

## Quark sponsors Digital Magazine Awards

LONDON, UK: Quark announced yesterday, 26 August 2010, that the company is sponsoring the Digital Magazine Awards 2010, a global awards initiative to showcase the best digital magazines and recognise the most influential people in digital publishing today. Quark will be the awards Platinum Sponsor.



Quark recently announced its Digital Publishing 2.0 strategy and its plans for a number of solutions for publishing to digital devices. These include partnerships with K-NFB and Baker and Taylor that will see design-rich publishing direct from QuarkXPress to the Blio Reader - a new reading technology that will be available on a wide range of digital reading devices in 2010.

Gavin Drake, Quark's vice president of marketing said: "Digital magazines are a fast evolving area and this is only going to accelerate in the near term. We're delighted to be able to support and associate the Quark brand with the Digital Magazine Awards. It's a perfect fit with our focus on digital publishing and determination to continue to 'revolutionise publishing, again'. We look forward to the Digital Magazine Awards 2010 driving innovation and rewarding the very best in this burgeoning industry."

Bruce Hudson, Digital Magazine Awards founder said: "To have Quark, a global brand and the market leader, as our Platinum Sponsor gives the Awards real kudos and cements its place as the award to win in the industry. With its Digital Publishing 2.0 solution, Quark is giving designers and publishers the flexibility to take on today's opportunities and prepare for tomorrow's challenges, so it is an honour for them to reward innovation and creativity at the Awards."

Closing date for entries is 30th September 2010.

For more information go to [www.digitalmagazineawards.com](http://www.digitalmagazineawards.com).