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## **EndoPro Magazine Named 2018 FOLIO: Eddie Award finalist in two editorial categories**

**Phoenix, AZ** – For the third consecutive year, ***EndoPro Magazine***, the leading publication for endoscopy professionals, announced that it has been named a finalist in two categories for the 2018 FOLIO: Eddie & Ozzie Awards. The largest media publishing awards program, the Eddies & Ozzies recognize the very best in editorial and design across the magazine and online media industry.

*EndoPro Magazine* was nominated in the following categories:

### **B2B, Range of Work by a Single Author, Andy Eakins for:**

- “Endoscopic Water Irrigation and Mitigating the Risk of Cross-Contamination”, July/August 2017
- “The Trouble with Repairs and Loan Scopes”, March/April 2018
- “Choosing Your Next Endoscope Transportation System: What Do You Need to Consider?”, May/June 2018

### **Single Article, B2B, Healthcare/Medical/Nursing**

- “Understanding New C. Diff Clinical Practice Guidelines” by Elizabeth Srejcic, May/June 2018

“We are honored to again be nominated for two Eddie Awards. Each of our nominees is deserving and emblematic of the editorial quality we strive for,” said Bill Eikost, President and Publisher at 7 Toes Media, the parent company for *EndoPro Magazine*. “While these nominations recognize *EndoPro* by name, this is confirmation our team’s hard work and commitment to providing top-notch editorial content to our audience of endoscopy professionals is hitting its mark.”

In 2017, *EndoPro Magazine* received two Eddie nominations, taking home the award as top B2B Full Issue in the Healthcare/Medical/Nursing category.

“The Eddie & Ozzie Awards recognize the pillars of magazine and digital publishing—outstanding journalism and content, photography, design, and the extremely talented people who produce it,” said Caysey Welton, Content Director at Folio: . “No other program celebrates a wider range of publications. Whether it’s a niche magazine with an audience of 5,000, or an online trade publication, or a mass consumer brand that reaches tens of millions of readers on multiple platforms, these awards shine a light on all their brilliant work.”

“Year after year the entries continue to impress all of us here at Folio:” said Welton. “It’s inspiring to see all the great work our community produced over the past year. And it’s given us a lot to consider as we gear up to announce this year’s ‘Magazine of the Year’ finalists next week.”

The winners will be announced on Tuesday, October 9, 2018 during The Folio: Show at the Hilton Midtown in New York City.

### **About EndoPro Magazine**

Founded in 2015, EndoPro is produced by a team of publishing experts with more than 70 years of collective experience, with 30-plus years in healthcare and endoscopy publishing. EndoPro is the go-to source for timely, relevant practice guidance that endoscopy professionals need to protect their institutions, their patients and their fellow healthcare workers. For more information, contact Bill Eikost at 877-519-9592 x101 or email [Bill.Eikost@7ToesMedia.com](mailto:Bill.Eikost@7ToesMedia.com).  
[www.EndoProMag.com](http://www.EndoProMag.com).

### **About Folio:**

The Eddie & Ozzie Awards program is presented by Folio: the information resource publishing executives turn to for news analysis, commentary, and thought leadership in driving business strategy, value creation and revenue growth. Folio: delivers this insight across several newsletters, social media communities, special reports and live events. For more information, visit [www.foliomag.com](http://www.foliomag.com).

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