

2018

**AMA**

THE AUSTRALIAN  
MAGAZINE  
AWARDS

**ENTRY KIT**

2018

*Celebrating the best Australian magazine brands*

An **AdNews** initiative



### ELIGIBILITY

Entries must have been published between **1 July 2017** and **30 June 2018**.

### CLOSING DATE

Entries must be received by **4pm, 28 September 2018**. No extensions will be available.

The Australian Magazine Awards were established in 2009 to recognise magazine brands that perform, inspire and endure for publishers, advertisers and readers. This year there have been a number of changes to the categories. **PLEASE NOTE** that as of 2018, an ABC audit, or any audited circulation is no longer a pre-requisite of entry.

## CATEGORIES

### A. MAGAZINE BRAND OF THE YEAR

This is the big one. The judges will be looking for publications that not only deliver in print for readers as well as advertisers, but have expanded the brand as a significant player in the digital space.

#### ENTRY REQUIREMENTS

Provide a statement of no more than 800 words covering:

- » How the publication delivers across print and digital channels
- » How brand values have been maintained for each platform
- » How the brand has performed commercially, and how it has used all touchpoints to deliver commercial success

Provide six high-res images illustrating where the brand is housed and save to a USB

Provide 1 copy of the completed entry form, 6 copies of the printed statement with any relevant supporting imagery attached and 1 USB containing high-res images

**B-I: FASHION MAGAZINE BRAND OF THE YEAR; FOOD MAGAZINE BRAND OF THE YEAR; GENERAL INTEREST MAGAZINE BRAND OF THE YEAR; HOME, GARDEN, ARCHITECTURE, RENOVATION MAGAZINE BRAND OF THE YEAR; TRAVEL, LEISURE, SPORTS MAGAZINE BRAND OF THE YEAR; SPECIAL INTEREST/HOBBYIST MAGAZINE BRAND OF THE YEAR; B2B MAGAZINE OF THE YEAR; NEWSPAPER INSERTED MAGAZINE BRAND OF THE YEAR**

For the above categories judges will be looking at the overall brand performance in areas such as; content, design, reader engagement, use of social media, branded content initiatives (where applicable), commercial opportunities, events and other potential growth areas where the brand has spun-out new ventures.

Note that while print magazine brands with strong online offerings traditionally fall into these categories, we will also consider strong applications from those producing digital-only magazines.

#### ENTRY REQUIREMENTS

Provide a statement of no more than 800 words covering:

- » Content highlights
- » Digital ventures
- » Branded content initiatives
- » Commercial drivers and successes
- » New brand extensions and/or event extensions
- » Reader engagement
- » Social media awareness and integration

Entrants will also be required to provide the following regarding the brands performance:

- » 6 high-res images that can be used to identify the publication and save to a USB

Provide 1 copy of the completed entry form, 1 hard copy of 3 different editions of the magazine that fall within the eligibility period (**1 July 2017** and **30 June 2018**), 6 copies of the printed statements and 1 USB containing high-res images

### J. DIGITAL-ONLY MAGAZINE BRAND OF THE YEAR

Open to websites, or digital-only versions, of magazines, this category awards those who are fully integrating the wealth of digital opportunities open to a brand's publisher.

#### ENTRY REQUIREMENTS

Provide a statement of no more than 800 words covering:

- » The site's URL and any logins and passwords necessary for full access



- » A description of the main functions of the magazine brand – who it targets, its subject matter and a strong focus on readership engagement
- » An outline of advertising opportunities available and the advertising revenue in the 12 months to **June 2018**
- » An outline of traffic/subscriber numbers, usage and growth in the 12 months to **June 2018**

6 screengrabs of pages from the site/digital publication (including masthead and/or homepage) and save to a USB

Provide 1 copy of the completed entry form, 6 copies of the printed statement with any relevant supporting imagery attached and 1 USB containing screengrabs

#### K. BEST BRAND EXTENSION

This category recognises a magazine brand that has extended its reach into a new area to drive its reach, and engagement with its audience, as well as providing new commercial avenues for advertisers. It could include any spin off clearly connected to, and derived from, the parent magazine brand. This could be, but is not limited to, a foreign language version of the magazine; a branded podcast; a branded product range. Judges will take into account the impact on the parent magazine brand and the originality and professional execution of the launch or extension.

##### ENTRY REQUIREMENTS

Provide a statement of no more than 800 words covering:

- » The structure, aims and objectives of the launch/innovation/extension
- » How the launch/innovation/extension was marketed, including cross-promotional activity with the parent magazine
- » How the launch/innovation/extension has engaged the target audience
- » Commercial success of the launch/innovation/extension

Provide 1 copy of the completed entry form, 6 copies of the printed statement with any relevant supporting imagery attached and 1 USB containing screengrabs

#### L. EVENT OF THE YEAR (B2B or Consumer)

Open to events staged by magazines (print/digital-only). The event must be clearly owned and operated by the parent brand. It must have taken place between **July 2017** and **June 2018**. Judges will take into account the impact on the parent magazine brand and the originality and professionalism of the event, as well as commercial success and readership engagement.

##### ENTRY REQUIREMENTS

Provide a statement of no more than 800 words covering:

- » The structure and aims of the event
- » How the event was marketed, including cross-promotional activity with the parent magazine
- » Involvement with the target market
- » Benefits delivered to sponsors

6 high-res images from the event and save to a USB

Provide 1 copy of the completed entry form, 6 copies of the printed statement with any relevant supporting imagery attached and 1 USB containing high-res images are required for this category

#### M. CUSTOM MAGAZINE OF THE YEAR

Recognises best in market custom published titles in any sector. For the purpose of these awards a custom media brand is defined as an integrated offering published for a fee by a media company on behalf of an unrelated company (the client). The entry must be a custom brand published at least four times a year in print or in digital. The media company must be responsible for its design, production and advertising sales, if relevant. In addition to assessing information provided by media owners in their entries, judges will take into account production values, editorial content, design and how well the various media platforms of the brand are integrated.

##### ENTRY REQUIREMENTS

Provide a statement from the media company of no more than 800 words covering:

- » The purpose of the custom media brand
- » Its editorial and content approach
- » Its customer base/target audience
- » Multimedia strategy and innovations deployed to engage and grow its target audience in the 12 months to **June 2018**

» Evidence of effectiveness, e.g. growth in audience and engagement

Provide a statement from the client of no more than 400 words covering:

- » Performance of the custom media brand, e.g. did it reach or exceed targets re: audience, revenue etc
- » Return on investment
- » How the media company demonstrated innovative thinking and execution to reach and exceed targets
- » Services provided by the custom publishing company

Provide 1 copy of the completed entry form, 6 copies of the printed statements with any relevant supporting imagery attached and 1 USB containing screengrabs



**N. EDITOR OF THE YEAR - B2B**

and

**O. EDITOR OF THE YEAR - CONSUMER**

Open to the editors of print and digital-only magazines. The editor must have overall responsibility for the publication's editorial content, i.e. not be just a section editor, for all issues published in 2018. Editors may prepare their own entries, or publishers may prepare entries on behalf of their editors. The judges will assess the entry statements and the design and content of the sample copies provided.

**ENTRY REQUIREMENTS**

Provide the following statements covering:

- » In no more than 200 words outline the editor's career in publishing
- » In no more than 600 words outline recent successes of the publication driven by the editor
- » In no more than 200 words outline the effect of those changes on circulation, readership, advertising and competitive position
- » An endorsement of no more than 100 words from the publisher
- » Outline any improvements to the brand under the Editor's direction (events, website and various platform extensions)

1 high-res photo of the editor and save to a USB

Provide 1 copy of the completed entry form, 2 hard copies of 3 different editions of the magazine that fall within the eligibility period (1 July 2017 and 30 June 2018), 6 copies of the printed statements and 1 USB containing the high-res image

**P. DESIGNER OF THE YEAR**

The Designer of the Year rewards designers who have demonstrated brilliance in concept and insight in addition to design execution in print, digital and/or rich media contexts in the 12 months to **June 2018**. This category has been established to unearth designers who take a holistic approach to produce work that pops off the page or screen, not just to engage audiences, but captivate them.

**ENTRY REQUIREMENTS**

Provide a statement of no more than 800 words covering:

- » The target audience and background of the title
- » Outline the design approach. What is your design ethos and how is it carried throughout the publication (print or digital) to support and engage with the title's audience/s?
- » Describe the design appeal addressing the following: use of colour; layout and typography; graphics including the use of illustration, animation, video/rich media and photography

- » Describe how the design demonstrates flair, originality and creativity while still being empathetic to the audience and subject matter

Examples of x3 layouts developed by the designer, as jpegs on a USB

**Q. BEST BRANDED CONTENT CAMPAIGN OF THE YEAR**

The Best Content Marketing Campaign of the Year rewards brilliance of insight, strategy, execution and outcome content program, developed by the media owner in partnership with a commercial partner or client. This category has been established to unearth best-in-class instances where media companies have solved clients' business problems with a holistic content marketing program that has successfully engaged target markets on one or any number of platforms and channels, e.g.: print, online, social, events, video, etc. For the purpose of these awards 'content marketing' is defined as any paid-for execution that appears in non-paid for advertising contexts during the 12 months to **June 2018**. 'House' promotions will not be considered.

**ENTRY REQUIREMENTS**

Provide a statement of no more than 800 words from the media company covering:

- » The objectives of the content marketing campaign
- » The strategy
- » The execution
- » The results/outcomes

Provide a statement from the client of no more than 400 words covering:

- » How well the execution matched or exceeded its objectives/targets
- » Return on investment
- » Services provided by the media company

Provide 1 copy of the completed entry form, 6 copies of the printed statement with any relevant supporting imagery attached and 1 USB containing screenshots



# ENTRY DETAILS

Entries must be received by **4pm, 28 September 2018.**

## CATEGORY (select one)

- Magazine Brand of the Year
- Fashion Magazine Brand of the Year
- Food Magazine of the Year
- General Interest Magazine Brand of the Year (ie Women's Weekly)
- Home, Garden, Architecture, Renovation Magazine Brand of the Year
- Travel, Leisure, Sports Magazine Brand of the Year
- Special Interest/Hobbyist Magazine
- B2B Magazine of the Year
- Newspaper Inserted Magazine Brand of the Year
- Digital Media Brand of the Year
- Best Brand Extension
- Event of the Year (B2B or consumer)
- Cover of the Year
- Custom Magazine of the Year
- Editor of the Year - Consumer
- Best Content Marketing Campaign of the Year



# ENTRY DETAILS

Entries must be received by **4pm, 28 September 2018.**

## ENTRANT DETAILS

Publication/Brand \_\_\_\_\_

Name of Entry (Applies to Editor, Sales Team and Campaign entries) \_\_\_\_\_

Web Address (Website of the Year entrants only) \_\_\_\_\_

Name of Event (Event of the Year entrants only) \_\_\_\_\_

Cover Issue (Cover of the Year entrants only) \_\_\_\_\_

Entrant Company \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT

An entry fee of \$245 incl GST is payable for each entry submitted.  
A receipt will be issued to the entrant contact email address once payment has been processed.

\_\_\_\_\_ entries at \$245 incl GST each = \$ \_\_\_\_\_ incl. GST

### BY CREDIT CARD

Amex  Visa  MasterCard

Card Number \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

Please note a 3.2% charge applies for payments made by Amex and a 1.8% charge applies for Visa and MasterCard payments.

### SEND ENTRIES TO:

**Two de Force  
Ground floor,  
17-21 Bellevue St  
Surry Hills NSW 2010**

**ENQUIRIES: Contact Two de Force, 02 9281 8788, [grace@twodefence.com.au](mailto:grace@twodefence.com.au)**

**TERMS & CONDITIONS:** Payment must accompany the entry form. Entries exceeding the word count will be disqualified. Any Entries missing client statements will be disqualified. Finalists and winners will be published in AdNews magazine, and/or its accompanying awards winners supplement, and on the AdNews website. The information published will be taken from the entry form and submitted statements. If there is any specific information in your entry that is sensitive and should not be published please make this clear at the time you submit your entry. The judges' decisions are final. Entries will not be returned to entrants at the conclusion of the awards.