



seed media group.

FOR IMMEDIATE RELEASE

Media Contact:  
Aaron Estrada  
212.715.1568  
estradaa@ruderfinn.com

## **SEED NOMINATED FOR TWO NATIONAL MAGAZINE AWARDS**

*Critically acclaimed magazine recognized in General Excellence and Design categories*

NEW YORK, March 14, 2007 – Seed Media Group today announced that *Seed* has been nominated for two National Magazine Awards, one for Design and one for General Excellence, the industry's highest honor.

The General Excellence award (100,000-250,000 circulation) honors the effectiveness with which writing, reporting, editing and design all come together to command readers' attention and fulfill a magazine's unique editorial mission. The Design award honors the effectiveness of overall design, artwork, graphics and typography in enhancing a magazine's unique mission and personality.

"We are so excited and proud to see the creativity and passion of our international team of editors, writers and designers recognized by the American Society of Magazine Editors and the Columbia University Graduate School of Journalism," said Adam Bly, *Seed's* Founder and Editor-in-Chief. "*Seed* exists because science is now the engine of our global culture and conversation. This new science culture requires a new level of science literacy. Our mission is to inspire, educate, provoke, and prepare our readers for these new times through an original approach to science journalism and design. We are humbled and delighted to see the execution of this vision recognized by our peers."

### **About Seed Media Group**

Seed Media Group is a leading science media and communications company. Headquartered in New York, with correspondents across the globe, Seed Media Group's brands include the critically acclaimed science magazine *Seed*, and ScienceBlogs, the leading digital community dedicated to science. For more information, please visit [www.seedmediagroup.com](http://www.seedmediagroup.com).

### **About the National Magazine Awards**

The National Magazine Awards have been presented annually for 41 years. They 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 Awards were established by the American Society of Magazine Editors (ASME) in 1966. The program is sponsored by ASME in association with the Columbia University Graduate School of Journalism. Finalists and winners are selected in a two-step judging process. The awards are presented at a gala evening event hosted by ASME.

###