – Ari Seth Cohen  
Fashion Magazine – The Fashion Experiment  
Femmes de parole/Rogers  
Magic Santa/Sympatico.ca  
Snowsportsculture  
Sympatico.ca Autos  
The Observer/United Church Observer  
Toronto Standard

### **Blue Division (B-to-B Magazines)**

ITBusiness.ca  
TheThunderbird.ca  
TruckNews.com – Beer Run  
TruckNews.com – Fergus  
TruckNews.com – Michelin

### **Green Division (Newspaper/Broadcasters)**

CBC News - Exile Without End: Palestinians in Lebanon  
Cyberpresse – High Tech Hits  
Edmonton Journal – Dodgeball  
Edmonton Journal – Federal Election  
Edmonton Journal – Slave Lake  
National Film Board - Welcome to Pine Point  
National Film Board - Gods Lake Narrows  
National Film Board - This Land  
The Globe and Mail - Inside Hamas  
Winnipeg Free Press

## **BEST USE OF SOCIAL MEDIA**

### **Red Division (Consumer Magazines)**

Besthealthmag.ca  
canadianliving.com  
Coupdepouce.com  
Dogs in Canada  
Our Canada Facebook  
Rouge  
styleathome.com  
sweetspot.ca  
Todaysparent.com  
Walrusmagazine.com

### **Blue Division (B-to-B Magazines)**

Salon 52  
Sparksheet

**Green Division (Newspaper/Broadcasters)**

CBCNews.ca  
Cyberpresse  
nationalpost.com  
The Globe and Mail  
Winnipeg Free Press

**BEST ONLINE-ONLY ARTICLE OR SERIES**

**Red Division (Consumer Magazines)**

Canadianart.ca  
Canadianart.ca  
Dogs In Canada  
J-Source  
OpenFile  
OpenFile  
Regret the Error  
Spacing Toronto  
The Dominion  
Torontoist

**Blue Division (B-to-B Magazines)**

Sparksheet  
theheart.org  
TheThunderbird.ca  
TheThunderbird.ca  
Virtually Learning

**Green Division (Newspaper/Broadcasters)**

CBCNews.ca Special Report: Power Switch  
CBCNews.ca: Who killed Lebanon's Rafik Hariri  
The Tyee  
The Tyee  
Vancouver Observer

**BEST CROSS-PLATFORM INITIATIVE**

**Red Division (Consumer Magazines)**

Coupdepouce.com  
Ontario Tourism  
The Hockey News  
Todaysparent.com  
Toronto Life

**Blue Division (B-to-B Magazines)**

Canadian Occupational Safety  
CIO Canada Brainstorm Centre

**Green Division (Newspapers/Broadcasters)**

CBC News: Canada Votes  
Cyberpresse – Federal Election  
Cyberpresse - Flood  
Edmonton Journal – Taste Alberta  
Edmonton Journal – Twitchell  
Nationalpost.com – How We Met  
Nationalpost.com – Long Road  
Thespec.com/Hamilton Spectator  
Thestar.com/The Toronto Star  
Winnipeg Free Press

**BEST E-NEWSLETTER**

**Red Division (Consumer Magazines)**

20 Minute Supper Club  
Canadian Family  
canadianart.ca  
Dogs in Canada  
More.ca  
On Air  
sweetspot.ca  
Toronto Life  
Vanmag.com  
VitaminDaily.com

**Blue Division (B-to-B Magazines)**

Canadian Occupational Safety  
In the Loop  
Mortgage Broker News  
Sparksheet  
Trucknews.com

**Green Division (Newspaper/Broadcasters)**

Cyberpresse  
The Globe and Mail - Wine Newsletter  
Vancouver Observer

**BEST SMARTPHONE APP**

**All divisions**

Canadian Business Mobile  
CBCNews.ca  
Maclean's Mobile  
The Hockey News  
Vite une recette

**BEST MOBILE-OPTIMIZED SITE**

**All divisions**

Advisor.ca  
Sparksheet  
The Globe and Mail Mobile site

**BEST DIGITAL EDITION (Replica)**

**All divisions**

CIO Canada  
CMAJ  
Condominia

**BEST TABLET APP**

**All divisions**

Aggregation Magazine  
CBCNews.ca  
Macleans.ca  
Ontario Travel  
The Globe and Mail

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