

Firm	Award Level	Innovation	Originality	Rationale	Impact	Total	Description
Stephenson Harwood	Commended	The New Silk Road magazine	6	5	5	16	Heavily designed, humourous, colourful take on a magazine that seeks to indirectly promote the firm in Asia, the Middle East and Africa.
Linklaters	Commended	Linklaters Quarterly	5	5	5	15	Intellectual content on business topics, professional journalists, based on the McKinsey Quarterly idea but heavily Linklaters branded.
Houthoff Buruma	Commended	Houthoff Buruma magazine	5	5	5	15	Uses a professional photographer and journalist. It is well-designed but is essentially comprised of interviews with business figures.
CMS	Commended	Solve	4	5	6	15	Client facing, traditional magazine that features articles about the firm and some general business pieces. Gives advertising space to stakeholder partners.