



2013 Entry Guidelines

The Maggie Awards are an initiative of the Manitoba Magazine Publishers' Association (MMPA). The awards have been created to increase awareness of the industry in Manitoba and to recognize leadership and excellence.

Please read these guidelines carefully as you will find that new award categories have been added, some have been deleted, and others have been combined. Publishing Groups for 2013 are:

- **Art & Literary**
- **B2B, Association & Custom**
- **Consumer**
- **Open**

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A. Entry process and guidelines

1. Who can enter

The awards are open to magazine publishers whose main editorial office is located in Manitoba. Entrants are not required to be members of The Manitoba Magazine Publishers' Association Inc.

2. Qualifying as a magazine

Self-description is the most important criterion in defining a magazine. MMPA will generally follow the Magazines Canada <magazinescanada.ca> definition of a magazine. Publications that enter as newspapers in other award programs are not eligible. Newsprint supplements to daily newspapers are eligible if they are self-described as magazines and, in general, are substantially distinct from the newspapers in which they appear.

3. Timeframes

All work entered must have appeared in a magazine dated and published at least twice in 2012 or in the first issue of 2013 up to and including an April 2013 issue. Only the first issue of 2013 can be entered. Best single issue and Magazine of the Year entries must have been published after May 01, 2012 and on or before April 30, 2013. In the Best Digital Initiative category, work must have been live for a minimum of three months from May 01, 2012 to April 30, 2013.

4. Multiple entries

Multiple categories may be entered. A separate and complete entry form must accompany each entry.

- 1) If you are in doubt about which category to enter please enter the most likely category or contact the MMPA office, mmpa@mts.net or 204-942-0189 for assistance.
- 2) An article made up of two or more components will be eligible if one component is presented as dominant and the other(s) as subordinate to it, regardless of whether the components are written by the same or different writers.
- 3) Authors' names do not need to be obscured.
- 4) All submissions meeting the outlined criteria will be forwarded to the judges.
- 5) Entries will be included in the judging process only after receipt of payment.
- 6) Excerpts, condensations, or serializations from books or books in progress are inadmissible.

Mail or deliver entries together with entry fees to:

Maggie Awards

c/o MMPA

606-100 Arthur Street, Winnipeg, MB R3B 1H3

In the event of a dispute, the eligibility committee's ruling will be final.

B. Fees and Timelines

1. Entry Fee:

Payment must accompany entries.

- MMPA Members: \$25 per entry or submit 3 entries for \$50.
- Non-Members: \$35 per entry or submit 3 entries for \$75

2. Opening and closing dates

Entries open May 16, 2013. Closing date is June 26, 2013. Entry forms are available on-line at www.manitobamagazines.ca

C. Categories and entry requirements

Entries will be judged in four publishing groups. The award categories within the publishing groups are as follows:

I. ART & LITERARY:

A publication that is produced primarily as a vehicle to showcase literary talent and/or the visual and performing arts.

1. **Best Poem or Suite of Poems:** Entry may consist of one, two, or three poems by one author, and must not exceed 5 pages.
2. **Best Short Fiction:** Entry must not exceed 10,000 words.
3. **Best Editorial Feature or Creative Non-Fiction piece:** Primary consideration will be given to the quality of the writing. Submissions must not exceed 5,000 words.

Each submission above must include:

- four tear sheets or quality colour photocopies of each entry
 - four copies of the issue in which the entry appeared
 - a clearly identified flash drive (USB drive) with a high resolution (print quality) PDF copy of each entry. Multiple entries may be copied to a single flash drive.
4. **Best Single Issue:** A single issue that best reflects the stated aims of the publication with consistent, well-written and edited content supported by effective design and layout. This is an issue that invites the reader in with cover design, cover lines, and promised content and delivers on the promise in every aspect.

This submission must include:

- four complete samples of the issue entered
 - a clearly identified flash drive (USB drive) with a high resolution PDF of the cover of the issue entered. Multiple entries may be copied to a single flash drive.
5. **Best Brand Extension Activity:** This is an activity beyond the printed page, such as special events, trade shows, seminars, reading series, direct mail campaigns, contests, etc. judged on what the event/activity contributed to awareness of the magazine, its aims, readership or increased revenues. Photographs, video, promotional materials, anecdotal and statistical information may be included with the entry.

This submission must include:

- four of each of the following: tear sheets, photocopies, photos or samples of all supporting print materials, video or audio clips, and any other support materials.

II. BUSINESS TO BUSINESS, ASSOCIATION OR CUSTOM:

A publication that is about business for a business, trade or association audience and/or a publication that is published according to the needs of a specific business, institution, or not-for-profit organization .

1. **Best Business or Individual Profile:** A feature article that provides the reader with insights into the history, character, goals and ambitions of a company or individual. Consideration will be given to all elements of the article including quality of writing, photography/illustration and design.
2. **Best Professional , Industrial, Manufacturing, Agricultural, Association, Environmental or Marketing Article:** A feature article describing the application of a new technology, method, equipment, knowledge, technique, practice or one that facilitates improved communications between buyers and sellers in any sector or an article describing a new initiative within an Association or profession.

The above submissions must include:

- four tear sheets or quality colour photocopies of each piece entered.
- a clearly identified flash drive with high resolution (print quality) PDF's of all articles entered with the tear sheet package.
- four complete copies of the issue in which the entry appeared.

3. **Best Single Issue:** A single issue that best reflects the stated aims of the publication with consistent well written/edited content and effective supportive design and layout. This is an issue that invites the reader in with cover design, cover lines, and promised content and delivers on the promise in every aspect.

This submission must include:

- four complete samples of the issue entered.
- a clearly identified flash drive (USB drive) with a high resolution PDF of the cover of the issue entered.

III. CONSUMER:

An independent publication that is available for sale or distribution to the general public or a niche audience.

1. **Best Editorial Feature:** Primary consideration will be given to the quality of the writing and the relevance of the subject to the magazine's stated aims and identified readership.
2. **Best Regular Column or Department:** The column or department must be substantially written/drawn/designed by the same person, and to have appeared under the same title a minimum of three times from May 01, 2012 to April 30, 2013 but only if the April 2013 issue is the first issue of 2013.

The above submissions must include:

- four tear sheets or quality colour photocopies of each piece entered.
 - Column or Department must include 3 sets of four tear sheets-one for each sample submitted.
 - a clearly identified flash drive (USB drive) with high resolution (print quality) PDFs of all articles entered.
 - four complete copies of the issue in which the entry appeared.
3. **Best Single Issue:** A single issue that best reflects the stated aims of the publication with consistent, well-written and edited content supported by effective design, illustration and layout. This is an issue that invites the reader in with cover design, cover lines, and promised content and delivers on the promise in every aspect.

This submission must include:

- four complete samples of the issue entered.
 - a clearly identified flash drive (USB drive) with a high resolution PDF of the cover of the issue entered.
4. **Best Brand Extension Activity:** This is an activity beyond the printed page, such as special events, trade shows, seminars, reading series, direct mail campaigns, contests, etc. judged on what the event/activity contributed to awareness of the magazine, its aims, readership or increased revenues. Photographs, video, promotional materials, anecdotal and statistical information may be included with the entry

This submission must include:

- four of each of the following: tear sheets, photocopies, photos or samples of all supporting print materials, video or audio clips, and any other support materials.

IV. OPEN CATEGORIES

Some award categories are open to all publishers even if they have submitted entries in their self-identified publishing groups. The categories are as follows:

1. **Best Cover--Illustration:** Consideration will be given to design including the concept and quality of the illustration, placement and quality of cover lines, and relevance of the cover illustration to content and the stated aims of the publication. The entry information must identify whether the illustration is an original work for the magazine or a reproduction. Credit must be given to the creator of the illustration or concept.
2. **Best Cover--Photography:** Consideration will be given to design including the quality of the photograph, quality of cover lines, relevance of the cover photograph to content and the stated aims of the publication. The entry information must indicate whether the photograph(s) was taken specifically for the magazine or acquired elsewhere. Credit must be given to the original source.

The above submissions must include:

- four tear sheets or quality colour photocopies of each cover entered.
- A high resolution PDF of each cover entered sent to mmpa@mts.net
- Publishers may enter one or both of the Best Cover categories and may enter more than one cover in each category.

3. **Best Digital Initiative including Websites:** This may include a re-designed website, interactive features added to a website, social media activities, creation of apps or any other digital initiative. Metrics and anecdotal information should be used to illustrate the effectiveness of the initiative.

This submission must include:

- four copies of all support materials such as testimonials, copies of the home page, contest page and samples of all supporting print materials, video or audio clips, and any other support materials.

4. **Magazine of the Year:** Magazine of the Year takes into account the entire magazine, based on quality of content and presentation, and asks the question: does the magazine's content and presentation fulfill the editorial mandate?

This submission must include:

- seven copies each of three issues published between May 01, 2012 and April 30, 2013 (a total of 21 magazines).
- a high resolution PDF of one cover sent to mmpa@mts.net for posting on the MMPA website for the People's Choice voting, posting at the awards dinner, and possible use in print promotional materials.

V. PEOPLE'S CHOICE AWARDS

All Magazine of the Year entries are automatically included in the Peoples' Choice on line voting.

People's Choice on-line voting for Magazine of the Year opens July 23, 2013 and closes August 10, 2013.

If you have entered Magazine of the Year you are encouraged to connect with readers and invite them to participate in the Peoples' Choice voting at www.manitobamagazines.ca

D. The Small Print

1. No entries will be returned.
2. MMPA reserves the right to use the winning entries in the awards program, for exhibit, for promotion and/or in a publication of collected works.
3. MMPA reserves the right not to make an award in any category if, in the judges' opinion, no entry merits one.
4. Entrants may be required to provide supporting documents (notes, references and other material) at the judges' request.
5. Awards in the written categories are open to materials published and produced as original material. First rights only will be considered for awards.
6. Decisions as to all aspects of the competition are final and binding.
7. Entrants must notify MMPA in the event that any submission is, or subsequently becomes, the subject of any legal action, so that MMPA may take appropriate steps to avoid legal complications that could arise from republication.
8. If an apology or retraction related to an article has been printed prior to submission; it must be attached to the entry. If an article that has been entered becomes the subject of an apology or retraction before the awards presentation, MMPA must be notified.

E. Awards ceremony

All entries may be displayed as part of the annual MMPA Professional Development Conference. Finalists will be notified approximately two weeks prior to the Awards Presentation.

**Awards will be announced and presented at the
Maggie Awards Dinner
Thursday, September 26, 2013
Manitoba Club
Winnipeg, Manitoba**