



DESIGN CRITERIA

MAGGIE WEBSITE CATEGORIES

#W01-W16, W53-W63,108,170, 100A-E, #104A-E, #108A-E,
#170A-E

Please read the editorial profiles for each media before evaluating the overall design quality based on the questions below.

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

1=unacceptable 3=below average 5=average 7=above average
9=very good 10=excellent

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

Place your score in each column corresponding to the areas listed below:

Column 1. DESIGN FORMAT (1 to 10)

How well are the design elements working together to create a positive user experience? Does the media have a recognizable visual identity?

Column 2. LAYOUT (1 to 10)

How well does the layout reflect the given design format? Is the continuity of layouts throughout the channel consistent and effective? Is the use of color (when applicable) effective and useful?

Column 3. LANDING PAGE (1 to 10)

How well is the landing page designed? Is it interesting and attractive? Are the logo and other type readable? Do they work well together? Does it reflect the brand well?

Column 4. TYPOGRAPHY (1 to 10)

How effective is the use of fonts in the entry, headlines and related design elements?

Column 5. GRAPHIC DEVICES (1 to 10)

How well does the art (images, illustrations, charts, etc.) support the content objectives?



EDITORIAL CRITERIA

MAGAZINE WEBSITE CATEGORIES

#W01-W16, W53-W63,108,170, 100A-E, #104A-E, #108A-E, #170A-E

Please read the editorial profiles uploaded with each edition evaluating the overall editorial quality based on the questions below. Score your responses on a scale of one to ten, in which:

1=unacceptable
9=very good

3=below average
10=excellent

5=average
7=above average

Do not use 0. Use whole numbers only. No fractions, decimals, pluses or minuses. Place your score in each column corresponding to the areas listed below:

Column 1. **CONTENT PACKAGE (1 to 10)**

How well do the content components (featured content, sidebars, sections, departments, columns, etc.) work together to meet the media's objectives? Is the editorial focus clear?

Column 2. **READABILITY (1 to 10)**

How well does the writing communicate the content to the audience? Do the articles have interesting, attention-getting leads? Is the text clear, easy-to-read and grammatically correct? Does each article have a distinct "voice," or is the editorial tone repetitive?

Column 3. **RESEARCH (1 to 10)**

How well is the content researched? Are obvious questions about the topics answered? Are sources of facts and figures readily identified?

Column 4. **LANDING PAGE (1 to 10)**

How well does the opening page (image and copy) meet the editorial objectives?

Column 5. **EDITORIAL DEVICES (1 to 10)**

How successful are the editorial devices (navigation, headlines, sidebars, infographics, call-outs, etc.) at drawing the audience into the content and clarifying content?



DESIGN CRITERIA

MAGGIE MARKETING CATEGORIES #150-#156

Please read the brand profiles for each media before evaluating the overall design quality based on the questions below.

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

1=unacceptable 3=below average 5=average 7=above average

9=very good 10=excellent

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

Place your score in each column corresponding to the areas listed below:

Column 1. DESIGN FORMAT (1 to 10)

How well are the design elements working together to create a positive user experience? Does the media have a recognizable visual identity? Is there an effective call to action?

Column 2. LAYOUT (1 to 10)

How well does the layout reflect the given design format? Is the continuity of layouts throughout the channel consistent and effective? Is the use of color (when applicable) effective and useful?

Column 3. COVER (1 to 10)

How well is the cover designed? Is it interesting and attractive? Are the logo and other type readable? Do they work well together? Does it reflect the brand well?

Column 4. TYPOGRAPHY (1 to 10)

How effective is the use of fonts in the entry, headlines and related design elements?

Column 5. GRAPHIC DEVICES (1 to 10)

How well does the art (images, illustrations, charts, etc.) or mixed media support the content objectives?



EDITORIAL CRITERIA

MAGGIE MARKETING CATEGORIES #150-#156

Please read the brand profiles uploaded with each media evaluating the overall editorial quality based on the questions below.

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

1=unacceptable
9=very good

3=below average
10=excellent

5=average
7=above average

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

Place your score in each column corresponding to the areas listed below:

Column 1. **CONTENT PACKAGE (1 to 10)**

How well do the content components (featured content, sidebars, sections, departments, columns, etc.) work together to meet the media's objectives? Is the content focus clear? Is there an effective call to action?

Column 2. **READABILITY (1 to 10)**

How well does the writing communicate the content to the audience? Is the content interesting and attention-getting? Is the text clear, easy-to-read and grammatically correct? Is there a distinct "voice," or tone?

Column 3. **RESEARCH (1 to 10)**

How well is the content researched? Are obvious questions about the brand answered? Are sources of facts and figures readily identified?

Column 4. **COVER (1 to 10)**

How well does the cover (image and copy) meet the marketing objectives?

Column 5. **CONTENT DEVICES (1 to 10)**

How successful are the content devices (navigation, headlines, sidebars, infographics, call-outs, etc.) or mixed media at drawing the audience into the content and clarifying content?