



DJ Murphy wins Launch of the Year for L.O.L. Surprise! at the ACE Newspaper and Magazine Awards.

L.O.L. Surprise! Official Magazine launched in March 2018, a 4-weekly title with every issue bagged and offering branded cover gifts. By the end of the calendar year it had established itself as No. 1 title within a highly competitive market segment.

L.O.L. fans are passionate about the brand and the magazine is seamlessly aligned with everything that they love about it. The element of surprise is an integral component of L.O.L. and the magazine speaks to this throughout.

The Awards, thought of as the highest accolade of the Newspaper and Magazine publishing industry, included a host of categories recognising the innovative ideas and individuals within the industry.

Judges comments for L.O.L. Surprise! described it as 'an outstanding launch'. Editor, Helen Barker-Benfield received the award, alongside DJ Murphy's Commercial Director, Katie Wilkinson. "We are so thrilled to have won this award and are incredibly proud of the quality of the magazine and the phenomenal success it's achieved so far", says Helen. "It's a real credit to the whole DJ Murphy team who go the extra mile to create a fantastic package every month, not to mention our licensor MGA Entertainment who are a pleasure to work with."

The award comes as DJ Murphy celebrates its 70th year in children's publishing, including popular titles such as SuperZings, and the evergreen PONY Magazine. "We are always on the lookout for new opportunities and love getting involved with a variety of exciting and emerging brands", says Katie Wilkinson. "This is a great achievement to add to our 70th anniversary celebrations!"

If you would like to work with DJ Murphy, get in touch at www.djmurphy.co.uk or email Katie@djmurphy.co.uk

DJMurphy