

IMAGINATION

AWARDS 2018

CALL FOR ENTRY

We are pleased to announce the 2018 Imagination Awards for independent magazine media. This year, we will give eight 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. The Revenue category will feature more than one award. Nominated work should have been launched, executed or significantly enhanced from January 1 to December 31, 2017. 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.

The winners will be announced on June 14 at the Imagination Awards ceremony to be held at the Taj Hotel in Boston (see magazine.org/IMAG2018). The 2018 Imagination Award highlights will feature both finalists and winners (see [2017 here](#)).

PLEASE CONTACT ImaginationAwards@magazine.org with any questions.



IMAGINATION

AWARDS 2018

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 one Imagination Award given out in the Digital category.

Imagination Award for Digital

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

Digital: Nominated entries include work on digital platforms, including web, mobile apps, mobile web, digital editions and more.

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 three Imagination Awards given out in the Revenue category.

Imagination Award for Advertising Revenue

Imagination Award for Native Advertising Revenue

Imagination Award for General 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 Revenue: Nominated work may include traditional ad sales, integrated marketing programs, sponsorships, programmatic initiatives and so forth.

Native Advertising Revenue: Nominated work 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.

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

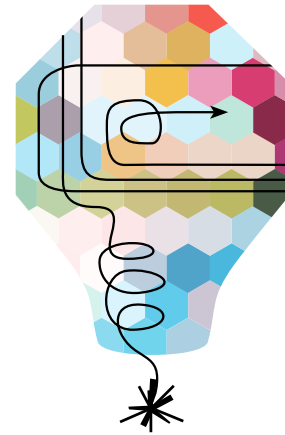
Measurable impact for revenue may include share of market, breaking new business or new categories, establishing new revenue streams, etc.

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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 2018 award, applicants must have initiated or advanced the project between January 1, 2017 and December 31, 2017.
If you enter a multi-year program, judges will evaluate the entry based only on its impact in 2017.
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 Awards.

2. Supporting Materials May Include

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

TIMELINE

March 30

Entry deadline

May 1

Finalists announced

June 14

Winners announced at the Imagination Awards ceremony in Boston

Fill out the entry form here: www.surveymonkey.com/r/IMAGawards18.

Send completed payment form to ImaginationAwards@magazine.org.

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 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 on May 1.

