

Canon Media Awards 2017

Criteria - magazines

Magazine of the Year

Sponsored by Webstar

Entry criteria

- The magazine must principally target the consumer, with content largely focused around lifestyle and/or current affairs, with significant paid circulation volume (80 percent).
- The magazine must be scheduled to appear at least four times a year. The cover date must be in the 2016 calendar year. A magazine that appears in late December 2016 but has a cover date of January 2017 is not eligible. Similarly, a magazine that appeared in December 2015 but had a January 2016 cover date is eligible. A publication with a December 2015/January 2016 cover date is eligible as is a publication with a December 2016/January 2017 cover date.
- Entrants may supply a statement of up to 500 words.
- Entrants must enter online but will NOT be required to upload soft-copy editions of the magazines.
- Entrants must provide TWO identical sets of THREE editions of magazines. Two sets are required because there will be two judges for this category. Magazines will not be available for return to entrants.
- Please also include TWO printouts of your entry pdf. You will find the (red) entry pdf button on the entry site, under "My entries". The pdf button is on the far right of the page and there will be one pdf for every entry you make.
- Post magazines and the entry pdfs to:
Canon Media Awards
c/- News Works NZ
PO Box 2941
Shortland Street
Auckland 1140
- Alternatively, courier or hand deliver magazines and the entry pdfs to:

Canon Media Awards
c/- News Works NZ
39 Market Place
Auckland Central
Auckland 1010

Canon | Media Awards 2017

NPA
NEWSPAPER PUBLISHERS' ASSOCIATION

www.canonmediaawards.co.nz

Judging criteria

- Content, including writing excellence, columns and headings 40%
- Design, including the cover, photography/illustrations and data journalism 40%
- Strength of the brand, including trust in the title, consistency, impact and credibility 20%

Best Magazine Design

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- The magazine must be scheduled to appear at least four times a year. The cover date must be in the 2016 calendar year. A magazine that appears in late December 2016 but has a cover date of January 2017 is not eligible. Similarly, a magazine that appeared in December 2015 but had a January 2016 cover date is eligible. A publication with a December 2015/January 2016 cover date is eligible as is a publication with a December 2016/January 2017 cover date.
- Entrants may supply a statement of up to 300 words.
- Entrants must enter online but will NOT be required to upload soft-copy editions of the magazines.
- Entrants must provide TWO identical sets of THREE editions of magazines. Two sets are required because there will be two judges for this category. Magazines will not be available for return to entrants.
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Judging criteria

- Impact and visual appeal - 40%
- Engages audience, easy to navigate - 30%
- Technique including use of typography, colour, space and illustrations - 30%

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