

# 67<sup>TH</sup> Annual Maggie Awards<sup>®</sup>

for Media Excellence

## 2018 CALL 4 ENTRIES

### CATEGORIES FOR EVERY GENRE

Deadline for Entries:  
January 7, 2019

#### MAGGIE SAVINGS

Apply early and save up to 20%  
Enter at: [MaggieAwards.com](http://MaggieAwards.com)

Enter the MAGGIES Today at  
[MaggieAwards.com](http://MaggieAwards.com)



PRODUCED BY:

**B2B**  
**MediaCo**

PRINT.DIGITAL.EVENTS

## WELCOME TO THE 2018 MAGGIE CALL4ENTRIES!

Please read the information below about our category organization before you begin your MAGGIE process. (Look for “TIPS” as you go.)

MAGGIE categories are divided into five main sections and color-coded for your convenience.

### Print

Categories: 001 – 099  
(Initial Categories: 001 – 027, 053 – 071, 091)

### Web Publication & eNewsletter

Categories: 100 – 111  
(Initial Categories: 100 – 101, 104 – 105, 108– 109)

### Digital & Tablet

Categories: 112 – 120  
(Initial Categories: 112 – 113, 119 – 120)

### Video

Categories: 126 – 131  
(No Initial Category Required)

### Social Media

Categories: 132 – 137  
(No Initial Category Required)

Each main section is further divided into Consumer, Trade, and Student (where applicable). Choose your section, and your color. Want entries in multiple sections? They're easy to find. The website will be set up in this same order. **NOTE:** The Initial Category requirement is still in effect, so it's important to read the beginning of each “main section” for your Initial Category choices and rules. The instructions under these “Color-Coded Main Sections” will help determine you're eligibility in entering the categories of your choice. **MaggieAwards.com** will provide this information as well. If you have additional questions, contact the B2B office at 888-201-2841 x847.

3. Enclose a copy of the Online “VIEW ENTRIES LIST”, and attach a copy of each “Entry Form” to it.
4. Staple an “Entry Form” specific to the entry to the back of each publication shipped. DO NOT staple the View Entries List to the publication.

## MAIL YOUR PRINTED MATERIALS TO:

B2B Media  
44920 W Hathaway Ave #1794  
Maricopa, AZ 85139

### Categories that judge printed articles, layouts or covers require the following:

1. Enter Online.
2. Upload the opening page or spread of article or layout entry.
3. Upload the entire article or layout entry.

## REQUIRED UPLOADS FOR NON-PRINT ENTRIES

Non-print categories require a website address, PLUS PDF of Home page. See “Uploadable File Types” below, for requirements. See specific category for instructions.

## UPLOADABLE FILE TYPES

### WEB CATEGORIES

High-Res jpg screen grab of upper half, not full length of webpage. Include website's Header/Banner/Logo. See sizes below.

### ALL OTHER CATEGORIES

High-Res jpg or pdf. Min size 1MB, Max 7MB. Approx. Examples of dpi:

- 300 dpi, Document size: 8.2” x 10.8”, 3263 pixels high x 2471 width
- 300 dpi, Document size: 4” x 5.2”, 1580 pixels high x 1200 width
- 72 dpi, Document size: 13.2” x 20.8”, 955 pixels high x 1500 width

## MAGGIEAWARDS.COM

24/7 access to MAGGIE registration and entry forms. Secure, Online environment, with easy-to-follow instructions, FAQs, category selection, upload requirements, judging criteria and Online payment. 2018 cover date required. Must be publishing when submission is made. Access MAGGIE site at **MaggieAwards.com**

## MAGGIE ELIGIBILITY

Publishers and media companies located anywhere in the world may apply for the Maggies. Entries are accepted for print publications, Web, Digital, Video, Social Media, and Enewsletters on any device. **DEADLINE: JANUARY 7, 2019.**

## SPECIAL SAVINGS!

Apply early and save money, Submissions received on/before 10/31/18 earn \$125 rates per entry. After this date, entries are \$150 each, To earn discount, all entries must be paid by cutoff date.

## APPLICATION FEES:

<b>Early Bird Apply by 10/31/18</b>	<b>\$125</b>
<b>Standard Rate</b>	<b>\$150</b>

We accept: Check, Visa, MC, Amex. (2% added to credit card payment.) Pay Online at Maggie site, fax, or mail check with printed copy of payment form (payable to B2B Media) to PO Box 1794 Maricopa, AZ 85138. All entries must be paid in full prior to processing.

## AWARDS POLICY

B2B reserves the right to change the category of an entry (if appropriate), disallow inappropriate entries and combine or eliminate categories with fewer than four publications. Entries that can't be reassigned will be refunded. A \$50 processing fee will be charged for any entry canceled by the entrant past the MAGGIE deadline.

## MAGGIE AWARD EVENT

The 2019 Maggie awards will take place in Southern California in April 2019. Venue dates will be published prior to January 7, 2019.

## ORDER DUPLICATE MAGGIES

Duplicate MAGGIES available for years 1997 – 2018. Cost: \$295 each. Allow 4 – 6 weeks for delivery.

TIP

TIP

TIP

## REQUIRED PRINT MATERIALS

Print categories judging ENTIRE publication require a cover upload and URL to full issue.

1. Upload a PDF of cover and URL to full issue.
2. Ship printed issues of the publication, in duplicate, (no xerox copies) to the B2B office.

**HOW DO I ACCESS THE MAGGIE SITE?**

Visit our site at [MaggieAwards.com](http://MaggieAwards.com) and click on the awards link.

**WHAT ARE THE MAGGIE ACCESS HOURS?**

24/7 access to your MAGGIE entries and information. Return to your entries at any time to add, or make changes, using the password you create when you register.

**HOW DO I START THE MAGGIE PROCESS?**

Before registering on the MAGGIE website, it's important to you read through the Call4Entries, and choose your categories. All entrants then begin the MAGGIE competition by clicking 'Register' on the MAGGIE website (even if you registered last year).

TIP

**CAN I USE MY LAST USERNAME AND PASSWORD?**

Yes, To access the OmniContest portal You'll be asked to enter an email address, and, if it matches an email in our system, the registration form will pre-fill with your information. You'll be asked to provide your username/ password. It can be the same as your last one or you can create a new one. Be sure to check your entrant form in case any of your contact information has changed.

**WHAT IS AN INITIAL CATEGORY?**

An Initial category is the first category each publication (print, web, digital, tablet) must enter to qualify for any other category. See "Main Section" instructions and individual categories for description.

**ARE ENTRIES INTO BOTH TRADE AND CONSUMER CATEGORIES PERMITTED?**

No, you must choose the appropriate group to enter.

**HOW WILL I KNOW WHICH CATEGORIES REQUIRE HARD COPIES AND WHICH REQUIRE UPLOADED MATERIALS?**

All categories require either uploaded files or Web addresses. In addition, categories in which the entire print publication is judged require shipping the specific issues entered, in duplicate, to our office. Read the information at the beginning of each 'Main Section' for rules. The MAGGIE site will not allow you to complete each entry unless all uploads have been done. Check each tab on the entry form for instructions.

**MAGGIE WEBSITE  
LAUNCHES  
OCTOBER 1ST ON  
[MAGGIEAWARDS.COM](http://MAGGIEAWARDS.COM)**

**WHY CAN'T I GO BEYOND THE FIRST TAB ON THE "ENTRY FORM"?**

You must complete and save each page (Tab) of the "Entry Form" before you can continue to the next page (Tab). You can always go back and change what you've done, just be sure to save each time.

**WHAT ARE THE ALLOWABLE UPLOADABLE FILE TYPES AND INSTRUCTIONS?****Web Categories**

High-Res jpg screen grab of upper half, not full length of webpage. Include website's Header/Banner/Logo. See sizes below.

**All Other Categories**

High-Res jpg or pdf. Min size 1MB, Max 7MB  
Approx. examples of dpi:

- 300 dpi, Document size: 8.2" x 10.8", 3263 pixels high x 2471 width
- 300 dpi, Document size: 4" x 5.2", 1580 pixels high x 1200 width
- 72 dpi, Document size: 13.2" x 20.8", 955 pixels high x 1500 width

**HOW DO I UPLOAD MY FILES, OR URLS?**

Upload instructions are easy. Click on the upload 'TAB' and click 'browse' to find your file. Open and upload. Be sure to save before moving to another tab or category. Click the '+' sign to add uploads. There are "Tabs" for File Uploads, Web addresses & PDFs.

**WHAT COVER DATE MUST APPEAR ON THE SUBMISSIONS?**

All entries must have published in 2018. We accept crossover issues that include 2017.

TIP

**HOW WILL I KNOW I'VE COMPLETED MY ENTRIES?**

Once you've entered and uploaded everything required, click on the "View Entries" Tab for a list of your entries. Click on each entry "Status" for a checklist of anything missing. If the entry is complete, scroll down and click on the "Submit for judging" button. Repeat these steps for each entry. **NOTE: No further changes can be made to your entry once you submit it for judging.**

**WILL OTHER ENTRANTS HAVE ACCESS TO MY ENTRIES?**

No. Entrants have access to their own entries. Judges only have access to the categories assigned to them.

**WHAT IS THE LAST STEP I COMPLETE?**

Go to "View Entries" Tab. Click on each entry "Status" for a checklist of anything missing. If the entry is complete, scroll down and click on the "Submit for judging" button. Repeat these steps for each entry. Pay, and you're done.

**WHERE CAN I FIND JUDGING CRITERIA?**

Judging criteria can be found on the [MaggieAwards.com](http://MaggieAwards.com) website in PDF format.

TIP

**CAN I ENTER THE MAGGIES AND ALSO BE A MAGGIE JUDGE?**

Yes, we will make certain you don't judge any categories you choose to enter, or any your competition enters.

**DOES JUDGING INVOLVE TRAVEL TO AN ONSITE LOCATION?**

**New in 2018**, all judging is conducted Online. No more travel! Invite your peers to participate.

**HOW DO I BECOME A MAGGIE JUDGE?**

We welcome you to judge the Maggies. Just complete the Maggie Judging Form on pg 12 or [MaggieAwards.com](http://MaggieAwards.com) by January 7th, 2019 to be considered.

**JUDGING POLICY**

Three+ year's direct experience in publishing are required. Judges are selected to represent editorial and design areas of publishing and chosen on the basis of their experience in the field and their ability to fairly evaluate the entries.

Judges will rely on information provided by entrants. Applications are available on [MaggieAwards.com](http://MaggieAwards.com) and this brochure.



**PRINT CATEGORIES  
CONSUMER 001 –014****TIP****INITIAL Consumer Print Categories for publications with 5 or more issues per year.**

Must select 1 category from categories 001 – 014 to qualify for other Consumer Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

**001 Outdoor Sports & Recreation/ Consumer**

Any outdoor sports & recreation activities. May also include performance, features, technical and product reviews and similar information. The same publication may not be submitted in category 002.

**002 Automotive & Motorcycle/ Consumer**

Performance, appearance, tech reports, road tests, features, reviews and similar information. The same publication may not be submitted in category 001.

**003 Music/Consumer**

Instruction, techniques, musical instruments, reviews, features, news and similar information.

**004 Entertainment, Communication or The Arts/Consumer**

Articles and news on celebrities, entertainment, pop cultural, style, trends, and similar information.

**005 Fashion, Beauty & Grooming/ Consumer**

Fashion, beauty, grooming and exercise tips, product reviews, features and similar information. The same publication may not be submitted in category 006.

**006 Health & Fitness/Consumer**

Health, nutrition, exercise, self-improvement, physical fitness. The same publication may not be submitted in category 005.

**007 City & Metropolitan/Consumer**

City and metropolitan living, including cultural, aesthetic, political, financial, civic and similar issues. The same publication may not be submitted in category 008 or 009.

**008 Regional & State/Consumer**

Regional and state living, including cultural, aesthetic, political, financial, civic and similar issues. The same publication may not be submitted in category 007 or 009.

**009 Travel & In-Transit/Consumer**

Travel, in-flight and in-room offering travel tips, resort information, features, events, locations travel news and similar information. The same publication may not be submitted in category 007 or 008.

**010 Technology/Consumer**

Product reviews, how-to's, graphics, techniques, tips, education, previews, demos, strategies, trends, features, applications and the like.

**011 Politics & Social Issues/ Consumer**

News and analysis of political, environmental and social issues.

**012 Lifestyles & Alternative Lifestyles/ Consumer**

Dedicated to either main or non-main stream living, philosophies and lifestyles.

**013 Business & Finance/Consumer**

News, forecasts, analysis, management issues, financial, marketing, research, current business news and trends, and similar issues.

**014 Special Interest/Consumer**

Directed to a specific audience in a consumer market. (This category is reserved for publications that are not suited for Initial categories 001–013, or 015 – 027.)

**PRINT CATEGORIES  
CONSUMER 015 –023****TIP****INITIAL Consumer Print Categories for publications with less than 5 issues per year.**

Must select 1 category from categories 015 – 023 to qualify for other Consumer Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

**015 Annuals & One-Time Custom Publications (Circ under 75,000) Consumer**

Directed to a specific audience in a consumer market. The same publication may not be submitted in categories 001–014 or 016–023.

**016 Annuals & One-Time Custom Publications (Circ over 75,000)/ Consumer**

Directed to a specific audience in a consumer market. The same publication may not be submitted in categories 001–015 or 017–023.

**017 Semi-Annuals & Three-Time/ Consumer**

Directed to a specific audience in a consumer market. Must publish as stand-alone. The same publication may not be submitted in categories 001–016 or 018–023.

**018 Quarterlies (Circ under 75,000)/ Consumer**

Directed to a specific audience in a consumer market. Must publish as stand-alone. The same publication may not be submitted in categories 001–017 or 019–023.

**019 Quarterlies (Circ over 75,000)/ Consumer**

Directed to a specific audience in a consumer market. Must publish as stand-alone. The same publication may not be submitted in categories 001–018 or 020–023.

**020 Guides, Catalogue and Directories/ Consumer**

Buying guides, catalogs, directories or reference guides of consumer items. Must publish as stand-alone. Any frequency. The same publication may not be submitted in categories 001–019 or 021–023.

**021 Tabloids/Consumer**

Any frequency. The same publication may not be submitted in categories 001–020 or 022–023.

**022 Visitor's Guides (Circ under 75,000)/ Consumer**

Directed to visitors and tourists in a specific location. Any frequency. The same publication may not be submitted in categories 001–021 or 023.

**023 Visitor's Guides (Circ over 75,000)/ Consumer**

Directed to visitors and tourists in a specific location. Any frequency. The same publication may not be submitted in categories 001–022.

### PRINT CATEGORIES CONSUMER 024 –027

TIP

**INITIAL Consumer Print Categories for Newsletters, Supplements and Associations.** Must select 1 category from categories 024 – 027 to qualify for other Consumer Print Categories. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

#### 024 Newsletters/Consumer Newsletter produced for a consumer market.

The same publication may not be entered in categories 001–023 or 025 – 027.

#### 025 Supplements/Consumer

Single issue produced in conjunction with primary publication. May not be bound into publication. The same publication may not be entered in categories 001–024 or 026–027.

#### 026 Associations For Profit/ Consumer

Distributed to members of a for-profit consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–025 or 027.

#### 027 Associations, Non-Profit/ Consumer

Distributed to members of a not-for-profit consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–026.

### PRINT CATEGORIES CONSUMER 028 –052

TIP

**Consumer Print Categories for publications with any frequency.** After fulfilling your Initial Category requirement, you may select any of the Consumer categories below, provided they fit the circulation, (if any) listed. Multiple issues are permitted in each category. Each different issue is an entry fee. See MAGGIE website for upload instructions or page 2 of the Call4Entries. See Page 2 for NEW materials & uploads.

#### 028 Best Feature Article (Circ under 75,000)/Consumer

An article of general interest to a consumer audience.

#### 029 Best Feature Article (Circ over 75,000)/Consumer

An article of general interest to a consumer audience.

#### 030 Best Series of Articles/ Consumer

A series of subject-related articles in two (2) or more issues, representing excellence in reporting.

#### 031 Best How-To Article/ Consumer

A single article using how-to steps for a consumer audience.

#### 032 Best Interview or Profile/ Consumer

Q&A or profile article about an individual of interest to a particular industry.

#### 033 Best Signed Editorial or Essay/ Consumer

A single article that takes a stand or expresses an opinion about an issue of interest to a consumer audience.

#### 034 Best Regularly Featured Department, Section or Column/ Consumer

A series from a department, section or column, of general interest to a consumer audience in a specific industry. Choose two selections, from different issues, of same series.

#### 035 Best News Story/Consumer

An article of particular timeliness or newsworthiness to a consumer audience.

#### 036 Best Editorial Layout (Circ under 75,000)/Consumer

Submit entire article, including carryover. May be color or black/white.

#### 037 Best Editorial Layout (Circ over 75,000)/Consumer

Submit entire article, including carryover. May be color or black/white.

#### 038 Best Single Editorial Illustration/ Consumer

Submit illustration as separate upload. Also submit entire article, including carryover. Covers not eligible

#### 039 Best Series of Editorial Illustrations/Consumer

Entry must contain three or more illustrations, related by theme. Submit illustrations as one upload, or separately. Also submit entire article, including carryover. Covers not eligible.

#### 040 Best Single Editorial Photograph/ Consumer

Submit photograph as separate upload. Also submit entire article, including carryover. Covers not eligible.

#### 041 Best Series of Editorial Photographs/Consumer

Entry must contain three or more photographs, related by theme. Submit photographs as one upload, or separately. Also submit entire article, including carryover. Covers not eligible.

#### 042 Best Cover (Circ under 75,000)/ Consumer

Submit cover only. Multiple entries permitted.

#### 043 Best Cover (Circ over 75,000)/ Consumer

Submit cover only. Multiple entries permitted.

#### 044 Best Overall Publication Design (Circ under 75,000)/ Consumer

Best overall use of design concepts as it relates to editorial and art.

#### 045 Best Overall Publication Design (Circ over 75,000)/ Consumer

Best overall use of design concepts as it relates to editorial and art.

#### 046 Special Theme Issue (Circ under 75,000)/Consumer

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

#### 047 Special Theme Issue (Circ over 75,000)/Consumer

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

**MAGGIE WEBSITE TIP:** Print MAGGIE Entry Forms by clicking the 'View Entries' Tab on the Application website. Click "Print". Print your forms after you have completed all your entries.

**048 Most Improved Publication/ Consumer**

Provide URL links to PDFs of 2 different issues from 2017 and 2018. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication has changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 copies to print issue to Awards Office.

**049 Most Improved Annual, Semi-Annual, Three-Time or Quarterly/Consumer**

Provide URL links to PDFs of 2 different issues from 2017 and 2018. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication has changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 copies of print issue to Awards Office.

**050 Most Improved Tabloid/ Consumer**

Provide URL links to PDFs of 2 different issues from 2017 and 2018. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication has changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 copies of print issue to Awards Office.

**051 Best New Tabloid/Consumer**

Enter one publication via URL to whole issue PDF. Ship duplicate print copies to awards office. **Must show 2018 cover date.**

**052 Best New Publication/ Consumer**

Enter one publication via URL to whole issue PDF. Ship in duplicate copies to awards office. **Must show 2018 cover date. Tabloid entries not eligible.**

**PRINT CATEGORIES  
TRADE 053 –062**

TIP

**INITIAL Trade Print Categories for publications with 5 or more issues per year.** Must select 1 category from categories 053 – 062 to qualify for other Trade Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**053 Communication, Advertising & The Arts/Trade**

Journalism, publishing, motion pictures, television, theater and recording industry news, trends, features and issues.

**054 Business, Finance & Management/ Trade**

News, forecasts and analysis, management Issues, financial, sales techniques, marketing, research and the like in a specific industry.

**055 Technology/Trade**

Product reviews, how-to's, graphics, techniques, tips, education, features, applications and similar information.

**056 Medical, Dental & Related Services/ Trade**

Research, laboratory procedures, legal issues, new techniques, emergency procedures and similar information.

**057 Fashion, Beauty & Grooming/ Trade**

Fashion, beauty, grooming and exercise tips, equipment, product reviews, features and similar information. The same publication may not be submitted in category 058.

**058 Health & Fitness/Trade**

Health, diet, exercise, self-improvement, physical fitness and similar information. The same publication may not be submitted in category 057.

**059 Public Safety/Trade**

Public safety, first responder and emergency care publications, including those focused on EMS, fire, law enforcement, homeland security or emergency communications on a regional or national level; provides news, training, leadership, commentary, analysis, products, and continuing education.

**060 Non-Paid (Circ under 50,000)/Trade**

Distributed to a specific audience in a trade or business market. Paid circulation must be less than 10%. Must submit proof of circulation.

**061 Non-Paid (Circ over 50,000)/ Trade**

Distributed to a specific audience in a trade or business market. Paid circulation must be less than 10%. Must submit proof of circulation.

**062 Special Interest/Trade**

Directed to a specific audience in a trade market. (This category is reserved for publications that are not suited for initial categories 053 – 061.)

**DUPLICATE MAGGIES AVAILABLE**

MAGGIES available for 1997 through 2016. \$295 each. Allow 4 – 6 weeks for delivery.

**PRINT CATEGORIES  
TRADE 063 –067**

TIP

**INITIAL Trade Print Categories for publications with less than 5 issues per year.** Must select 1 category from categories 063 – 067 to qualify for other Trade Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**063 Annuals & One-Time Custom Publications/Trade**

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 053 – 066 or 064 – 067.

**064 Semi-Annuals & Three-Time/ Trade**

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 053 – 063 or 65 – 067.

**065 Quarterlies/Trade**

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 053 – 064 or 066 – 067.

**066 Guides, Catalogs & Directories/ Trade**

Buying guides, catalogs, directories or reference guides for a trade audience. Must publish as stand-alone. Any frequency. The same publication may not be submitted in categories 053 – 065 or 067.

**067 Tabloids/Trade**

Any frequency. The same publication may not be submitted in categories 053 – 066.

**PRINT CATEGORIES  
TRADE 068 –071**

TIP

**INITIAL Trade Print Categories for Newsletters, Supplements and Associations.** Must select 1 category from categories 068 – 071 to qualify for other Trade Print Categories. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**068 Newsletters/Trade**

Newsletter produced for a trade market. The same publication may not be entered in categories 053–067 or 069–071.



**069 Supplements/Trade**

Single issue produced in conjunction with primary publication. May not be bound into publication. The same publication may not be entered in categories 053–068 or 070–071.

**070 Associations For Profit/ Trade**

Distributed to members of a for-profit trade association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 053–069 or 071.

**071 Associations, Non-Profit/ Trade**

Distributed to members of a not-for-profit trade association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 053–070.

### PRINT CATEGORIES TRADE 072 –096

TIP

**Trade Print Categories for publications with any frequency.** After fulfilling your Initial category requirement, you may select any of the Trade categories below, provided they fit your circulation (if any) listed. Multiple issues are permitted in each category. Each different issue is an entry fee. See page 2 for NEW materials & uploads.

**072 Best Feature Article (Circ under 50,000)/Trade**

An article of general interest to a trade audience.

**073 Best Feature Article (Circ over 50,000)/Trade**

An article of general interest to a trade audience.

**074 Best Series of Articles/Trade**

A series of subject-related articles in two (2) or more issues, representing excellence in reporting.

**075 Best How-To Article/Trade**

A single article using how-to steps, for a trade audience.

**076 Best Interview or Profile/ Trade**

Q&A or profile article about an individual of interest to a particular industry.

**077 Best Signed Editorial or Essay/ Trade**

A single article that takes a stand or expresses an opinion about an issue of interest to a specific industry audience.

**078 Best Regularly Featured Department, Section or Column/ Trade**

A series from a department, section or column, of general interest to a trade audience in a specific industry. Choose two different selections, from different issues, of same series.

**079 Best News Story/Trade**

An article of particular timeliness or newsworthiness to a trade audience.

**080 Best Editorial Layout (Circ under 50,000)/Trade**

Submit entire article, including carryover. May be color or black/white.

**081 Best Editorial Layout (Circ over 50,000)/Trade**

Submit entire article, including carryover. May be color or black/white.

**082 Best Single Editorial Illustration/ Trade**

Submit illustration as one upload. Also submit entire article, including carryover. Covers not eligible.

**083 Best Series of Editorial Illustrations/Trade**

Entry must contain three or more illustrations, related by theme. Upload illustrations as one upload or separately. Also submit entire article, including carryover. Covers not eligible.

**084 Best Single Editorial Photograph/ Trade**

Submit photograph as one upload. Also submit entire article, including carryover. Covers not eligible.

**085 Best Series of Editorial Photographs/Trade**

Entry must contain three or more photographs, related by theme. Submit photographs as one upload or separately. Also submit entire article, including carryover. Covers not eligible.

**086 Best Cover (Circ under 50,000)/ Trade**

Upload cover only. Multiple entries permitted.

**087 Best Cover (Circ over 50,000)/Trade**

Submit cover only. Multiple entries permitted.

**088 Best Overall Publication Design (Circ under 50,000)/Trade**

Best overall use of design concepts as it relates to editorial and art.

**089 Best Overall Publication Design (Circ over 50,000)/Trade**

Best overall use of design concepts as it relates to editorial and art.

**090 Special Theme Issue (Circ under 50,000)/Trade**

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

**091 Special Theme Issue (Circ over 50,000)/Trade**

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

**092 Most Improved Publication/ Trade**

Provide URL links to PDFs of 2 different issues from 2017 and 2018. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication had changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 print copies to Awards Office.

**093 Most Improved Annual, Semi-Annual, Three-Time or Quarterly/Trade**

Provide URL links to PDFs of 2 different issues from 2017 and 2018. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication had changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 print copies to Awards Office.

**094 Most Improved Tabloid/Trade**

Provide URL links to PDFs of 2 different issues from 2017 and 2018. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication had changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 print copies to Awards Office.

## 095 Best New Tabloid/Trade

Enter one issue of publication and ship in duplicate. Must show 2018 cover date.

## 096 Best New Publication/Trade

Enter one issue of publication and ship in duplicate. Must show 2018 cover date. Tabloid entries not eligible.

### PRINT CATEGORIES STUDENT 097

**TIP** **INITIAL Student Print Category for publications, newsletters and tabloids with any frequency.** Must select category 097 to qualify for other Student Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

## 097 Best Print Publication/Student

Best overall editorial, art and design of any student publication. Any frequency is permitted.

### PRINT CATEGORIES STUDENT 098-099

**TIP** **Student Print Categories for student publications with any frequency.** After fulfilling your Initial category requirement, you may select any of the Student Print categories below. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

## 098 Best Print Article/Student

An article of general interest, or newsworthiness. Must be original material. Book excerpts not permitted.

## 099 Best Print Cover/Student

Submit cover only. Multiple entries permitted.

### WEB PUBLICATION & E-NEWSLETTER CATEGORIES CONSUMER 100-101

**TIP** **INITIAL Consumer Web Publication & eNewsletter Categories.** Must select 1 Web Publication or eNewsletter category from 100 – 101 to qualify for any other consumer Web or eNewsletter categories. Any frequency is permitted. Multiple issues are permitted. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

## 100 Best Web Publication/ Consumer

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2019.

## 101 Best Web eNewsletter/ Consumer

Contains a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2017.

### WEB PUBLICATION & E-NEWSLETTER CATEGORIES CONSUMER 102-103

**TIP** **Consumer Web Publication & eNewsletter Categories.** After fulfilling your Initial category requirement, you may select any of the Consumer Web or eNewsletter categories below. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

## 102 Best Web or eNewsletter Article/ Consumer

An article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of front page article. Website must remain active through April 2019.

## 103 Best Regularly Featured Web or eNewsletter Column/Consumer

A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for TWO different selections from same series. Must submit exact website. Also submit PDF of ONE front page of ONE article. Website must remain active through April 2019.

### WEB PUBLICATION & E-NEWSLETTER CATEGORIES TRADE 104-105

**TIP** **INITIAL Trade Web Publication & eNewsletter Categories.** Must select 1 Publication Web or eNewsletter category from 104 – 105 to qualify for any other trade Web or eNewsletter categories. Any frequency is permitted. Multiple issues permitted. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

## 104 Best Web Publication/Trade

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2019.

## 105 Best Web eNewsletter/ Trade

Contains a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2019.

### WEB PUBLICATION & E-NEWSLETTER CATEGORIES TRADE 106-107

**TIP** **Trade Web Publication & eNewsletter Categories.** After fulfilling your Initial category requirement, you may select any of the Trade categories below. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

## 106 Best Web or eNewsletter Article/ Trade

An article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of front page article. Website must remain active through April 2019.

## 107 Best Regularly Featured Web or eNewsletter Column/Trade

A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues, of same series. Must submit exact website. Also submit PDF of ONE front page of ONE article. Website must remain active through April 2019.

### WEB PUBLICATION & E-NEWSLETTER CATEGORIES STUDENT 108-109

**TIP** **INITIAL Student Web Publication & eNewsletter Categories.** Must select 1 Student Web Publication or eNewsletter category from 108 – 109 to qualify for any other student Web or eNewsletter categories. Any frequency is permitted. Multiple issues permitted. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

## 108 Best Web Publication/Student

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2019.



**109 Best Web eNewsletter/ Student**

Must be student-written for the Web and contain a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home Page. Website must remain active through April 2019.

### WEB PUBLICATION & ENEWSLETTER CATEGORIES STUDENT 110-111

TIP

**Student Website Publication & eNewsletter Categories.** After fulfilling your Initial category requirement, you may select any of the Student categories below. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**110 Best Web or eNewsletter Article/ Student**

Must be student-written article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of front page article. Website must remain active through April 2019.

**111 Best Regularly Featured Web or eNewsletter Column/Student**

Must be student-written. A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit One PDF of front page of one article. Website must remain active through April 2019.

### DIGITAL & EPUBLICATION CATEGORIES CONSUMER 112-113

TIP

**INITIAL Consumer Digital & ePublication Categories.** Must select 1 Digital/ ePublication category from 112 – 113 to qualify for any other consumer digital or ePublication categories. Any frequency permitted. Multiple issues permitted. PDF and website required. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**112 Best Digital Edition or EPublication Publication/Consumer**

Digital Edition or EPublication publication that is not duplicated in print. Down loadable or viewed Online. Should include

cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2019.

**113 Best Digital Edition of Print Publication/ Consumer**

Digital Edition or ePublication that is duplicated in print. Down loadable or viewed Online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2019.

### DIGITAL & EPUBLICATION CATEGORIES CONSUMER 114-118

TIP

**Consumer Digital or ePublication Categories.** After fulfilling your initial category requirement, you may select from any consumer digital or ePublication categories below. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**114 Best Digital Edition or ePublication Article/Consumer**

An article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website or digital edition. Also submit PDF of front page. Website must remain active through April 2019.

**115 Best Regularly Featured Digital Edition or ePublication Column/ Consumer**

A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit PDF of One front page of one article. Website must remain active through April 2019.

**116 Best Single Editorial Digital Edition or ePublication Photograph/Consumer**

Submit photograph as one PDF upload. Also submit link to entire article. Covers not eligible.

**117 Best Single Editorial Digital Edition or ePublication Illustration/ Consumer**

Submit illustration as one PDF upload. Also submit link to entire article. Covers not eligible.

**118 Best Digital Edition or ePublication Cover/Consumer**

Submit cover PDF only. Multiple entries permitted.

### DIGITAL & EPUBLICATION CATEGORIES TRADE 119-120

TIP

**INITIAL Trade Digital & ePublication Categories.** Must select 1 Trade Digital/ ePublication category from 119 – 120 to qualify for any other digital or ePublication category. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**119 Best Digital Edition or ePublication/Trade**

Digital Edition or ePublication that is not duplicated in print. Downloadable or viewed Online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2019.

**120 Best Digital Edition of Print Publication/Trade**

Digital Edition or ePub publication that is duplicated in print. Down loadable or viewed Online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2019.

### DIGITAL & EPUBLICATION CATEGORIES CONSUMER 121-125

TIP

**Trade Digital & EPublication Categories.** After fulfilling your initial category requirement, you may select from any trade digital or ePub categories below. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

**121 Best Digital Edition or EPublication Article/Trade**

An article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website or digital edition. Also submit PDF of front page. Website must remain active through April 2019.

**122 Best Regularly Featured Digital Edition or EPublication Column/ Trade**

A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections of same series from different issues. Submit exact website. Also submit PDF one front page of one article. Website must remain active through April 2019.

**123 Best Single Editorial Digital Edition or ePub Photograph/Trade**

Submit photograph as one PDF upload. Also submit entire article. Covers not eligible.

**124 Best Single Editorial Digital Edition or ePub Illustration/Trade**

Submit illustration as one PDF upload. Also submit entire article. Covers not eligible.

**125 Best Digital Edition or ePub Cover/Trade**

Submit cover PDF only. Multiple entries permitted

**VIDEO CATEGORIES  
CONSUMER 126-128**

TIP

**Consumer Video categories do not require an Initial category.** You may enter any (or all) of the choices below. No frequency is required. Multiple entries permitted. Each entry is an entry fee.

**126 Best Video Channel/ Consumer**

Dedicated video channel that extends the magazine brand on mobile platform. (You Tube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit website link to video channel plus a PDF of the opening.

**127 Best Use of Video in Editorial Short Form/Consumer**

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's website/mobile platform. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in film-making, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit website link to video channel plus a PDF of the opening.

**128 Best Use of Video in Editorial Long Form/Consumer**

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's Website/mobile platform. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in film-making, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit website link to video channel plus a PDF of the opening.

**VIDEO CATEGORIES  
TRADE 129-131**

TIP

**Trade Video categories do not require an Initial category.** You may enter any (or all) of the choices below. No frequency is required. Multiple entries permitted. Each entry is an entry fee.

**129 Best Video Channel/Trade**

Dedicated video channel that extends the magazine brand on mobile platform. (You Tube Public Channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit website link to video channel plus a PDF of opening.

**130 Best Use of Video in Editorial Short Form/Trade**

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's website/mobile platform. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in film-making, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit website link to video channel plus a PDF of opening.

**131 Best Use of Video in Editorial Long Form/Trade**

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's Website/mobile platform. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in film-making, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit website link to video channel plus a PDF of opening.

**SOCIAL MEDIA CATEGORIES  
CONSUMER 132-134**

TIP

**Consumer Social Media categories do not require an Initial category.** You may enter any (or all) of the choices below. No frequency is required. Multiple entries permitted. Each entry is an entry fee.

**132 Best Use of Social Media/ Consumer**  
Innovative use of social media platform to promote your publication, content or

event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or other significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2019.

**133 Best Social Media Community/ Consumer**

Innovative use of social media that enables user interaction, creating a vibrant, relevant Online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2019.

**134 Best Publication Blog/ Consumer**

One blog per entry, by an individual or group, for publication or website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2019.

**SOCIAL MEDIA CATEGORIES  
TRADE 135-137**

TIP

**Social Media categories do not require an Initial category.** You may enter any (or all) of the choices below. No frequency is required. Multiple entries permitted. Each entry is an entry fee.

**135 Best Use of Social Media/ Trade**

Innovative use of social media platform to promote your publication, content or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or other significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2019.

**136 Best Social Media Community/Trade**

Innovative use of social media that enables user interaction, creating a vibrant, relevant Online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2019.

**137 Best Publication Blog/Trade**

One blog per entry, by an individual or group, for publication or website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2019.

# Maggie AWARDS

**Mark Your Calendar: Join the Celebration of Excellence!**  
Your team has done the hard work. Let's celebrate excellence at the Maggie Awards Celebration.

**Maggie Awards Ceremony is slated for April 2019.**  
Venue details will be available January 2019 on [MaggieAwards.com](http://MaggieAwards.com)



		SPECIAL STUDENT RATE
<b>TABLES</b>	Reserve ___ table(s) for 10 at \$1240 per table	Reserve ___ table(s) for 10 at \$690 per table
<b>TICKETS</b>	Reserve ___ ticket(s) at \$145 per ticket	Reserve ___ ticket(s) at 75 per ticket
<b>Choose Entrée:</b> Chicken/Qty _____ Vegetarian/Qty _____ (Chicken will be served if no choice is made.)		

Amount \$ \_\_\_\_\_ (Choose one)  Check Enc.  Mastercard  Visa  Amex

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Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security # \_\_\_\_\_ Signature \_\_\_\_\_

---

Name \_\_\_\_\_ Title \_\_\_\_\_

---

Company \_\_\_\_\_ College/University (Students Only)

---

Address \_\_\_\_\_

---

City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_

**Note: Your Maggie banquet reservation has the following:**  
**Banquet seating is first-come, first-served, based on paid reservations. \$60 cancellation fee prior to March 15, 2019.**  
No refunds after March 15, 2019. Banquet tickets available for pickup evening of event.

**Make check payable and mail to:** B2B Media Co., POBox 1794, Maricopa, AZ 85138 **(NEW ADDRESS)**  
**Tel:** 888-201-2841 x847 **E-mail:** [awards@b2bmediaco.com](mailto:awards@b2bmediaco.com) **Web:** [MaggieAwards.com](http://MaggieAwards.com)





You are invited to judge the Maggie Awards. See details below.

## 2018 MAGGIE Judging Application

**ONE JUDGE PER APPLICATION, PLEASE.**

Please complete the judging information below. We will contact you for confirmation.

**A TOTAL OF APPROXIMATELY 80 JUDGES ARE NEEDED.  
ONLINE JUDGING WILL TAKE PLACE FEBRUARY 2019.**

### Your Contact Information:

Name Current Position

---

Company

---

Address

---

City/State/Zip

---

Tel Fax

---

E-Mail (required)

---

Online judges will receive multiple category assignments. You will receive an email in late January with your assignment and will have approximately 2 weeks to complete judging.

### Your Experience

PLEASE COMPLETE ALL INFORMATION BELOW. (REQUIRED)

**Years in Media**

---

*THREE or more years in publishing required.*

**Areas of Expertise**  Editorial  Design  Both

---

**Language**  English  Spanish  Both

---

*Note: English and Spanish-language judges needed.*

Please keep a copy of this form for your records.  
Please return via email to: Awards@b2bmediaco.com  
or fax to 888-201-2841.

# Maggie Awards

Honoring Publishing excellence for 67 Years.

## Catherine Upton

Awards Chair, CEO, B2B Media Company

☎ 888-201-2841 x845

✉ [cupton@b2bmediaco.com](mailto:cupton@b2bmediaco.com)

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