

IMAGINATION

AWARDS 2017

CALL FOR ENTRY

We are pleased to announce the 2017 Imagination Awards for independent magazine media. In 2017, we will give ten Imagination Awards in six different categories.

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.

MPA – The Association of Magazine Media is sponsoring these awards to celebrate the work of the IMAG community. This community comprises brands serving enthusiast audiences across many platforms who share a passion for a particular topic or lifestyle.

The Imagination Awards categories are as follows: Content, Revenue, Digital, Leadership, Audience and Events. Two of the categories, Revenue and Digital, will feature more than one award. Nominated work should have been launched, executed or significantly enhanced from January 1 to December 31, 2016. Magazine media teams may self-nominate work that represents projects, innovations, initiatives and teams (no individual accomplishments) that have made a meaningful and measurable impact on their brand and/or company.

We will announce finalists for the Imagination Awards on April 1, 2017, and will invite all finalists to present their entries at the Big Ideas Showcase at the IMAG Annual Conference in Marina del Rey, CA, May 22–24, 2017.

The winners will be announced on May 23 at the Imagination Awards gala, to be held at the Marriott Marina del Rey (see magazine.org/IMAG2017). The 2017 Imagination Award highlights will feature both finalists and winners (see 2016 [here](#)).

PLEASE CONTACT ImaginationAwards@magazine.org with any questions.



IMAGINATION

AWARDS 2017

AWARD CATEGORIES

AUDIENCE DEVELOPMENT

There will be one Imagination Award given out in the Audience Development Category.

Imagination Award for Audience Development

This category honors projects and teams for work in targeting, building and engaging an audience.

Audience Development: Nominations may include work across platforms, or work to support and engage a single platform, such as email, digital traffic, membership, engagement initiatives, research, print, video, social outreach or a related service.

Measurable impact may include engagement, new audiences, new distributions and other qualitative and quantitative results.

CONTENT

There will be one Imagination Award given out in the Content Category.

Imagination Award for Editorial

This category honors projects and teams for quality and innovation in creating and distributing content across platforms.

Editorial: Nominated work may include podcasts, video, TV, print, social platforms, courses and classes, blogs, reporting, apps, photography or any other medium in which you express your brand message.

Measurable impact may include consumer engagement, new platforms and formats, innovative partnerships and so on.

DIGITAL

There will be two Imagination Awards given out in the Digital Category.

Imagination Award for Websites

Imagination Award for Other Digital

This category honors projects and teams for work on digital platforms.

Websites: Nominated work refers to work on a brand website for all devices.

Other Digital: Nominations may include work on any digital platform, including apps, podcasts, digital editions, video, social media, slide shows and so forth.

Measurable impact may include metrics on size, engagement, innovations in platform, partnerships, technologies, SEO and so on.

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AWARD CATEGORIES

EVENTS

There will be one Imagination Award given out in the Events Category.

Imagination Award for Events

This category honors projects and teams for work on branded live events.

Events: Nominated work may be regional, national or international in scope, and either ongoing or one of a kind. Other brand platforms may or may not support events.

Measurable impact may include audience size and quality, sponsorship or other revenue metrics, uniqueness and level to which the program reflects a brand.

LEADERSHIP

There will be one Imagination Award given out in the Leadership Category.

Imagination Award for Leadership

This category honors projects and teamwork done to define, build or evolve the business or culture of a magazine media brand or company.

Leadership: Nominated work may support change in structure or organization, process, compensation, morale, cross-team dynamics, operational efficiencies or innovative use of resources.

Measurable impact may include context and specific qualitative and quantitative results.

REVENUE

There will be four Imagination Awards given out in the Revenue Category.

Imagination Award for Advertising Revenue

This category honors projects and teams for work on driving new or incremental revenue. Programs may be ongoing or episodic and must include context and results.

Advertising: Nominated work may include traditional ad sales, integrated marketing programs, sponsorships, programmatic initiatives and so forth.

Imagination Award for Native Advertising Revenue

Native Advertising: Nominated work for may include work customized and created by the host magazine's media brand, the client or the agency partner. The work must leverage brand-appropriate content in a fresh, creative and compelling manner.

Imagination Award for Consumer Marketing Revenue

Consumer Marketing: Nominated work includes programs that support revenue through subscriptions, at retail, and with digital editions, memberships and so on.

Imagination Award for Other Revenue

Other Revenue: Nominated work may include partnerships, integrated programs, licensing, e-commerce, classes and courses, products and so forth.

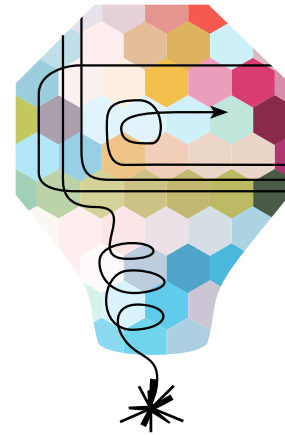
Measurable impact for revenue may include share of market, breaking new business or new categories, establishing new revenue streams, etc.

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RULES AND ELIGIBILITY

1. All independent consumer and enthusiast magazine media brands published in the U.S. are eligible. MPA membership is not required.
2. Digital-only brands are not eligible.
3. To be considered for a 2017 award, applicants must have initiated or advanced the project between January 1, 2016 and December 31, 2016.
4. Applicants may submit in multiple categories.
5. MPA will judge based on both execution and impact.
6. MPA may extend the award submission deadlines at its discretion.
7. Self-nomination is encouraged.



**FOR THE CALL TO ENTRIES,
GO TO MAGAZINE.ORG**

SUBMISSION REQUIREMENTS

1. Entry Form

- Submit the brand's mission statement.
- Describe the program and its goals and objectives.
- Document the impact and results of the program using internal or external, non-confidential metrics.
- Provide the names and titles of all team members who participated in the project.
- Include entry fee payable to MPA—Imagination.
- Thoroughly describe the program, including its objectives, execution and results

2. Supporting Materials May Include

- PDFs of printed materials
- URLs
- Screen shots
- Photographs
- Video
- Testimonials
- Data
- Additional descriptive or supporting material

TIMELINE

March 9

Entry deadline

April 1

Finalists announced

May 23

Winners announced at the Imagination Awards Dinner, Marriott Marina del Rey

Send completed entry form and all related digital materials in a zip file to ImaginationAwards@magazine.org, subject line AWARD ENTRY.

WHO SHOULD ENTER THE IMAGINATION AWARDS?

Any individual or team working at an independent magazine media brand. Entries may come from the areas of editorial, advertising sales and marketing, research, events, video, digital, mobile, social, consumer marketing, audience development, corporate, human resources or other. Imagination Awards are not given out for individual performance.

HOW ARE THE 2017 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 will review entries in their respective areas of expertise. No judge shall review the work of his or her own brand or corporate entity. Entries will be judged on the goals, elements and impact of the program. MPA will notify finalists of their selection in April 2017.

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ENTRY FORM

PLEASE CONTACT ImaginationAwards@magazine.org with any questions.

ENTRY TITLE _____

SUBMITTER'S NAME AND TITLE _____

SUBMITTER'S TELEPHONE AND EMAIL _____

COMPANY NAME _____

MAGAZINE MEDIA BRAND NAME (IF NECESSARY) _____

MPA MEMBER: YES NO

CATEGORY:

AUDIENCE

Award for Audience Development

CONTENT

Award for Editorial

DIGITAL

Award for Websites
 Award for Other Digital

EVENTS

Award for Events

LEADERSHIP

Award for Leadership

REVENUE

Award for Advertising Revenue
 Award for Native Advertising Revenue

Award for Consumer Marketing Revenue
 Award for Other Revenue

CHIEF EXECUTIVE _____

SUBMITTING TEAM NAMES _____

SUBMITTING TEAM LEADER _____

ENTRY DETAILS

YES! We would be interested in presenting this entry as a case study at the 2017 IMAG Conference May 22-24, Marriott Marina del Rey, CA

DATE _____ DURATION _____

PLATFORMS (list the platforms this entry includes, e.g. video, print, facebook, website, etc.) _____

ELEMENTS (list all program elements, e.g. sweepstakes, special ad units, video series, slide show, app, surveys, etc.) _____

ENTRY SUBMISSION STATEMENT *in 500 words or less please provide an overview description of your entry program, along with a statement as to why this entry merits an award, e.g. how it differentiates your brand, represents innovation for your brand, etc.*

DESCRIBE THE IMPACT OF YOUR ENTRY *on your brand, business or organization in measurable terms, e.g. increase in revenue, audience engagement, brand awareness, category visibility, efficiencies, etc.*

SUPPORTING DOCUMENTATION AND/OR SUPPLEMENTAL DATA

Please attach supporting documentation you have for this entry, including but not limited to URLs, video, photos, PDFs, PDFs of all print related materials. Please use an additional page for more supporting documentation.

#1 Document or file description _____

Attached or Link to file: _____

#2 Document or file description _____

Attached or Link to file: _____

#3 Document or file description _____

Attached or Link to file: _____

#4 Document or file description _____

Attached or Link to file: _____

#5 Document or file description _____

Attached or Link to file: _____

CHECKLIST FOR ENTRY

Send completed entry form and all related digital materials in a zip file to ImaginationAwards@magazine.org, subject line AWARD ENTRY.

- A separate, completed official entry form for each award entry
 - Supporting digital documentation attached or linked
 - Entry fee payable to MPA—Imagination:
\$20 per entry for MPA members, \$40 per entry for nonmembers
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SUGGESTIONS FOR A SUCCESSFUL ENTRY

- Have you clearly stated the goals, objectives or context of the program?
- Have you measurably assessed the impact of the program across all relevant metrics?
- Have you articulated the uniqueness of this program for your brand?
- Have you attached and/or included supporting documentation that will sufficiently bring this program to life for the judges?

ABOUT THE IMAG COMMUNITY Within the world of magazine media brands, MPA has carved out a community of independent publishers to facilitate peer-to-peer convening, sharing and learning. Fueled by the passionate interest of enthusiast audiences, IMAG brands produce world-class content that captures the attention and loyalty of consumers. Independent niche brands' sense of excitement, innovation and willingness to experiment often drives innovation for the entire industry. For more information about the IMAG community, or to become an IMAG brand, contact Elizabeth Tighe at etighe@magazine.org.

ABOUT MPA MPA -The Association of Magazine Media is the industry association for multiplatform magazine media companies. Established in 1919, MPA represents 175 domestic magazine media companies with more than 900 titles, approximately 30 international companies and over 75 associate members, comprised of the industry's vendor partners. Staffed by magazine media specialists, MPA is headquartered in New York City, with a government affairs office in Washington, D.C. For more information, go to www.magazine.org.

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NUMBER OF SUBMISSIONS: _____ \$20 MPA MEMBER
 \$50 NON-MEMBER

METHOD OF PAYMENT *(check one)*

Check Enclosed—Payable to MPA - The Association of Magazine Media
(Please include company name and Imagination Awards on check and attach form)

American Express

MasterCard

Visa

Card Number

Expiration Date (month/year)

Cardholder's Name (please print)

Signature

Date

TOTAL PAYMENT: \$

Email this form to Imaginationawards@magazine.org

OR

Mail check to:

MPA
Imagination Awards Attn: Elizabeth Tighe
757 Third Avenue, 11th Floor
New York, NY 10017
