

DC Practice Insights Wins National Folio Award in "Best App" Category

DCPI Staff

DC Insights has been recognized for app excellence by FOLIO, the nation's largest multi-channel resource organization for the magazine and online media industry. MPA Media, the publishers of DC Practice Insights, was nominated in two categories: Best App for Dynamic Chiropractic 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," which appeared in DC's sister publication, Acupuncture Today. MPA Media took home honorable mentions in both categories during ceremonies held in New York City on Dec. 5, 2013.

Motion pictures have their Academy Awards, television has its Emmys; in the publishing world, it's the FOLIO Awards - the most competitive and rigorously judged journalism awards in the U.S. The FOLIO Awards span print and digital, with the Eddies honoring the best in editorial and the Ozzies the best in design.

FOLIO's Eddie and Ozzie awards program is the largest of its kind for magazine publishers. It also has the proud distinction of being the only awards event open to magazines and websites of all kind: consumer and B2B, association, custom and regional, big and small. At the awards ceremony, MPA Media joined a virtual "who's who" of the publishing industry, including Time, Huffington Post, National Geographic, Forbes, Hearst, People, Oprah, and Sports Illustrated.

Other trade publishers / publications present at the ceremony included Medical Marketing and Media, Associated Bodywork & Massage Professionals, Stroke Connection, Fitness Magazine, SELF Magazine, Neurology Today and the American Journal of Nursing. Overall, more than 200 magazine media professionals gathered in NYC to recognize and celebrate the industry's best achievements.

After learning of this year's FOLIO nominations, Bud McLeod, editor-in-chief of MPA Media, noted that in his nine-year tenure with a well-known publishing company, simply being named a FOLIO finalist was considered a major achievement, despite receiving dozens of national awards from other journalism associations.

This year's winners were chosen by FOLIO's prestigious panel of 300-plus judges, who narrowed down the more than 2,500 entries received this year to a list of roughly 500 finalists. MPA Media is honored to have been part of the largest and most inclusive awards program of its kind in the industry. All attendees were praised by Folio general manager Tony Silber for being "winners" of a tough competition that noted the very best in editorial and design across the country.

Continuing a long tradition of award winning journalism, MPA Media has compiled an impressive record in recent years against the best publications in the United States.

Dynamic Chiropractic and DC Practice Insights apps are currently available for iPads only (other devices coming soon). Go to www.dynamicchiropractic.com/tablet with a copy of either publication to register and download.

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