

Dynamic Chiropractic®



CHIROPRACTIC (GENERAL)

MPA Wins Seven Publishing Awards

DCPI Staff

MPA Media, publisher of *DC Practice Insights* and *Dynamic Chiropractic*, among other titles, has been recognized for editorial and design excellence with an unprecedented seven publishing awards by the American Society of Business Publication Editors (ASBPE), the nation's largest organization for business-to-business publications. *DCPI* and *DC* received regional awards in the following categories:



DC Practice Insights

- How-to-Article – Gold: "Top 5 Myths and Realities of Dietary Supplements (Apr 2013)
- Feature Article Design – Gold: "Building Your Authority and Credibility" (Oct 2013)

Dynamic Chiropractic

- News Analysis – Silver: "Medical Payola," Parts 1-2 (May 1/Jun 1, 2013)

Additional awards received by MPA Media publications at the 2014 "Azbees" included the following:

Massage Today

- Regular Column, Contributed – Gold: "Treatment Tools" (Feb/May 2013)
- Front Cover, Illustration – Gold: "Heroes of the Profession" (Dec 2013)

Acupuncture Today

- Feature Series – Gold: "Acupuncture Today in China," Parts 1-3 (Jan/Feb/Mar 2013)
- Best Use of Social Media – Silver: Acupuncture Today's Twitter/Facebook Successes

Founded in 1964 as the American Society of Business Press Editors, the ASBPE is "the professional association for full-time and freelance editors, writers, art directors, and designers employed in the business, trade, and specialty press." The association's annual Awards of Excellence (coined the "Azbee Awards") recognize the best in editorial and design by magazines, newsletters and digital media, including websites, e-newsletters, digital magazines and blogs.

The latest awards add to MPA Media's growing legacy of excellence as recognized by the nation's top publishing organizations. In 2011, MPA Media won a national Azbee Award (silver) for Investigative Reporting (*Massage Today*) and two regional awards: silver for Investigative Reporting (*Massage Today*) and gold for Best Contributed Column (*Acupuncture Today*).

Last year, MPA Media also received national awards in two categories from FOLIO, widely considered the most competitive and rigorously judged journalism awards in the U.S. MPA Media received two honorable mentions: Best App for *DC Practice Insights* – the first time any chiropractic publication has been nominated for a FOLIO award in any category – and Best Series of Articles for "Acupuncture Today in China."

MPA Media now has apps for all four of its award-winning publications. You can download the *DC Practice Insights* and *Dynamic Chiropractic* apps, which include all the content from each print issue of the publications in an innovative format, complete with app-only interactive features, free from the App Store following a simple online registration process. Make sure you have the print publication handy when doing so, as specific information on the mailing label is required to complete the registration process.