



AWARDS

American Horse Publications (AHP) Awards

Awards for three western magazines:

Living Cowboy Ethics, which became The Cowboy Way, and Ranch & Reata.

2009

Class 62: ASSOCIATION MAGAZINE
circulation 15,000 and over (11 entries)

Winner

Living Cowboy Ethics

William Reynolds, Editor

Robin Ireland, Art Director

The Paragon Foundation – GB Oliver, Publisher

This magazine has such a strong aesthetic that extends from cover to cover; you almost want to put each issue on display. The lifestyle editorial content that includes books and music is refreshing in this genre. In addition there's sophistication in the typography that few other magazines can match. Nothing looks accidental or unintentional, and attention is paid to the appropriate use of bold and italics to designate more important information and create a hierarchy with the typography. The stunning photography caps off the book-like feel that this magazine has.

Class 38: Open Color Editorial Photograph (21 entries)

Second Place

Living Cowboy Ethics

"Justin Fields - Jay Dusard's Open Country"

Jay Dusard, Photographer

Spring 2008

Excellent exposure and use of light to create a beautiful mood throughout the image without competing with the subjects. Well balanced composition allows eye to meander through image and pick up different details with each viewing.

2010

Class 27

MAGAZINE COVER PAGE (PRINT)

circulation 10,000 to 20,000 (14 entries)

Second Place

The Cowboy Way

"Fall 2009 Cover"

Bill Reynolds, Editor

Robin Ireland, Art Director

Myron Beck Photographer

Nice photo and well-designed masthead make this understated cover work. The cover blurbs don't intrude on the photo and the information at the bottom of the page, while small, is easy to read.

Class 33

ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT), (17 entries)

Honorable Mention

The Cowboy Way

"Mission Statement"

Robin Ireland, Art Director

Myron Beck, Photographer

Fall 2009

Compelling photograph used in excellent double truck. Great color and text placement don't distract the eye from the photo but remain readable.

Class 36

OPEN EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ELECTRONIC) (5 entries)

First Place

Living Cowboy Ethics

renamed The Cowboy Way

"Part of His String"

Adam Jahiel, Photographer

Summer 2009

Old West feel with use of black and white, wide-open space, cowboys' clothing; horse being led away adds mystery; great angle.





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American Horse Publications (AHP) Awards cont.

Class 58

ASSOCIATION MAGAZINE

circulation 15,000 and over (6 entries)

General Excellence Winner

Living Cowboy Ethics
(renamed The Cowboy Way)

Bill Reynolds, Editor

Robin Ireland, Art Director

GB Oliver, The Paragon Foundation, Publisher

Outstanding cover photography. You immediately get a sense of the purpose of this magazine from first glance at its covers. Innovative yet elegant layout and design. Beautiful writing and outstanding photography throughout. This publication meets its mission with style and passion.

OVERALL PUBLICATION

Living Cowboy Ethics

(renamed The Cowboy Way)

From cover to cover the design work in this publication is flawless. This is a shining example of when less is more. The understated, expert use of typography is a breath of fresh air. The photographic treatments are enhancing. Each section is flowing and cohesive. The entire design never once deviates from this publication's statement of purpose. The staff that worked on this could write the book on designer guidelines.

2011

ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT) (13 entries)

Second Place

The Cowboy Way

"Mission Statement"

Robin Ireland, Art Director

William C. Reynolds, Editor

Spring 2010

A very classy composition that befits the Mission Statement it supports. Everything in the design directs and re-directs your eye to the understated mission copy; the

position of the riders head, the sparse background, the position of the rope.

GENERAL EXCELLENCE ASSOCIATION MAGAZINE

CIRCULATION 15,000 AND OVER (9 entries)

Winner

The Cowboy Way

William Reynolds, Editor

GB Oliver, Paragon Foundation, Publisher

Robin Ireland, Art Director

Strong covers – simple photo with red nameplate and strong image clearly draw focus to the subject matter within. Its stylized contents page highlights its strong editorial mix with unpredictable stories. The strong design uses continuous elements to reinforce mission and special sections don't stray from that purpose.

2012

PUBLICATION COVER PAGE

CIRCULATION UNDER 10,000 (PRINT) (21 entries)

Third Place

Ranch & Reata

"Premiere Issue"

Robin Ireland, Art Director

Williams Reynolds, Publisher

April/May 2011

Unusual but simple cover format makes this entry stand out. Elegant typography, clean photo with lots of negative space and smart use of spot varnish are the details that make this entry a winner.

GENERAL EXCELLENCE SELF-SUPPORTED

MAGAZINE CIRCULATION UNDER 15,000 (7 entries)

Winner

Ranch & Reata

A.J. Mangum, Editor

Williams Reynolds, Publisher

Robin Ireland, Art Director

This exquisitely designed publication is a mix of perfect





AWARDS

American Horse Publications (AHP) Awards cont.

graphic technique and pictorial display. The format, paper stock and areas of spot varnish on the cover are very admirable choices for this table top worthy display journal. The use of white space, typographic and photo treatments couldn't be more to perfection than those that are laid out here.

2013

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (PRINT) (27 entries)

First Place

Ranch & Reata
"Issue 2.5 Cover"
Robin Ireland, Art Director
Bill Reynolds, Publisher
December 2012

Cover shows fantastic use of color highlights design. Excellent photo choice and use of negative space draws the eye to cover.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000 (12 entries)

Winner

Ranch & Reata
A.J. Mangum, Editor
Bill Reynolds, Publisher
Robin Ireland, Art Director
August/September and October/November 2012

Ranch & Reata is a very well-designed publication that expresses its Statement of Purpose with pertinent articles. The creative use of photography, typography and spot illustrations is very well done. There is a pleasing flow that makes the reader want to turn the page.

2014

PERSONAL SINGLE COLUMN CIRCULATION UNDER 10,000 (18 entries)

First Place

Ranch & Reata
"A Little More Hope, A Little Less Fear"
By A.J. Mangum
October/November 2013

Good descriptive writing puts the reader right in the barn. Excellent ending with a return to the boy in the barn. The column makes a good point.

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (17 entries)

First Place

Ranch & Reata
"Volume 3.2 Cover"
Robb Kondrick, Photographer
Robin Ireland, Art Director
June/July 2013

The captivating photo was the perfect choice for the cover. The centered image with the varnished red nameplate that extends beyond the photo edge is perfectly positioned to draw the reader in. The tasteful cover lines and web address enhance the cover and do not detract from the haunting photo. One feels like they can't take their eyes off this cover.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000 (9 entries)

Winner

Ranch & Reata
A.J. Mangum, Editor
Bill Reynolds, Publisher
Robin Ireland, Art Director
June/July and August/September 2013

This publication blew me away. From the gorgeous cover photos to the heartfelt editor's column, this publication wants to serve its readers. Incredible mix of editorial content, beautiful writing, and solid horsemanship information. Love the Road Trip List and column name "Two Wraps and a Hooey."

