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AWARDS NEWS: B2B Marketing wins business mag of the year

9 December 2013

B2B Marketing magazine won business magazine of the year at the [PPA Independent Publishers Awards](#).

The judges were impressed with what could be achieved from a small team, and the turnaround story of the magazine.

Over the last year, B2B Marketing has integrated the magazine with the business as a whole, using it as a launch platform for its benchmarking research, and completely redesigning the publication.

The results have seen an increase in readers and revenue.

Speaking at a ceremony at Montcalm Marble Arch in London on Friday, James Farmer, founder and publisher of B2B Marketing, commented on the news: "It is a great result for the entire team and the overall B2B Marketing brand. Content is king and this is where the focus has always been."

This concludes a wholly successful year for B2B Marketing, which has launched the B2B Leaders programme and B2B Training this year, ahead of its tenth birthday in 2014.



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In 2012, the volume and quality of entries for the B2B was up again, and together t

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Shortlist B2B marketing communicati
yearThe last year has been by far the



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