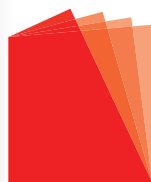


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**AUSTRALIAN
MAGAZINE
AWARDS 14**

Marketing Magazines to
Media Buyers and National Advertisers

Major Sponsor

Roy Morgan
— Research —

ENTRY INFORMATION

The Australian Magazine Awards were established in 2009 to recognise magazines that perform at the highest level for publishers and advertisers. There are six categories where entries are required. Use this form for entries into the App, Custom, Editor, Event, Front Cover, and Website categories. Note: Entries are not required for the general categories. See <http://www.adnews.com.au/awards/australian-magazine-awards> for more information.

ELIGIBILITY

Entered work must have been undertaken between 1 July 2013 and 30 June 2014.

CLOSING DATE

Entries must be submitted by 4pm 19 September 2014.

APP CATEGORY

Entries are eligible from apps of magazines that are either ABC- or CAB-audited. The app must be clearly related to the parent magazine, e.g., a MasterChef app for MasterChef Magazine. It must have been completed in the 12 months to 30 June 2014.

ENTRY REQUIREMENTS

Provide a statement of no more than 800 words in total, covering:

- The name of the app and how to access it.
- A description of the main functions of the app in relation to the parent magazine, including cross-promotional activity.
- An outline of advertising opportunities on the app and advertiser take-up.
- An outline of user take-up and traffic numbers.

Provide 6 printed copies of the statement.

JUDGING

The winners will be decided by a judging panel of digital media buying executives. They will take into account each app's design, content, functionality, user experience and commercial success.

CUSTOM CATEGORY

For the purpose of these awards a custom magazine is defined as one published for a fee by a publishing company (the publisher) on behalf of an unrelated company (the client).

The publication must be a custom magazine published at least four times a year and its circulation must be CAB-audited. The publisher must be responsible for its design, production and advertising sales.

ENTRY REQUIREMENTS

1) PUBLISHER STATEMENT

Provide a statement from the publisher of no more than 400 words outlining:

- The purpose of the publication
- Its customer base/target market
- Advertising revenue and growth in 12 months to June 2014
- Changes made in the 12 months to June 2014

2) CLIENT STATEMENT

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

- Performance of the publication
- Return on investment
- Service provided by the publisher

Provide 6 printed copies of the each statement.

Entries without a client statement will be disqualified.

SAMPLE COPIES

Provide one copy of three of the most recent issues of the publication. Issues supplied must fall within the eligibility period (1 July 2013 and 30 June 2014).

JUDGING

The winners will be decided by a judging panel of media buying executives. In addition to assessing information provided by publishers in their entries they will take into account production values, editorial content and design of each publication.

EDITOR OF THE YEAR

Open to the editors of print magazines that are either ABC- or CAB-audited. 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 2014. Editors may prepare their own entries, or publishers may prepare entries on behalf of their editors.

ENTRY REQUIREMENTS

Provide a statement of no more than 600 words outlining:

- The editor's career in publishing;
- Recent changes to the publication driven by the editor;
- The effect of those changes on circulation, readership, advertising and competitive position;
- An endorsement from the publisher.

Provide 6 printed copies of the statement.

SAMPLE COPIES

Provide one copy of three of the most recent issues of the publication. Issues supplied must fall within the eligibility period (1 July 2013 and 30 June 2014).

JUDGING

The winner will be decided by a judging panel of media buying executives. The judges will assess the entry statements and the design and content of the sample copies provided.

EVENT CATEGORY

Entries are eligible from events of magazines that are either ABC- or CAB-audited. The event must be clearly related to the parent magazine, e.g., a New Idea event organised by New Idea Magazine. It must have taken place between 1 July 2013 and 30 June 2014.

ENTRY REQUIREMENTS

Provide a statement of no more than 600 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.

Entrants may include a selection of visuals to support the entry. Maximum 6 pages

Provide 6 printed copies of the statement and any corresponding imagery.

JUDGING

The winners will be decided by a judging panel of media buying executives. They will take into account the impact on the parent magazine brand and the originality and professionalism of the event.

FRONT COVER OF THE YEAR

Front covers of magazines that are either ABC- or CAB-audited, with a cover date within the 12 months period ending June 2014.

ENTRY REQUIREMENTS

Provide:

- A statement of no more than 100 words outlining the impact of the cover on readers, including copies sold (if appropriate) in relation to other editions of the title and in relation to competitors.

Provide six copies of the statement.

SAMPLE COPIES

Provide three copies of the relevant edition of the magazine

JUDGING

The winner will be decided by a judging panel of designers, media buyers and marketing executives. The judges will assess the entry statement and take into account the front cover's design, cover lines, impact and effectiveness.

WEBSITE CATEGORY

Entries are eligible from websites of magazines that are either ABC- or CAB-audited. The website must be clearly connected to, and derived from, the parent magazine, e.g., the Cleo website www.cleo.com.au, which is the online home of Cleo magazine.

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 site in relation to the parent magazine, including cross-promotional activity.
- An outline of advertising opportunities on the site, advertiser take-up, advertising revenue and revenue growth in the 12 months to 30 June 2014.
- An outline of traffic numbers, usage, dwell time and growth in the 12 months to 30 June 2014.

Provide 6 printed copies of the statement.

JUDGING

The winners will be decided by a judging panel of digital media buying executives. They will take into account each site's design, content, functionality, user experience and commercial success.

If submitting more than one entry, photocopy this form and use one form per entry.

CATEGORY (tick one)

- ☐ App ☐ Event
☐ Custom ☐ Front Cover
☐ Editor ☐ Website

ENTRANT DETAILS

Name of entry.....

Publication.....

Entrant company

Address

Suburb Postcode.....

Telephone

Contact Person

Email

PAYMENT

An entry fee of \$150 plus GST (\$165 Incl GST) is payable for each entry in each category. A tax invoice/receipt will be issued to your address above.

No. of entries x \$165 = Total payment of \$ incl. GST

BY CHEQUE

If attaching a cheque make it payable to Two de Force.

BY CREDIT CARD

☐ Amex ☐ Visa ☐ MasterCard

Card Number

Card Holder's Name

Expiry Date

Signature

Please note a 3.2% charge will be incurred for payments made by AMEX and a 1.8% charge applies for Visa and MasterCard payments.

SEND TO

Send entries to Jessica Havard
Two de Force
229 Commonwealth Street
Surry Hills NSW 2010
by 4pm 19 September 2014.

INQUIRIES

Contact Jessica Havard
02 9281 8788
Jessica@twodeforce.com.au

TERMS & CONDITIONS

- Payment must accompany the entry form.
- Entries exceeding the word count 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.

CLOSING DATE FOR ENTRIES 4PM 19 SEPTEMBER 2014