

Manitoba Magazine Publishers' Association Second Annual Maggie Awards – 2009

The Maggie Awards – for Mag-nificent Manitoba Magazines

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.

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1. Entry process and guidelines

- Multiple categories may be entered. Each submission must be accompanied by a separate entry form.
- \$10 per entry.
- Payment must accompany entries.
- Entries open January 25, 2010. Closing date is March 30, 2010. Entry forms are available on-line at www.manitobamagazines.ca
- Entries must include six tear sheets or quality colour photocopies of each piece entered. Entries for Magazine of the Year must include six samples of at least three issues. Please also forward to mpa@mts.net a PDF of one cover for posting on the MMPA website for the People's Choice voting.
- Entries for Most Effective Web Activity and Best Initiative must include six of each of the following: tear sheets, photocopies or samples of all supporting print materials, video or audio clips, and all other support materials.
- Best Cover entries must include six tear sheets or complete magazine as well as a PDF of the entered cover, either on disc or sent to mpa@mts.net
- Excerpts, condensations, or serializations from books or books in progress are inadmissible.
- 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.

- Authors' names do not need to be obscured.
- All submissions meeting the outlined criteria should be eligible for an award. If you are in doubt about which category to enter, please enter the most likely category or contact the MMPA office, mpa@mts.net or 204-942-0189 for assistance.
- Entries will be included in the judging process only after receipt of payment.
- Mail or deliver entries and payment to: **Maggie Awards**, 606-100 Arthur St., Winnipeg, MB R3B 1H3.
- In case of dispute, the eligibility committee's ruling will be final.

2. Who can enter

The awards are open to magazine publishers whose main editorial office is in Manitoba.

3. 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.

4. Timeframe

Work must have appeared in an issue dated 2009, and in a magazine that has been published at least twice in 2009. In the Web Activity category, work must have been live for a minimum of three months during 2009; in the Best Initiative category, it must have occurred substantially between January 1 and December 31, 2009.

5. Categories

A. Magazine of the Year

This category takes into account the entire magazine, based on quality of content and presentation, and asks the question: do the magazine's content and presentation fulfill the editorial mandate?

B. Most Innovative Marketing Initiative

This is an ancillary activity such as a promotional campaign, special project, direct mail campaign, freestanding insert, etc. The success of the activity will be measured by performance, which influences the economic growth/sustainability of the magazine; motivates a reader to take action.

C. Most Effective Web Activity

Judged on interactive, integrated content, and success of the activity. Entries must include analytics or metrics indicating increased web activity by individuals over the relevant period.

D. Best Initiative

An activity beyond the printed page, such as special events, trade shows, seminars, reading series, contests, etc. Judged on what the event/activity contributed to awareness of the magazine.

E. Best Cover – Photography or Illustration

The source of photo or illustration must be noted. Extensive digital editing of an image should also be noted.

F. Best Poem or Suite of Poems

Entry may consist of one, two, or three poems by one author, and must not exceed 5 pages.

G. Best Short Fiction

Entry must not exceed 10,000 words.

H. Best Non-fiction Feature

Primary consideration will be given to the quality of the writing. How-to articles may be entered in this category (illustrations or plans and photos may be included). Submissions must not exceed 5,000 words.

I. Best Editorial Package

A single article with multiple elements. Judged on the combination of words, layout, design, and illustration.

J. 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 during 2009.

K. NEW THIS YEAR: MMPA has introduced four categories for Business-to-Business Magazines. Judging criteria are the same as those for consumer magazines. The four categories are Magazine of the Year, Best Cover, Best Feature, and Best Regular Column or Department.

6. People's Choice Awards

- People's Choice on-line voting for Magazine of the Year opens April 1, 2010 and closes April 15, 2010.
- People's Choice votes will be credited as follows: 15% to the total judges' score for the highest polling title, 10% for the second and 5% for the third.

7. The small print

- No entries will be returned.
- 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.
- MMPA reserves the right not to make an award in any category if, in the judges' opinion, no entry merits one.
- Entrants may be required to provide supporting documents (notes, references and other material) at the judges' request.
- Awards in the written categories are open to materials published and produced as original material. First rights only will be considered for awards.
- Decisions as to all aspects of the competition are final and binding.

- 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.
- 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.

8. Awards ceremony

All nominees' entries will be displayed as part of the MMPA Professional Development Conference.

Awards will be announced at the Awards Dinner to be held Thursday, April 29, 2009 at the Inn at the Forks, Winnipeg, Manitoba. Finalists will not be notified prior to the Awards Presentation.

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magazines



MANITOBA MAGAZINE PUBLISHERS' ASSOCIATION