



WEB ONLY
EDITORIAL CRITERIA FOR
CATEGORIES #100 – 101, 104 – 105, 108 – 109

Please read the editorial profile for each entry before judging the entry.

Score your responses on a scale of one to ten in which:

1=unacceptable
7=above average

3=below average
9=very good

5=average
10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.

Place your single score for each entry in the "score" box on your judging form.

100, 104, 108 Best Web Publication

- Is the content appropriate and useful for Web users?
- Is the content "contextual" (meaning several different types of information collected around a common topic, theme, idea, all interrelated and linked)?
- Is the content easy to quickly digest and understand?
- Is the site merely the magazine online, or has it used the new product to heighten/extend/reformulate the company's relationship with its readers/users?
- Has the site leveraged the magazines informational resources and editorial expertise into creating a successful new product?

101, 105, 109 Best Web eNewsletter

- Does the newsletter present timely news and information, meaningful to its target audience?
- Is it "contextual" in providing interrelated types of information regarding a common topic, theme or idea?
- Is the information conveyed quickly and easily understood?
- How do you rate the item summaries and teasers?
- Do readers benefit from newsletter advertising and sponsored information and are they clearly labeled?
- Does the advertising content enhance the editorial content and provide value?
- Is there too much clutter?