

# Scottish Magazine Awards

Excellence in magazine publishing



**2010 SCOTTISH MAGAZINE AWARDS** are open for entry. These Awards represent a unique opportunity for you and your staff to gain industry recognition for the outstanding achievements of a publication, initiative or individual during the past 12 months. So now's the time to get together with your colleagues and start compiling your entries.

## ELIGIBILITY

The Scottish Magazine Awards are given for work originally published in Scotland, or for work published outside Scotland but addressing the Scottish market, regardless of where the publication originated. For the purpose of these Awards, a magazine is defined as any periodical that is published on a regular basis at least twice a year, and not more frequently than once a week, and is sold or distributed independently of other publications, except Customer, Staff or Member Magazines (see criteria under heading). Material first published in other media, such as newspapers or books, is not eligible and newspaper supplements are not eligible.

## CLOSING DATE and ENTRY FEES

Closing date:	Friday 1 October 2010
PPA member fee:	£39 + VAT per entry
CiB Scotland fee:	£49 + VAT per entry
Non-PPA/CiB fee:	£59 + VAT per entry
Payment by cheque:	Make payable to PPA Scotland
Payment by credit card:	Telephone 01620 890800
VAT receipts:	VAT receipts will be issued by PPA accounts department, London

## WHERE TO SEND ENTRIES

**Secure packaging please!** All entries should be boxed or otherwise securely packaged. Do not send in an envelope, as sharp edges of magazines will damage the envelope and your entry may not be delivered safely – or may not be delivered at all.

### BY POST to:

Scottish Magazine Awards  
PPA Scotland, 22 Rhodes Park, North Berwick, EH39 5NA

### BY COURIER to:

Scottish Magazine Awards  
c/o Pinpoint Scotland, 9 Gayfield Square, Edinburgh, EH1 3NT

## THE JUDGES

PPA Scotland will appoint an independent panel of experts to judge the entries. Chairman of Judges, Christopher Ward, Vice-chairman of Redwood Group, the UK's largest customer magazine publishing agency, will be joined by leading figures from CIPR Scotland, Edinburgh Napier University, IPA Scotland, Menzies Distribution, Publishing Scotland, Skills Development Scotland and similar key industry sectors. Judging will take place in three phases during October.

## AWARD CEREMONY & GALA DINNER

Winners will be announced at an Award Ceremony and Gala Dinner which will be held at The Radisson Hotel, Argyle Street, Glasgow on Wednesday 1 December 2010. The evening will start with a drinks reception and the ceremony will be hosted by one of Scotland's leading comedians, Craig Hill.

## THE CATEGORIES

Best Online Magazine or Presence  
Best Small Publishing Company Magazine  
Business and Professional Design of the Year  
Business and Professional Editor of the Year  
Business and Professional Feature Writer  
Business and Professional Magazine of the Year  
Columnist of the Year  
Consumer Design of the Year  
Consumer Editor of the Year  
Consumer Feature Writer of the Year  
Consumer Magazine of the Year  
Customer Magazine of the Year  
Member Magazine of the Year  
Publisher of the Year  
Sales Performance of the Year  
Staff Magazine of the Year

## SCOTTISH MAGAZINE OF THE YEAR 2010

Winners of individual magazine categories will be shortlisted for the top Award which is reserved for the publication that demonstrates the very best in Scottish magazine publishing. The overall winning title will be chosen by the judging panel as a whole. They will take account of editorial and professional innovation, readership gains, production values, market forces and commercial achievement.

## THE SHORTLIST

The shortlist will be announced on Thursday 21 October. The judges reserve the right to determine the standards of an Award and to withhold an Award in any category if the entries are not of sufficient merit or if insufficient information has been provided. They may also recommend an entry to a different category. The judges' decision is final and no correspondence will be entered into concerning the results of the judging.

## RULES OF ENTRY

- **Entry form, payment and support material** must be enclosed for every category entered
- **Cheques** should be made payable to PPA Scotland
- **Credit card** payment can be made by telephoning PPA Scotland on 01620 8890800
- **Invoices** will only be issued to members of PPA
- **Cover dates** for all examples of magazines or work submitted must be between **1 October 2009 and 30 September 2010**
- **Citations** of no more than 500 words must be provided for each entry from the publisher, proprietor, sales director or editor as appropriate as to why the magazine/individual should win an Award
- **Number of magazines to submit** Your entry for all categories (except Columnist / Feature / Sales) should consist of one copy of three separate issues of the magazine (three magazines). If three issues have not been published within the required period, one copy of two issues should be submitted. If you are entering either Columnist or Feature Writer categories, please submit one copy of three separate issues of the magazine in which the column/article appears together with three photocopies of each article. Please ensure the name of the writer and the page number(s) are clearly noted on the cover of the magazines
- **Sales Performance of the Year category** Please include a citation of no more than 500 words with a narrative outlining concept to completion and provide two copies of appropriate support material such as business plan / promotional leaflet / catalogue / exhibition plan / customer testimonials and two copies of the parent magazine
- **Best Small Publishing Company Magazine category** A declaration of number of full-time and part-time staff must be provided
- **Evidence** of circulation claims must be supplied, either ABC/BPA certificates / print invoices / distribution invoices / proof of sale documents
- **Do not submit** items mounted or displayed on board
- **Additional entry forms** are available from PPA Scotland. Contact [awards@ppascotland.co.uk](mailto:awards@ppascotland.co.uk) or download from the PPA website at [www.ppa.co.uk/ppa-scotland/](http://www.ppa.co.uk/ppa-scotland/) Scottish Magazine Awards

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## ■ BEST ONLINE MAGAZINE or PRESENCE

This category is for online publications and/or effective use of the web to support or enhance a printed product. Where applicable, two copies of the corresponding print publication should accompany the entry, which should also comprise a citation of no more than 500 words on why the site should win. Entries should show:

- Ease of use and functionality of site as a whole (password(s) must be provided for judges)
- Leverage to the host print brand where applicable
- Entrants should draw the judges' attention to any specific areas of the site they consider unique or innovative

## ■ BEST SMALL PUBLISHING COMPANY MAGAZINE

This category is open to companies who publish B2B, consumer or professional titles and employ no more than four full-time staff or equivalent. Judges will look for consistent all round excellence from a magazine that has met its objectives for the past twelve months. Entries should show:

- A declaration of number of staff employed
- Evidence of editorial and commercial innovation or development within the marketplace
- High quality of publication and relevance of content to intended audience
- Maintenance, or increase, in circulation, readership and/or advertising yields during past 12 months
- Financial/circulation data will be required to substantiate claims

## ■ BUSINESS and PROFESSIONAL MAGAZINE DESIGN

The judges will give the Award to the magazine which shows outstanding style and creativity plus good use of pictures, type and graphics to fulfill the aims of the magazine. All design work must be carried out by staff members and not external agencies. Staff names should be provided. Entries should comprise two copies of three different issues of the magazine together with the names of those responsible for the design. If there have been significant design changes during the past 12 months, samples of previous editions should be included to allow for before and after comparison. Judges will consider:

- The overall design of the magazine
- Internal layout and cover
- Relevance to readership
- How the design has contributed to the success of the magazine
- How the design has moved the magazine forward in the course of the year

## ■ BUSINESS and PROFESSIONAL EDITOR of the YEAR

In this category, judges will look for an individual who demonstrates the editorial flair to communicate at all levels with the business or professional sector the publication seeks to serve. Entries should also contain a citation of no more than 500 words written by the entrant or on his/her behalf by the MD, Publisher or CEO on why he/she should win. Judges will consider:

- Total subject and readership knowledge
- Quality of the writing, design and editorial approach
- Ability to innovate and energise issues relevant to sector
- Evidence in influencing the specific business or professional audience

## ■ BUSINESS and PROFESSIONAL FEATURE WRITER

Entrants should demonstrate outstanding talent and writing style for their particular readership together with journalistic depth and accuracy, regardless of subject matter. This category is open to staff writers and freelance contributors. Judges will be looking for the work of individuals that truly enhances the magazine. Please submit one copy of three separate issues of the magazine in which the articles appear together with three photocopies of each article. Please ensure the name of the writer and the page number(s) are clearly noted on the cover of the magazines. Particular attention will be given to:

- Original thinking and versatility in style
- Different types of features handled by the writer
- Understanding of readership and the aims of the publication

## ■ BUSINESS and PROFESSIONAL MAGAZINE of the YEAR

Judges will be looking for a high standard of publishing within a business or professional specialisation. Entries should show:

- Relevance to the sector and readership it aims to serve
- Presentation of business/professional information
- Quality of editorial
- Evidence of circulation and/or advertising yields during past twelve months. Financial/circulation data will be required to substantiate claims

## ■ COLUMNIST of the YEAR

This category is reserved for writers with a column which appears in every issue of the magazine. The judges will be looking for a writer whose work is of a consistently high standard within the range of his/her brief and whose presence within the publication has made a positive contribution to its success. Please submit one copy of three separate issues of the magazine in which the column appears together with three photocopies of each article. Please ensure the name of the columnist and the page numbers are clearly noted on the cover of the magazines. The judges will be looking for:

- Ability to entertain and/or inform
- Specialist knowledge
- Readability and style

## ■ CONSUMER MAGAZINE DESIGN

The judges will give the Award to the magazine which shows outstanding style and creativity plus good use of pictures, type and graphics to fulfill the aims of the magazine. All design work must be carried out by staff members and not external agencies. Staff names should be provided. Entries should comprise two copies of three different issues of the magazine together with the names of those responsible for the design. If there have been significant design changes during the past 12 months, please include examples of previous editions to allow for before and after comparison. Judges will consider:

- The overall design of the magazine
- Internal layout and cover
- Relevance to readership and marketplace
- How the design has contributed to the success of the magazine
- How the design has moved the magazine forward in the course of the year

## ■ CONSUMER MAGAZINE EDITOR of the YEAR

This category recognises the special contribution and enterprise the editor has brought to his or her magazine. Entries should also contain a citation of no more than 500 words written by the entrant or on his/her behalf by the MD, Publisher or CEO, saying why this individual should win. Judges will consider:

- Innovation and creative skills
- Quality of the writing, design and editorial approach
- Knowledge of the magazine's readership and overall marketplace
- How the editor has used resources which have helped to steer the magazine to success.

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## ■ CONSUMER MAGAZINE FEATURE WRITER

Entrants should demonstrate outstanding talent and writing style for their particular readership together with journalistic depth and accuracy, regardless of subject matter. This category is open to staff writers and freelance contributors. Judges will be looking for the work of individuals that truly enhances the magazine and lives up to the strong tradition and high standards of the best writers in Scotland. Please submit one copy of three separate issues of the magazine in which the articles appear together with three photocopies of each article. Please ensure the name of the writer and the page numbers are clearly noted on the cover of the magazines. Particular attention will be given to:

- Original thinking and versatility in style
- Different types of features handled by the writer
- Understanding of readership and the aims of the publication

## ■ CONSUMER MAGAZINE of the YEAR

Judges will look for consistent all round excellence from a magazine that has met its objectives for the past twelve months. Entries should show:

- Evidence of editorial and commercial innovation or development within the marketplace
- High quality of publication and relevance of content to intended audience
- Maintenance, or increase, in readership and/or advertising yields during past twelve months
- Financial/circulation data will be required to substantiate claims

## ■ CUSTOMER MAGAZINE of the YEAR

A customer magazine is a magazine (not a brochure, newsletter or catalogue) published at least twice a year by or on behalf of an organisation or company to communicate with its customers (not members). Entries should demonstrate how the publication supports the client it seeks to serve and show:

- How the publication matches the customers' marketing and communication needs and reflects the profile of the customer base
- How the publication adds value to the customer's relationship with the organisation
- Quality of editorial, production and publishing values of the magazine

## ■ MEMBER MAGAZINE of the YEAR

The Award will be made for the publication that best serves the membership (not customers) of an organisation, society or institution, as a medium for news, views and information. Judges will look for:

- Reflection within the magazine of the organisation's aims and values
- Clear benefit to members (testimonials can be included)
- Quality of editorial, production and publishing values of the magazine
- How the publication matches the marketing and communication needs and reflects the profile of the membership base
- How the publication adds value to the members' relationship with the organisation

## ■ PUBLISHER of the YEAR

The Award will acknowledge the achievements and contribution of an **individual** (not a company or magazine). Judges will require evidence of the nominee's particular innovation and enterprise that has steered the magazine(s) to success. Entries should show:

- Evidence of the personal contribution of the Publisher to the success of the title(s)
- Examples of innovative and creative skill in making best use of resources
- Evidence of the magazine(s) performance under his/her management e.g. increase in yields
- If the magazine brand has been developed, include financial results, website statistics or simple visuals. Judges will look for a clear demonstration of how core values have been maintained whilst extending the brand
- A citation of no more than 500 words from either the entrant, their Managing Director or Chief Executive saying why the individual should win

## ■ SALES PERFORMANCE of the YEAR

The Award will be given to the team or an individual that has achieved an outstanding level of success in a sales project undertaken between October 2009 and September 2010. The entry should show growth in revenue, volume, yield and increased market share including business booked and confirmed by entry closing date. Please provide a 500-word citation with a narrative outlining concept to completion and provide two copies of appropriate support material (business plan / promotional leaflet / catalogue / exhibition plan) plus two copies of the corresponding parent magazine. Judges will require evidence of:

- Pro-active generation of new business
- Integrated, cross-platform solutions which address customers' needs
- Clear focus and direction combined with effective planning
- Customer testimonials showing excellent provision of service
- Effective use of market, medium or brand expertise for revenue
- Collaborative team working to develop creative solutions
- Or individual excellence and innovation as appropriate

## ■ STAFF MAGAZINE of the YEAR

In this category, entries must show the publication's effectiveness as an internal communication tool. Attention will be given to readability and relevance of content. Judges will look for:

- Evidence that the publication is used and valued by recipients (please include testimonials)
- Relevance and presentation of information
- Quality of editorial, production and publishing values of the magazine

## ■ TIPS FOR ENTERING

- ❖ Read the criteria
- ❖ Keep referring to the criteria – this is what the judges do
- ❖ Submit the best issues available and don't forget 'before' and 'after', especially in design
- ❖ Issue dates / time frame must be between 1 October 2009 and 30 September 2010
- ❖ Supply all the necessary evidence – all circulation figures must be substantiated with ABC/BPA certificate or printer invoices and make sure your business information is consistent
- ❖ Judges may not know your magazine – things that may be obvious to you might not be obvious to them at all, so make sure you highlight the best bits
- ❖ Stick to the word-count for citations
- ❖ Highlight the personal contribution made by someone if you are entering an individual – don't just talk about your great magazine or company – judges want to know about the person
- ❖ Do not rely on spell-check – proof-read and check everything again. Judges are experts and can 'spot a typo' at 20 paces
- ❖ Stand out in a crowd – a magazine or individual can win with a submission that meets the criteria and includes comprehensive, well-presented supporting material