



INAUGURAL
IMAGINATION
AWARDS

2016

**FINALISTS AND
WINNERS**



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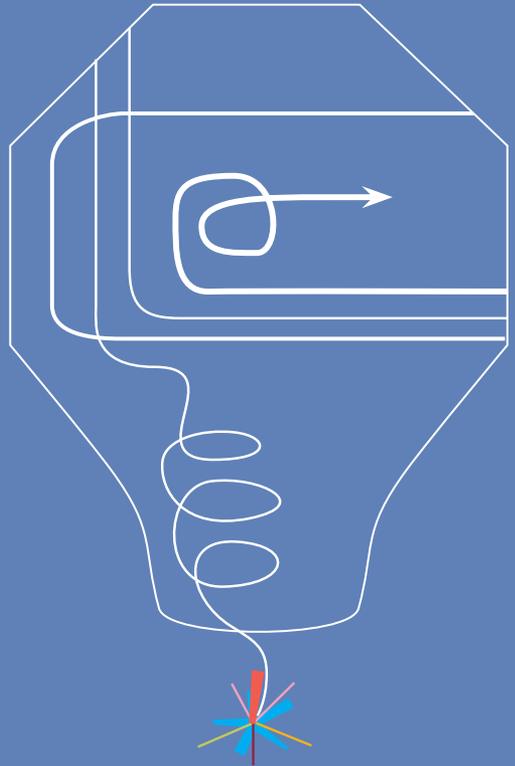
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Launched in May 2016, the Imagination Awards honor the work of independent magazine media companies and brands. These awards recognize projects and teams that capture the essence of a brand and demonstrate innovative thinking and imaginative tactics, well-defined business objectives and successful execution and results.

HOW ARE THE IMAGINATION AWARD WINNERS CHOSEN?

Panels of judges composed of senior executives from independent magazine media brands in the areas of audience, content, digital, events, leadership and revenue review entries in their respective areas of expertise. No judge reviews the work of his or her own brand or corporate entity. Entries are judged on the goals, elements and impact of the program.



IMAGINATION

AWARDS 2016

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FINALISTS



AUDIENCE

For work in targeting, building and
engaging an audience

Members Edition
AUGUST HOME PUBLISHING

Curves Ahead
BACKPACKER

The Host
MPLS.ST.PAUL MAGAZINE

Leveraging Online Engagement
ROADKILL MAGAZINE

Live Online Debate: Countering Violent Extremism
THE ISLAMIC MONTHLY

AUDIENCE**Leveraging Online Engagement
Roadkill Magazine**

PLATFORMS: YouTube, social, digital, events, print

ELEMENTS: Roadkill is a 360-degree media brand that encompasses online video, web content, a print magazine, social and an events business.

ENTRY DESCRIPTION: Roadkill started as a side project for two editors at Hot Rod magazine, a 65-year-old legacy title owned by The Enthusiast Network (TEN), and has gone from a web series to a digital property to a full-fledged print magazine. Flipping the traditional progression of media properties on its head, it represents the first YouTube program to launch a print title. Roadkill also hosts highly engaging, well-attended events including Roadkill Nights.

ENTRY IMPACT: Roadkill episodes routinely garner more than 2 million views, tapping into a viewership from the coveted millennial cohort (over 65% of Roadkill's audience is (18–34). In less than a year, Roadkill has over 168 million views and 1.7 billion minutes watched in over 50 videos to date naming it the most-viewed automotive original series on YouTube. From this loyal web-based audience, Roadkill Magazine now has a print circulation of more than 145,000. Their Roadkill Nights event attracted more than 10,000 attendees.

MORE INFORMATION:

www.roadkill.com

www.youtube.com/playlist?list=PL12C0C916CECEA3BC



AUDIENCE

Members Edition August Home Publishing

PLATFORMS: Print

ENTRY DESCRIPTION: In an era of subscription price-cutting and lower production quality, August Home Publishing launched the Members Edition for Woodsmith, Cuisine at home and Garden Gate. Asking readers to pay a higher subscription rate, Members Edition increased production standards (paper weight, brightness and binding) and added a special members-only section.

ENTRY IMPACT: Despite the 21% increase in subscription price, renewal rates went from 8% to 40% across all three magazine brands. Direct mail acquisition rates also increased, proving that readers are willing to pay more for higher print quality.

MORE INFORMATION:

www.woodsmithmagazine.com
www.gardengatemagazine.com
www.cuisineathome.com



AUDIENCE

Curves Ahead Backpacker

DURATION: October 2015

PLATFORMS: Print, web and tablet

ELEMENTS: Print story, web-only content, videos, social

ENTRY DESCRIPTION: Breaking barriers in a widely male-dominated sport, Backpacker's "Curves Ahead" addressed the gender gap in the hiking community. Because of the lack of data on female backpackers, Backpacker Magazine expanded a reporting project into an ambitious set of surveys with a total of more than 4,500 respondents. The package that emerged ("Curves Ahead," October 2015) included 14 pages of stories, stats and advice addressing their most significant discoveries. They offered guidance on coping with hygiene challenges, finding gear that fits and practicing trail safety.

ENTRY IMPACT: "Curves Ahead" generated more social engagement than any other Backpacker story in 2015, creating their biggest reach on Facebook ever. In one week of social posting alone, their message reached an audience of some 1.5 million, almost doubling the reach of a normal week's social content. Women who felt underserved by brands in the male-dominated outdoor genre told the magazine they appreciated the focused advice.

MORE INFORMATION:

www.backpacker.com



AUDIENCE

The Host Mpls.St.Paul. Magazine

DURATION: 6 months

PLATFORMS: mspmag.com, e-newsletters, social media—mainly Instagram, but also included Facebook and Twitter

ELEMENTS: Native advertising program that included a series of articles, e-newsletter content pieces and social media posts that incorporated the client

ENTRY DESCRIPTION: Concentrating on home entertainment rather than dining out, The Host piggybacked on Mpls.St.Paul.Magazine's popular Eat & Drink channel in a successful native advertising campaign. With 4 posts per month, 2 email posts and an Instagram-heavy marketing push, the content provided expert advice that allows its readers to feel confident in suggesting and serving the best pairing for their meal.

ENTRY IMPACT: With 746,000+ impressions to date, The Host quickly found an audience and consistently performed in the top 5 most read articles on the MSPmag site. Engagement levels were nearly double than expected, proving to the Mpls.St.Paul.Magazine staff (both marketing and editorial) that readers are indifferent to content sponsorship so long as the content is worthy.

MORE INFORMATION:

www.mspmag.com



AUDIENCE

Live Online Debate: Countering Violent Extremism

The Islamic Monthly

DURATION: Over two weeks

PLATFORMS: Debate held on website, www.theislamicmonthly.com

ENTRY DESCRIPTION: Salam Al-Marayati and Sahar Aziz, leading American Muslim experts in public policy and law, participated in an online debate on the White House's controversial Countering Violent Extremism program. Moderated by Harvard Law Professor Noah Feldman, the debate, as well as the comments afterward, offered a rich glimpse into a civil rights issue whose repercussions are still being felt today.

ENTRY IMPACT: The CVE debate increased The Islamic Monthly's global readership on social media as well as drove up the subscription numbers for their print publication. The debate was also on the radar of several high-ranking government officials involved with the issue, academic institutions, think tanks as well as the lay readership. Through monitoring social media response throughout the debate, The Islamic Monthly feels confident that the debate, content and issue resonated deeply among their readers.

MORE INFORMATION:

www.theislamicmonthly.com/tim-debate-cve/

www.theislamicmonthly.com/on-the-ground-in-la-and-as-a-delegate-to-cve/

www.theislamicmonthly.com/poor-and-muslim-in-war-on-terror-america/

FINALISTS



CONTENT

For quality and innovation in creating and distributing magazine media branded content and services

National Park Service Centennial
BACKPACKER

Your Rooms We Love
DWELL

Special Issue: The Floss 500
MENTAL_FLOSS

Special Spring Issue: Garden for Wildlife
NATIONAL WILDLIFE MAGAZINE

"Take 5" Videos
OPERA NEWS

The Factory
SURFING MAGAZINE

CONTENT

National Park Service Centennial Backpacker

DURATION: 6 months

PLATFORMS: Print, web, social, emails, videos, events

ELEMENTS: Recurring print content, social posts, dedicated website, emails, videos and consumer-facing events

ENTRY DESCRIPTION: In honor of the National Park System's 100th Anniversary, Backpacker Magazine mobilized a centennial road team to tour the nation's parks. This yearlong unprecedented project inspired people to help preserve the parks for the next 100 years.

Starting in July 2015, Backpacker rolled out the campaign on multiple platforms. In print, they ran a special Centennial package in every issue, counting down their 100 favorite things about the parks. Online, they launched a dedicated website where they delivered photos, videos, stories, and other content created by our traveling road team. The site was supported by weekly social posts and dedicated emails.

ENTRY IMPACT: This campaign created a new revenue stream, bolstered Backpacker's bottom line for the year and expanded their audience reach. The total audience reach has exceeded 60+ million dedicated outdoor enthusiasts who share a similar passion for celebrating the 100th anniversary of the national park service and raising awareness for ways to preserve these sacred lands for the next 100 years.



CONTENT

Your Rooms We Love Dwell

PLATFORMS: Print, digital

ELEMENTS: Call to action on dwell.com for submissions, print special issue compiled of user-generated entries

ENTRY DESCRIPTION: “Your Rooms We Love” was the first special issue in Dwell comprised completely of user-generated content. The feature resulted in 168 pages of striking modern spaces from more than 44 countries, including Mexico, Turkey, Indonesia and Thailand.

ENTRY IMPACT: This issue sold more than any other special issue from Dwell in 2015, with a 44.1% sell-through rate, out-performing every other issue in that year. The reaction has been so positive that this year’s edition is well on its way, proving to be the largest issue yet.

CONTENT

Special Issue: The Floss 500
mental_floss

PLATFORMS: Print, digital, social

ELEMENTS: Incredible stories and facts on history, science and culture—packaging these in the most engaging forms that digital, social and print media offer

ENTRY DESCRIPTION: The Floss 500 serves as an irreverent list of influencers that offers a fresh way of appreciating history and humanity. As a small circulation publication, mental_floss has struggled to find its niche in an ever-tumultuous print ad climate. With this issue, they carved an entirely new one: selling exclusive sponsorship to a single advertiser. The Floss 500 issue represents the best possible outcome in ad-edit relations: the client was able to deliver a creative and impactful brand statement and mental_floss was able to deliver their most ambitious, creative and curious editorial output to date.

ENTRY IMPACT: What started out as a joke among the editorial staff became a months-long undertaking that firmly synthesized the brand into a single list, sparked much conversation among mental_floss readership, and allowed for a significant revenue investment from a major blue chip advertiser in Toyota Tacoma. This first-time full issue buyout allowed the editorial staff to imagine the magazine layout in an entirely new way, brought a new advertiser into the pages of the magazine and provided fun and informative content to the readers.

MORE INFORMATION:

www.mediapost.com/publications/article/263479/toyota-takes-over-mental-floss.html

www.adweek.com/fishbowl/ny/mental-floss-announces-floss-500/359216

www.foliomag.com/2015/one-publisher-handles-native-ads-print/



CONTENT

Special Spring Issue: Garden for Wildlife National Wildlife Magazine

DURATION: 2 months

PLATFORMS: Print, online, digital app and e-newsletter

ELEMENTS: 50-page print magazine, online version of each of the articles/items on the magazine's website, replica articles in flip-book app, articles in e-newsletter

ENTRY DESCRIPTION: This annual special issue of National Wildlife magazine spotlights topics of high priority to one of the National Wildlife Federation's most important public campaigns, its 40-year-old Garden for Wildlife™ program. Articles in the special issues focused on monarch butterflies, plant behavior, opossums, gardening for seniors and more.

ENTRY IMPACT: One article in the 2015 issue, "Battle for Butterflies," had a particularly powerful impact: by alerting Garden for Wildlife participants and other NWF members to the crisis facing North America's monarch butterflies, National Wildlife Magazine galvanized gardeners across the country to plant milkweed and native nectar plants, whose destruction has led to the butterfly's plummeting population. The story helped fuel the success of an exciting new NWF campaign, "Butterfly Heroes," that was launched at the same time the issue was published. With a goal of enlisting 10,000 participants to restore monarch habitat around their homes, the campaign had obtained more than 40,000 pledges by the end of the 2015 spring planting season—undoubtedly a boon for struggling butterflies.

The National Wildlife April-May 2015 issue drew 150,261 page views to the NWF's website, of which 102,035 were from new visitors. The interest in these articles is evident by a spike in their website visitation both when the print magazine began hitting mailboxes in March and when their e-newsletter was distributed mid-April.



CONTENT

“Take 5” Videos Opera News

DURATION: Seven videos, 4-10 minutes each, produced throughout the year

PLATFORMS: Video

ELEMENTS: Video series

ENTRY DESCRIPTION: The “Take 5” series features young but accomplished opera singers on their way up. They each answer five questions from our editors, talking informally about their experiences thus far; the topics range from the first time they experienced opera to which famous roles they’ll never sing. The videos are in stylish black-and-white and scored to upbeat instrumental jazz tracks and usually include candid glimpses of the rising stars.

ENTRY IMPACT: The “Take 5” videos attracted more than 43,000 plays in 2015. Since its premiere in 2011, the series has become a known entity in the opera world; Opera News used to pitch this series to publicists, but now they pitch their clients to Opera News because they know it’s a great way to get their clients real and meaningful exposure.

MORE INFORMATION:

www.operanews.com/operanews/templates/VideosAndAudios.aspx?year=2015



CONTENT

The Factory Surfing Magazine

PLATFORMS: Web, mobile, Instagram, Facebook, Snapchat, print

ELEMENTS: Social media, website and print

ENTRY DESCRIPTION: Surfing Magazine's staff had an idea: Rent a house for 3 weeks in front of good waves, get a group of the world's best surfers to stay there and have their edit staff document everything that happened in both in real-time and after the event. The Factory included instant (social), current (web) and forever (print). Instagram, Twitter and Snapchat were used for instant presentation. Surfing's website and Facebook were used to show what happened today/yesterday/this week through video edits, web posts and photo galleries. The physical magazine was used as an archival record of what happened.

ENTRY IMPACT: Resulting in 70,000+ page views, The Factory has become an established media event. Based on its success, Surfing Magazine plans to produce 2-3 factory events in new locations with new surfers each year.

MORE INFORMATION:

www.surfingmagazine.com/originals/the-factory/

www.surfingmagazine.com/originals/surfing-magazine-issue-10-2015/#pD6S5keQ7LwOJoEa.97

FINALISTS



DIGITAL

For work on digital platforms, including web, mobile apps, mobile web, digital editions and other

Behind the Science of The Martian
ASTRONOMY

*Custom CMS to Create Personalization
Through Robust Data Structures*
DOMINO MEDIA GROUP

Forbes Under 30 App
FORBES MEDIA

*PORTER Shoppability: Enabling Real-Time Purchases
Through Content*
PORTER MAGAZINE

"The Snow Report with Halley O'Brien" Video Series
SKI MAGAZINE

DIGITAL**PORTER Shoppability: Enabling
Real-Time Purchases Through Content
PORTER Magazine**

PLATFORMS: NET-A-PORTER app, available on the iTunes App Store and Google Play

ELEMENTS: NET-A-PORTER app scan feature compatible with PORTER magazine

ENTRY DESCRIPTION: PORTER magazine enables readers to interact with the featured product by scanning the images through the PORTER app, which brings them to similar product pages and the opportunity to purchase the items. The seamless click-to-buy feature allows readers to buy what they see, when they see it, regardless of whether NET-A-PORTER is the retailer. PORTER is a pioneer in the digital world allowing for a unique reading and shopping experience that caters to the modern woman no matter where she is in the world. PORTER's unique concierge service provides readers with access to a personal shopper 24/7, 365 days of the year and in 22 languages.

ENTRY IMPACT: In a 2015 reader survey, PORTER found that shoppable items were scanned 85,000 times, an interaction rate of 78 percent. The creation of shoppability has allowed PORTER's audience to become even more engaged with the brand and to view the publication as not only content, but as a service. PORTER's interactive app provides a platform for readers to engage with brands beyond what is shown on the pages.

MORE INFORMATION:

www.youtube.com/watch?v=FMSR5qmzH48

www.itunes.apple.com/us/app/net-a-porter/id318597939?mt=8



DIGITAL

Behind the Science of The Martian Astronomy

DURATION: Ongoing

PLATFORMS: Published first as an online exclusive. A different version of the text appeared later in Astronomy magazine.

ELEMENTS: This custom-coded and interactive story uses engaging graphics, videos and parallax scrolling features to create a comic book feel that grabs the reader. The art is a mix of movie storyboard illustrations, behind-the-scenes photos and a hand-drawn sketch from director Ridley Scott.

ENTRY DESCRIPTION: As the leading magazine in its category, Astronomy magazine typically sticks to science, but The Martian's long run on best-seller lists proved it could take that science to large audiences. Astronomy decided to investigate what NASA and Hollywood were doing to cash in on the success. Associate Editor Eric Betz traveled to Budapest for dozens of interviews, Actor Matt Damon described putting himself on Mars and set designer Arthur Max talked about taking apart future Mars tech with NASA's head of planetary science.

ENTRY IMPACT: The Martian succeeded because the digital design appealed to the same sci-fi fans who loved the novel. The story gathered more than 10,000 likes on Facebook and nearly 70,000 views, with an average time spent on page of more than 5 minutes. Ultimately, "Behind the Science of The Martian" became Astronomy.com's most read story of 2015—no small feat when considered this is the same year that also boasted the first visit to Pluto.

MORE INFORMATION:
www.astronomy.com/bonus/martian

DIGITAL

Custom CMS to Create Personalization Through Robust Data Structures Domino Media Group

DURATION: 11 months

PLATFORMS: Web and mobile

ELEMENTS: Data structures

ENTRY DESCRIPTION: Domino built their CMS from scratch to fit their unique needs as a content-meets-commerce site. The three key elements are images, stories, and product—each carrying a robust set of data. Domino has found a way to link these elements to create a universe of home décor data that ranges from the specific objective product level to the subjective descriptions about rooms and stories. This powerful system allows Domino to suggest stories and images to users based on products they've viewed and purchased as well as recommend products to users based on the stories and images they've browsed and saved to their favorites.

ENTRY IMPACT: Domino believes their unique technology, combined with their brand and quality content across multiple channels will help them emerge in the home décor content and commerce spaces, while creating a completely personalized user/reader/customer experience.



DIGITAL

Forbes Under 30 App Forbes Media

DURATION: Ongoing

PLATFORMS: Mobile

ELEMENTS: The Forbes' U30 mobile app was developed in-house by Forbes with support from Tinder.

ENTRY DESCRIPTION: Forbes' Under 30 franchise is a global platform, which comprises 30 Under 30 lists published in print and online all over the world, live summits in the U.S., Asia and Israel, an Under 30 channel on Forbes.com and an Under 30 app. The goal of Forbes' Under 30 app is to create a mobile-first social network aimed at mobilizing the most successful millennials to change the world—beginning with the members of the Forbes Under 30 community.

ENTRY IMPACT: With nearly 4,000 active users, the success of this app has been pivotal in turning Forbes' 30 Under 30 list into an active community of career-oriented millennials. U30 has also allowed Forbes to organize events that generate sponsorship revenue.

MORE INFORMATION:
www.appsto.re/us/JumV8.i



DIGITAL

“The Snow Report with Halley O’Brien” Video Series SKI Magazine

DURATION: Ongoing

PLATFORMS: Digital/website, social media, e-newsletters

ELEMENTS: Creating a video that addresses the oddities of skiing and skiers alike, SKI Magazine referenced (and rebutted) a well-known pop-culture series on BuzzFeed called Whine About It.

ENTRY DESCRIPTION: “The Rebottle” was strategically designed to be lighthearted and accessible enough for non-skiers, but informative, witty, and “core” enough that serious skiers would be engaged, too. While winter vertical media tends to be earnest and elitist, this video series was conceived as a counterweight to that snobbery.

ENTRY IMPACT: The Rebottle has the most video views of any single video in Active Interest Media’s history. In the first 8 days, on Facebook alone, The Rebottle webisode reached 5.2 million people with more than 530,000 video views. To date, it’s had nearly 500,000 unique viewers, more than 1,800 comments, and more than 2,300 shares. That’s not to mention the video views on SKI Magazine’s website, the shares and likes on other social platforms, and the influx of Facebook page likes that immediately followed the episode’s release (SKI’s Facebook likes have grown 15 percent in 4 months). Since its launch, The Snow Report series has received shout-outs from The Boston Globe, numerous ski-related brands, ad agencies and more.

MORE INFORMATION:

www.facebook.com/skimag/videos/10153591074402368/
www.skinet.com/ski/article/snow-report-halley-obrien

FINALISTS



EVENTS

For work on branded live events. These events may be regional, national or international in scope, and either ongoing or one of a kind.

Dirt Magazine's Kitchen Garden Tour

DIRT

Dwell Presents the Monogram Modern Home

DWELL

Partnering to Bring Whole Genome Sequencing to the General Public

GENOME

Roadkill Nights Powered by Dodge

ROADKILL MAGAZINE

Gingerbread BLVD

TASTE OF HOME

Taste of Home Cooking School

TASTE OF HOME

EVENTS**Dwell Presents the Monogram Home
Dwell**

DURATION: 6 months

PLATFORMS: Print, digital, social, experiential

ELEMENTS: Six-city 825-foot prefab home tour, print ads, video, Twitter chats, native posts, social integration, high-impact takeovers, e-blasts and local outreach

ENTRY DESCRIPTION: The Monogram Modern Home, a custom 825-foot prefab structure built by Method Homes and outfitted with Monogram luxury appliances, visited 6 design-savvy cities in 6 months, connecting incredible architecture and luxury appliances with more than 10,000 visitors who recognize the power and influence of good design. At each stop, the Monogram Modern Home played host to a series of continuing education courses specifically chosen for each market. The home also opened its doors to the public for a day of home tours, product demonstrations and tastings prepared by a renowned chef.

ENTRY IMPACT: With over 10M people stepping foot inside the home, the Monogram Modern Home transformed the way trade and consumers interact with appliances and appliance brands. Regardless of whether consumers physically attended the tour, they were able to follow the story digitally via video, two Twitter chats via Dwell's #ModernMonday conversations, native posts, social integration, high-impact takeovers, e-blasts and local outreach resulting in 120MM press impressions and 60MM digital impressions. The program successfully brought appliance shopping into the 21st century, by reaching trade and consumers where they live, in cities across the country and online.

EVENTS

Gingerbread BLVD Taste of Home

DURATION: 2 weeks

PLATFORMS: Experiential, digital, social, mobile, virtual reality

ELEMENTS: Interactive installation in Madison Square Park, NYC; Virtual Reality Experience with Shazam; High-impact mobile executions; Custom Landing Page

ENTRY DESCRIPTION: Taste of Home's Gingerbread BLVD is an interactive installation of life-size gingerbread houses in New York City. The festivities kicked off at Madison Square Park's annual tree lighting ceremony, where New Yorkers were invited to explore Mars Chocolate decorated life-sized gingerbread houses in an interactive installation inspired by unique parts of the country and how they celebrate the season. Users were invited to "go inside" the houses with a custom Shazam simulation sponsored by Folgers, creating a truly unique and immersive experience.

ENTRY IMPACT: Over 350,000 people attended the installation in Madison Square Park over the two week time period. Millions more engaged online and through mobile touch points. With Shazam, Gingerbread BLVD was able to provide a one-of-a-kind mobile experience that allowed visitors to virtually travel inside the gingerbread houses on their phones. Additionally, the program directed attention and press to Taste of Home, garnering 67 million press impressions.

MORE INFORMATION:

www.vimeo.com/152322584

EVENTS

Dirt Magazine's Kitchen Garden Tour Dirt

DURATION: One-day event

PLATFORMS: Promoted in print and online

ELEMENTS: Backyard gardens are toured in this annual one-day event.

ENTRY DESCRIPTION: Approximately 100 ticket holders took a self-guided tour of over a dozen local backyard gardens during the day and then gathered at the Mohawk House in the evening for a cocktail party and awards ceremony. Participants voted for their favorite gardens and winners were announced.

ENTRY IMPACT: Dirt Magazine caters to the eco-friendly. Their Kitchen Garden Tour celebrated gardens in their distribution area and built brand awareness to grow their audience in a profitable way. Written testimonials prove the event does not only delight—it inspires.

MORE INFORMATION:

www.bit.ly/communityembraceskgt

EVENTS

Partnering to Bring a Whole Genome Sequencing to the General Public Genome Magazine

DURATION: One-day event

PLATFORMS: Event and website

ELEMENTS: Full-day event hosted by Genome magazine, supported by Illumina.

ENTRY DESCRIPTION: Genome partnered with Illumina to host the first consumer-oriented “Understand Your Genome” event, a day focused on educating readers about their genomes and the future of personalized medicine. Speakers included Dr. Robynne Chutkan discussing how “Living Dirty and Eating Clean” leads to a better microbiome and healthier living; as well as Dr. Art Caplan shedding some light onto the ethical complexities of gene editing.

While similar events have been marketed to medical professionals and industry insiders, this is quite possibly the first time an event like this has been marketed to the general public. Everyone had the opportunity to go through whole genome sequencing and to unlock the secrets of their DNA.

ENTRY IMPACT: The partnership between Genome and Illumina brought together a wide variety of individuals and provided an educational platform for attendees to learn about genomics and whole genome sequencing, which are the future of medicine. Of the 200 people in attendance, 50 were able to experience whole genome sequencing and interact with their genome.

MORE INFORMATION:

www.genomemag.com/uyg/
www.genomemag.com/uygpics/

EVENTS

Roadkill Nights Powered by Dodge Roadkill Magazine

PLATFORMS: YouTube, Social, Digital, Events, Print

ELEMENTS: Roadkill is a 360-degree media brand that encompasses online video, web content, a print magazine, social and an events business.

ENTRY DESCRIPTION: Roadkill.com launched in August 2015, followed shortly after by Roadkill: The Magazine, which launched in September. The print title's cover story aligns with YouTube episode content and the brand has also hosted highly engaging, well-attended events, including Roadkill Nights, which hosted more than 10,000 attendees.

ENTRY IMPACT: When Roadkill launched, the Motor Trend YouTube channel had just 150,000 subscribers and was aggressively developing new formats. Today that channel—still home to the Roadkill show, among many others—boasts more than 3.8 million subscribers; Roadkill episodes routinely garner more than 2 million-plus views. In less than a year, Roadkill has over 168 million views and 1.7 billion minutes watched in over 50 videos to date and is the most-viewed automotive original series on YouTube.

MORE INFORMATION:

www.roadkill.com/

www.youtube.com/playlist?list=pl12c0c916cecea3bc

www.enthusiastnetwork.com/portfolio/dodge-roadkill-nights-3/

EVENTS

Taste of Home Cooking School Taste of Home

DURATION: 11 months

PLATFORMS: Print, digital

ENTRY DESCRIPTION: The Taste of Home Cooking School (TOHCS) is America's leading live cooking school program, inspiring more than 140,000 passionate consumers each year at over 200 live events across the country. With a two-hour demonstration of seasonal recipes, culinary specialists show step-by-step instructions on how to create satisfying and flavorful dishes.

ENTRY IMPACT: On any given day, TOHCS is in 9 different cities performing in front of 10,000 attendees. While being scalable and nimble, yet ensuring continuity in the customer experience, TOHCS brings the nation's largest food and entertaining magazine to life.

MORE INFORMATION:

www.youtube.com/watch?v=vafddqf3jdk
www.tasteofhome.com/cooking-schools
www.cookingschoolblog.com/
www.cookingschoolsales.com/

FINALISTS



LEADERSHIP

For work on defining, building and evolving
the magazine media brand or company

Catapult Creative Labs
ACTIVE INTEREST MEDIA

*Improving Employee Engagement and Retention
Through Employee Feedback*
AFAR

*Innovation and Unification of Content, Commerce
and Community*
DOMINO MEDIA GROUP

ScientificAmerican.com
SCIENTIFIC AMERICAN

Delivering on Promises
**TEN'S EXECUTIVE LEADERSHIP TEAM,
LED BY SCOTT DICKEY**

LEADERSHIP

Catapult Creative Labs
Active Interest Media

PLATFORMS: Print, web, data, video, events, social, email, PR, lead generation, webinar, research, digital development

ENTRY DESCRIPTION: Catapult Creative Labs provides strategic marketing consultation and execution across AIM's six enthusiast divisions, operating on all platforms to directly engage their best partners with AIM's 40 million followers. Catapult was launched on an accelerated schedule, beginning with a green light from AIM CEO Andy Clurman in July 2015. While content marketing is certainly a critical core competency for Catapult, the capabilities that make their company truly unique are highly developed video, research and lead generation services. With video, Catapult is able to tap a 7-person production team that grew out of Warren Miller Films and comes fully equipped with a green-screen studio and experience shooting in extreme conditions.

ENTRY IMPACT: From a revenue perspective, Catapult has exceeded forecasts in its first four months of existence. They have eight clients across four of AIM's six divisions, \$1.5 million in 2016 contracts and a robust pipeline. For their smallest client, they're building a website; for their largest, they're executing every one of the services listed in "Platforms" above.

MORE INFORMATION:

www.catapultcreativelabs.com

www.vimeo.com/user45737402/review/155684466/d7d7ad88a5

www.vimeo.com/user45737402/review/155580034/71b545f3aa



LEADERSHIP

Improving Employee Engagement and Retention Through Employee Feedback

AFAR Media

ELEMENTS: Employee survey

ENTRY DESCRIPTION: In 2014, AFAR Media was hearing anecdotally of some employee dissatisfaction but had no way to quantify the problems or determine a solution. To address this, they began bi-weekly employee surveys via an online tool called TinyPulse. Through this process, four key areas of concern were identified—compensation, opportunities for growth and development, work/life balance and lack of clarity on company vision. Upon analyzing this feedback, AFAR’s executive team worked together to create a definitive vision for the next 3-5 years.

ENTRY IMPACT: Although the implementation of management’s responses was rolled out over the year, AFAR Media did see some immediate positive changes. Employees, via management’s responses in the survey tool, felt heard. By the year end, employee attrition decreased to less than 20% and their overall satisfaction score was at an all-time high.



LEADERSHIP

Innovation and Unification of Content, Commerce and Community

Domino Media Group

PLATFORMS: Web, mobile web, native mobile application, print, digital replica magazine, social media, video, live events

ELEMENTS: Content custom created and curated for the domino design-obsessed consumer—editorialized across print, digital, mobile, video, social and e-commerce platforms in seamlessly integrated new ways.

ENTRY DESCRIPTION: Domino is changing the way consumers shop for their home by closing the gap between point of inspiration and point-of-purchase. New content is added almost hourly to domino.com and shared constantly on their fast-growing social channels. Their e-commerce store is home to over 500 vendors and 14,000 SKUs, curated by the Domino merchandising team in collaboration with their editors. Their daily newsletter is a principal driver of new users to their site, with nearly a million opt-in subscribers. Unencumbered by traditional media models, they have built a formidable audience in just two years' time and given vibrant new life to a highly-revered reader favorite.

ENTRY IMPACT: Domino currently reaches over 3.6 million people across their print, digital, social and email channels—all built in the past two years since their relaunch. Their audience on Instagram alone is growing by 5-10,000 per week. The enclosed submission contains evidence of Domino's incredible growth, although their fan base is growing so fast that these stats will already be outdated by the time their submission has been reviewed.

MORE INFORMATION:

www.domino.com/swedish-interior-design-tips
www.domino.com/how-to-decorate-the-living-room
www.domino.com/things-for-the-bedroom
www.instagram.com/p/bcx99ofhq1a/?taken-by=dominomag



LEADERSHIP

ScientificAmerican.com Scientific American

PLATFORMS: Website

ELEMENTS: Scientific American offers its readers a means to satisfy their intellectual curiosity about the wonder and beauty of science as well as to understand the complexities of the modern world—which increasingly requires a working knowledge of science-related issues such as climate change, energy sources, medical advances and a digitally transformed society.

ENTRY DESCRIPTION: ScientificAmerican.com was re-launched in December 2015 to better serve the 40% of their online mobile audience. Readers can now scroll through articles, videos and slideshows with the swipe of a finger, and can pan across and zoom in on even the largest and most immersive images and interactive infographics with ease. The site also introduced an online store that allows customers to conveniently browse and purchase Scientific American's many product offerings—subscriptions, e-books, online courses, travel programs and more.

ENTRY IMPACT: As a result of these improvements, site traffic grew in 2015 to an average of about 7 million unique monthly visitors, a 15 percent increase from the prior year. Those readers are also spending more time engaging with the site's content than ever before, spending over 7 minutes per visit on multiple stories. Additionally, purely commercial measures have strengthened; purchases of non-subscription digital products increased 75% in 2015 versus 2014.

MORE INFORMATION:

www.scientificamerican.com/
www.scientificamerican.com/sustainability/
www.scientificamerican.com/article/all-in-the-family-tyrannosaurs/
www.scientificamerican.com/report/general-relativity-at-100/
www.blogs.scientificamerican.com/



LEADERSHIP

Delivering on Promises TEN's Executive Leadership Team, Led by Scott Dickey

ELEMENTS: TEN's unique and innovative approach to content development and media solutions allows our partners to activate passionate groups of influencers effectively and efficiently.

ENTRY DESCRIPTION: In 2014, Scott Dickey, CEO, brought a 25-year career of managing high-profile global businesses to TEN: The Enthusiast Network. Under his leadership, TEN's executive team has achieved excellence.

ENTRY IMPACT: This team has a clear path to strengthen companies' performance, bolster employee morale and execute on plans of improving not only the bottom line, but also quality of life for employees and customers alike. Together with Dickey, the TEN executive team has achieved excellence on every level.

FINALISTS



REVENUE

For work on driving new or incremental revenue from any or all aspects of the brand

“Bring Bertram Back” Brand Relaunch

ACTIVE INTEREST MEDIA

AFAR Journeys

AFAR

Atlantic Re:think & Netflix House of Cards’ “The Ascent”

THE ATLANTIC

Motor Trend Video On Demand

MOTOR TREND

Stage & Studio: The Acoustic Musician’s Guide to Creating, Performing and Recording

STRINGLETTER

REVENUE

Atlantic Re:think and Netflix House of Cards' "The Ascent"
The Atlantic

PLATFORMS: Desktop and mobile, including video and interactive elements

ELEMENTS: Long-form multimedia feature about the fascinating dynamics of American presidential couples, past and present

ENTRY DESCRIPTION: Atlantic Re:think came to life as a long-form multimedia feature, which leveraged original reporting, expert interviews, data visualization and user-interactive elements to align House of Cards with a fascinating exploration of the dynamics of American presidential couples, past and present. In order to create a strong association with House of Cards, Atlantic Re:think had to strategically weave in elements of the show in a way that was both intelligent—appealing to even our most discerning readers—and completely organic. They used special software to analyze dialogue between House of Cards characters, Frank and Claire Underwood, illuminating the power dynamics between them across seasons two and three of the show. To further add to the program's credibility, Atlantic Re:think recruited experts like Ken Burns and Kati Marton, the leading first couples expert, with whom they also created a documentary short.

ENTRY IMPACT: "The Ascent" received over 100,000 pages views, setting an internal record. The program was in the 98th percentile for average engaged time for branded content (source: SimpleReach Brand Content Index), and saw a 24% lift in likelihood of readers age 35-54 exposed to the program to tune in for Season 3, hitting both of Netflix's key KPIs. Additionally, it was awarded Digiday's "Native Ad of the Week" and "Best Sponsored Content Editorial" at The Native Creatives—the only program to earn both Judge's Selection and People's Choice.

MORE INFORMATION:

www.theatlantic.com/sponsored/house-of-cards/the-ascent/271/



REVENUE

“Bring Bertram Back” Brand Relaunch Active Interest Media

DURATION: Launched fall 2015; ongoing program

PLATFORMS: Web, print, e-news, video, events

ELEMENTS: Print Winter 2015 issue, PDF of Winter 2015 issue, PDF of letters page commenting on Winter 2015 issue

ENTRY DESCRIPTION: Catapult Creative Labs, the new in-house marketing services division of Active Interest Media, was tasked with bringing Bertram back to life. Based on the platform of “Inspired by Tradition Driven by Excellence,” Catapult developed a content plan using print advertising, eNews, digital, video and trade shows to communicate to serious boaters about Bertram’s reemergence. Breadcrumbs were laid toward the introduction of a new model through print and digital channels. As attitudes changed, the volume of the messaging was turned up. The primary goal was to change attitudes from skepticism to a trust-but-verify acceptance of Bertram.

ENTRY IMPACT: More than 4,000 boaters have created a custom Bertram design through the Build Your Own Bertram app, and 75 serious potential customers are waiting to test-drive the new 35 when it launches in August. Even better: four customers have already placed orders for the first of these \$750,000 boats, even though they haven’t seen a finished model and won’t take delivery for months. How often have you heard about content resurrecting a moribund company and driving revenue from \$0 to \$3 million in less than half a year?

MORE INFORMATION:

<https://vimeo.com/user45737402/review/155684466/d7d7ad88a5>

<https://vimeo.com/user45737402/review/155580034/71b545f3aa>



REVENUE

AFAR Journeys AFAR

DURATION: May 2015 - December 2015

PLATFORMS: Digital and print

ELEMENTS: Actionable multi-day destination itineraries, partnership with AFAR Travel Advisory Council; inspiring custom (native) guide content; alignment with relevant destination and interest content on AFAR.com; robust promotional and press strategies

ENTRY DESCRIPTION: Through the AFAR Journeys platform, travelers are inspired and take action by: exploring day-to-day itineraries, checking out AFAR-recommended hotels within the destination, directly contacting travel advisors to book with an AFAR-approved travel expert, visiting tour operators to learn more about what to do in the destination and check availability and clicking through to check out vacation packages from airline partners.

ENTRY IMPACT: In the first year, AFAR Journeys represented 18% of AFAR digital revenue.

MORE INFORMATION:
www.afar.com/journeys



REVENUE

Motor Trend Video on Demand Motor Trend

PLATFORMS: Digital (web, YouTube, on demand platform, live streaming)

ELEMENTS: YouTube channel

ENTRY DESCRIPTION: Building on the success of the MOTOR TREND YouTube channel, The Enthusiast Network has launched Motor Trend On Demand, providing subscribers advance access to MOTOR TREND original programming five weeks prior to it becoming available on the YouTube channel.

ENTRY IMPACT: With over 3.7M subscribers, Motor Trend's channel is by far the largest automotive original programming channel on YouTube with more than double the amount of subscribers and views than the nearest competitor. Motor Trend Channel serves the largest automotive subscriber audience among all YouTube original content programmers with more than double the amount of subscribers of all YouTube automotive original programming channels.

MORE INFORMATION:

www.motortrendondemand.com/
www.youtube.com/user/motortrend



REVENUE

Stage & Studio: The Acoustic Musician's Guide to Creating, Performing and Recording

Stringletter

DURATION: September 15th - December 31st, 2015

PLATFORMS: Print

ELEMENTS: Stage & Studio is a print supplement distributed with subscriber copies for each of Stringletter's four print publications: Acoustic Guitar, Strings, Classical Guitar and Ukulele, and polybagged with each of the above publications for retail distribution.

ENTRY DESCRIPTION: Stage & Studio is the result of rigorous audience research that Stringletter conducted across its four instrument-specific media brands which include Acoustic Guitar, Strings, Ukulele and Classical Guitar. It is a 16-page quarterly print supplement which includes practical information for active musicians which will help them take their love of music to the next level. Examples of content include how to build a performance career around house concerts, the best home recording equipment and home recording techniques, how to use music notation and composing software, what tools work best for performing (amps, pick-ups, mics, PA systems, etc.) and much more.

ENTRY IMPACT: Stage & Studio delivered well-received new content to Stringletter audiences, engaged a fresh set of advertisers, as well as turned a modest but encouraging profit from its initial launch. Another unanticipated benefit has been the ability to use the Stage & Studio supplement as a tool for audience building by offering it as a subscription incentive for new or returning subscribers to the magazines, weekly e-newsletters and email list.

MORE INFORMATION:

www.stringletter.com/community/stage-and-studio/

www.store.acousticguitar.com/products/stage-studio-spring-2016

WINNER

**WHY
DIDN'T I
THINK OF
THAT?**

SPECIAL AWARD

The Factory
Surfing Magazine

AWARD DESCRIPTION: The “Why Didn’t I Think of That?” award honored a project impressive for its sheer innovation and creativity. Simply put, judges asked themselves which of these entries made me say, why didn’t I think of that?

WINNER DESCRIPTION: Surfing Magazine’s “The Factory” demonstrates progressive thinking on the behaviors and attitudes of their audience. Documenting seven of the world’s best surfers who lived together for three weeks, the magazine used social channels— Snapchat, Twitter, Instagram—as well as web videos, photo galleries, and ultimately, a print issue to capture the action and entice readers to come back for more every day.



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MAGAZINE MEDIA