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MACWORLD WINS FOUR EDDIE AWARDS INCLUDING TOP HONORS FOR BEST SINGLE ARTICLE: “PROTECT YOUR MAC”

Premier Apple & Mac information resource also brings home three silver awards for Best Consumer Technology/Computing Magazine (full issue), Best Website, and Best Online Community.

SAN FRANCISCO, CA—September 28, 2007—At the *Folio*: Awards ceremony held in New York earlier this week, [Macworld](http://www.macworld.com), the world’s foremost Mac authority, took home a prestigious Gold Eddie Award for the article “[Protect Your Mac](http://www.macworld.com/2536),” the July 2006 issue cover story. [Macworld](http://www.macworld.com) was also honored with three silver Eddie awards including: Best Website, Best Consumer Technology/Computing Magazine (full issue), and Best Online Community: OS X Hints. Presented annually by *Folio*., the Eddie Awards are judged not against the competition, but by how well a publication or Website lives up to its own editorial mission and the quality of its content.

“The Eddie Award for Best Single Article is a well-deserved honor for all the editors involved,” said Jason Snell, VP/Editorial Director of *Macworld*. “It really shows the ongoing dedication of our team to provide the Mac community with valuable information about the technology they use. In addition, these four awards really acknowledge *Macworld*’s strengths in the online, print, and community spaces.”

“[Protect Your Mac](http://www.macworld.com/2536)” featured 18 ways to safeguard data and privacy from vicious attacks. The award-winning article also ranks different antivirus software specifically for the OS X operating system. “[Protect Your Mac](http://www.macworld.com/2536)” provides helpful advice on how to ward off nasty viruses or bugs that can crash an operating system or render users vulnerable to serious problems such as identity theft, and warns readers that Macs are not immune to the problems that have been plaguing PC users for years. The story can also be found online at <http://www.macworld.com/2536>.

The *Folio*: Awards has an esteemed panel of more than 100 judges—including editors, publishers, creative directors and Webmasters who considered more than 3,000 entries submitted by magazine publishers spanning the globe for *Folio*.’s annual awards. Earlier this year, *Macworld* received a 2007 Jesse H. Neal Award for Best Online Article or Series for the five-part series, “[A Maximum Look at a mini Mac](http://www.macworld.com/2536)”.

About Mac Publishing

Mac Publishing, LLC, a subsidiary of International Data Group (IDG), the world’s leading technology media, events, and research company, publishes the world’s leading independent Macintosh magazine and Web sites. Every month [Macworld](http://www.macworld.com), winner of the *Folio*: 2005 and 2006 Gold Eddie Award for Best Technology/Computing Magazine and the 2007 Jesse H. Neal Award for Best Online Article or Series, reaches an average issue audience of nearly one million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million monthly unique visitors. The Mac Publishing sites include: [Macworld.com](http://www.macworld.com), [PlaylistMag.com](http://www.playlistmag.com), [MacOSXHints.com](http://www.macosxhints.com), [MacworldProductFinder.com](http://www.macworldproductfinder.com), and [MacUser.com](http://www.macuser.com).

About International Data Group (IDG)

International Data Group (IDG) is the world’s leading technology media, events, and research company. IDG’s online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, *Macworld*, Network World, and PC World. IDG’s lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

IDG is a leading producer of more than 750 technology-related events including *Macworld* Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

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