



NATIONAL MAGAZINE AWARDS 2012

{ASMe}
American Society of Magazine Editors

Columbia
Journalism
School 

CALL FOR ENTRIES

The National Magazine Awards honor print and digital publications that consistently demonstrate superior execution of editorial objectives, innovative techniques, noteworthy journalistic enterprise and imaginative art direction. Established in 1966, the awards are sponsored by the American Society of Magazine Editors in association with the Columbia University Graduate School of Journalism and are administered by ASME.

This year the National Magazine Awards for Digital Media categories have been revised to keep pace with the rapid development of magazines on digital platforms. Awards for design and apps have been retooled; content produced for tablets is now eligible in most categories; and new Website and Personal Service awards are being introduced.

The National Magazine Awards for Digital Media will be presented at the Grand Hyatt New York on **March 20, 2012**. The print and print-digital awards, including the award for Magazine of the Year, will be presented at **The National Magazine Awards Annual Gala** at the New York Marriott Marquis on **May 3, 2012**.

Finalists in each category receive certificates of recognition. The winner in each category receives a reproduction of Alexander Calder's stabile "Elephant," the symbol of the National Magazine Awards — and the reason the awards are known as the Ellies and Digital Ellies.

DEADLINES FOR ENTRY

For the National Magazine Awards for Digital Media (categories D1 to D11):

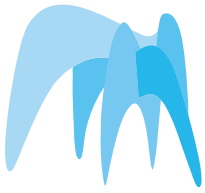
January 5, 2012

For Print and Print-Digital Awards, including Magazine of the Year (categories 1 to 21):

January 10, 2012

FOR MORE INFORMATION

www.magazine.org/nma



WHO CAN ENTER THE AWARDS

All consumer and business magazines edited in the United States and published in print or on digital platforms are invited to enter the National Magazine Awards, subject to the following conditions:

- A print magazine must have been published at least four times during 2011 and must still be in existence at the end of the year (a magazine that is discontinued after completing its publication schedule for 2011 is nonetheless eligible to enter the 2012 National Magazine Awards).
- A magazine website or online-only magazine must have been launched before November 1, 2011, and must be able to show that the site is still active at the end of the year. Microsites and other auxiliary websites launched before December 31, 2011, are also eligible.
- The primary purpose of a digital-only magazine must be to inform and entertain. Digital-only magazines must include a significant amount of original content presented in a variety of textual and visual forms, such as news, feature stories and commentary as well as graphics and photographs. Content is usually created by multiple contributors, supervised by one or more editors or producers and is frequently supplemented or replaced by new content.
- The following are not eligible to enter the National Magazine Awards: company publications intended primarily for and distributed solely to employees and their associates or customers; print or digital newsletters; magazines published in languages other than English and Spanish; newspaper websites, websites modeled on newspapers and websites belonging to the news divisions of radio and television stations and networks; and marketing and promotional websites.

The administrators of the National Magazine Awards reserve the right to determine if a print or digital publication qualifies for entry. The following conditions also apply:

- Print entries must be dated 2011 (submissions consisting in whole or in part of three magazine print issues may include one dated December 2011/January 2012). Digital content must have been largely produced in 2011.
- Articles, photographs and other print and digital content cannot be entered in more than one category except as part of an entry in the following categories:
 - Magazine of the Year (category 1)
 - General Excellence, Print and Digital Media (categories 2 to 6 and D1)
 - Design, Print and Digital Media (categories 7 and D4)
 - Photography (category 8)
 - Website (category D2)
 - Tablet Edition (category D3)
 - Website Department (category D5)
 - Utility App (category D6)
- Excerpts serialized from fiction and nonfiction book are not eligible except in the foregoing categories.
- Special sections or special issues of print magazines are eligible only if they were distributed to the full and customary list of subscribers and newsstands.
- Content entered in competitions for newspaper, radio and television journalism awards is subject to disqualification from the National Magazine Awards.
- Any or all entries of a print or digital publication found to be in violation of the ASME Guidelines for Editors and Publishers may be disqualified at any time without notice to the editors or publishers of the magazine.
- The administrators of the National Magazine Awards may at their own discretion extend the deadline for entry in any category.
- Entry fees will not be refunded under any circumstances, including voluntary withdrawal from the awards.

Only the chief editor of an eligible magazine may enter her or his publication in the National Magazine Awards. Other magazine personnel, including writers and photographers as well as former editors, may not submit entries without the knowledge and approval of the chief editor.



Each entry must include a statement by the editor that describes the editorial mission of the publication and explains the reasons the entry merits an award. The National Magazine Awards honor publications for serving the interests of their readers; editors must explain in their statements how entries achieved that goal. Statements may be no longer than 400 words. Entries may include supplementary materials, including media coverage and letters from readers or others attesting to the value of the entry. Supporting material should be submitted on CD or DVD. Any significant challenge to the accuracy or fairness of an entry, including corrections or retractions, must be noted in the statement.

In some categories, entries may consist of no more than three thematically linked articles. Articles published under a common rubric such as “Health” or “Money” do not qualify as thematically linked unless the articles address a common theme or topic, such as ways to stop smoking or saving for retirement. If the articles are not part of a clearly defined series, editors are advised to explain in their statement how the articles are linked. Entries composed of two or more articles are judged in part on their consistency. The National Magazine Awards honor ambition as a measure of editorial excellence, but editors may wish to enter a single strong article rather than a series of uneven quality.

Five finalists, including a winner, are traditionally selected in each category by panels of judges chosen for their experience and impartiality by the administrators of the awards. Judges include the chief editors, art directors and photography editors of leading print and digital magazines. Most are members of ASME. Journalism educators and distinguished journalists who are not members of ASME are also invited to be judges. The names of the nearly 400 judges are published when the winners of the awards are announced.

Judging results are subject to the approval of a board of review composed of current and former officers of the ASME Board of Directors, the dean of the Columbia University Graduate School of Journalism and veteran judges. Digital Ellies finalists are announced in late February; finalists in the print and print-digital categories are announced in early April. Awards may be withheld in any category in which it is determined that the entries fall below the standard of excellence set by the ASME Board of Directors.

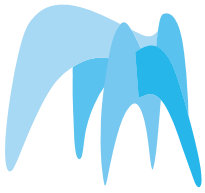
All articles chosen as finalists will appear in a program supplement distributed at the presentation of the awards and may be anthologized in the annual *Best American Magazine Writing*, published by Columbia University Press. For more information about the American Society of Magazine Editors or to see lists of past finalists, winners and judges, please visit magazine.org/asme.

HOW TO ENTER

All entries must be submitted online at magazine.org/nma. Entry forms and step-by-step instructions are posted on the website. Categories 1 to 14 also require the submission both of print magazines and of CDs or DVDs containing the entry as it was printed in the magazine. Categories 15 to 21 may require the submission of print magazines and CDs or DVDs if the entry originally appeared in print. See “What to Submit” in each category description for more information.

Print magazines and CDs or DVDs should be mailed to National Magazine Awards, ASME, 810 Seventh Avenue, 24th Floor, New York, NY 10019, or delivered to the 810 Seventh Avenue Messenger Center on 52nd Street between Seventh Avenue and Broadway. Deliveries are accepted between 9 a.m. and 5 p.m. Please follow the directions on the website for the labeling and packaging of magazines and CDs or DVDs.

For more information about eligibility and submissions, please see the category description for each award.



CATEGORY DESCRIPTIONS

CATEGORY 1 Rules and Eligibility: Any publication eligible to enter the National Magazine Awards may submit one entry in this category. Print issues must be dated 2011 (December 2011/January 2012 is acceptable; December 2010/January 2011 is not); digital content must have been largely produced in 2011. Websites may be updated to remain current, but screenshots of digital content as it was originally published may be requested by the administrators of the awards after an entry is submitted. Content entered as part of an entry in this category, including entire magazine issues, can be submitted in other categories. **Deadline: January 10, 2012.**

1 MAGAZINE OF THE YEAR

This category honors magazines that in 2011 demonstrated the greatest success in accomplishing their mission and serving their readers both in print and across multiple digital platforms. Judges will evaluate entries based on the ambition, energy, talent and vision with which the editors of the publications use the fundamental tools of magazine making, combined and integrated with digital technologies and practices, to achieve overall excellence and to engage media consumers in print and online and with content created for mobile devices. To receive recognition in this category, magazines must demonstrate excellence in print and online and will almost certainly demonstrate achievement on tablets and other emerging platforms. **WHAT TO SUBMIT:** (1) Five copies of three entire print issues (the issues need not be the same as those submitted in General Excellence); (2) a CD or DVD containing the three entire print issues (advertisements need not be included); (3) no more than 10 links to important or notable areas of the magazine website; (4) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (5) links to no more than 10 examples of social media, including blog and microblog posts. Optional: Brand extensions that demonstrate innovation and reach, examples of which may be submitted on a clearly labeled CD or DVD or as links.

CATEGORIES 2 — 8 Rules and Eligibility: Print magazines may submit one entry in categories 2 to 6 (General Excellence) and one entry each in category 7 (Design) and category 8 (Photography). Magazines must be dated 2011 (December 2011/January 2012 is acceptable; December 2010/January 2011 is not). Content entered as part of an entry in these categories, including entire magazine issues, can be submitted in other categories. **Deadline: January 10, 2012.**

2—6 GENERAL EXCELLENCE

These categories honor the best print magazines published in the United States. The categories recognize the quality and consistency of the reporting and writing; the energy and originality of the photo editing and art direction; and the ambition and skill of the editorial leadership. Judges will evaluate entries based on the strength of the magazine making and the editors' success in serving the interests of their readers. Magazines are judged in five categories determined by content, audience, frequency and circulation. Special weight will be given to the impact of circulation size and editorial resources on editorial direction and execution. An entry consists of three entire print issues. The five General Excellence categories are:

- 2 General-Interest Magazines**
- 3 Women's Magazines**
- 4 Lifestyle Magazines**
- 5 Active- and Special-Interest Magazines**
- 6 Thought-Leader Magazines**



To ensure fair and efficient administration of the awards, magazines are assigned to General Excellence categories by ASME. Category assignments are posted at magazine.org/nma. Magazines may appeal their assignments to the ASME Board of Directors; appeals must be received at ellies@magazine.org before December 31, 2011. Magazines will be notified of the decision of the board before March 1, 2012. The administrators of the awards will assist unassigned magazines in determining which category to enter. Based on the number of entries, ASME may choose to combine or add General Excellence categories. In no event will a magazine be moved into another category without notification. **WHAT TO SUBMIT:** (1) Five print copies of each of the three issues and (2) a CD or DVD containing the three issues (advertisements need not be included).

7 DESIGN

This category honors overall excellence in magazine design. It recognizes the effectiveness of the art direction, including typography, and the use of illustration and photography. Judges will evaluate entries based on the ambition and originality of the creative direction and its success in fulfilling the editorial mission of the magazine. An entry consists of three entire print issues of the magazine. **WHAT TO SUBMIT:** (1) Five print copies of each of the three issues and (2) a CD or DVD containing the three issues (advertisements need not be included).

8 PHOTOGRAPHY

This category honors overall excellence in magazine photography. The category recognizes the use of photography, including photo-illustration, to fulfill the editorial mission of print magazines. Judges will evaluate entries based on the quality and consistency of the photography; on its ambition and originality; and on the inventiveness and skill with which photography, including photo research, are used throughout the magazine to inform and entertain readers. An entry consists of three entire print issues of the magazine.

WHAT TO SUBMIT: (1) Five print copies of each of the three issues and (2) a CD or DVD containing the three issues (advertisements need not be included).

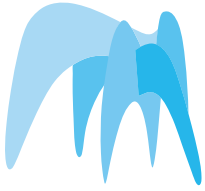
CATEGORIES 9 — 14 Rules and Eligibility: Print magazines may submit two entries in each of these categories. Magazines must be dated 2011; entries consisting of two or more articles from different issues may include one article dated January 2012. Content entered in these categories cannot be submitted in other categories except as part of an entry in Magazine of the Year (category 1); General Excellence, Print and Digital Media (categories 2 to 6 and D1); Design, Print and Digital Media (categories 7 and D4); Photography (category 8); Website (category D2); Tablet Edition (category D3); Website Department (category D5); and Utility App (category D6). **Deadline: January 10, 2012.**

9 NEWS AND DOCUMENTARY PHOTOGRAPHY

This category honors photojournalism and photography that documents news events or news-related subjects or provides coverage of subjects such as entertainment and sports. Photographs must depict events as they happened or places as they were found; digitally altered images are not eligible. Judges will evaluate entries based on photographic achievement, reportorial enterprise and narrative strength. Entries will be judged primarily on the quality of the photographs, though judges may also consider the quality of the text in relation to the images. An entry consists of one article; no more than three thematically linked articles published in one or more issues; or a clearly branded editorial package. An entry may consist of a single image or multiple images by one or more photographers. Entries may include related cover images. **WHAT TO SUBMIT:** (1) Five print copies of the issue or issues containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine.

10 FEATURE PHOTOGRAPHY

This category honors the best use of original photography in a feature story, photo-essay or photo portfolio. The category is especially intended to recognize the outstanding use of newly commissioned portraiture; fashion, travel and nature photography; food, shelter and other still-life photography; conceptual photography;



and photo-illustration. Judges will evaluate entries based on photographic achievement, art direction and editorial value. Judges may also consider the quality of the text in relation to the images. An entry consists of one article or a clearly branded editorial package incorporating one or more photographs. Entries may include related cover images. **WHAT TO SUBMIT:** (1) Five print copies of the issue containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine.

11 SINGLE-TOPIC ISSUE

This category honors magazines that have devoted a single issue to the comprehensive examination of one subject or topic. Judges will evaluate entries based on the quality and consistency of the reporting, writing, illustrations and photography and on the ambition and originality of the issue as a whole. An entry consists of one issue of the magazine that is clearly branded, on the cover or inside the magazine, as a special issue or as containing a special section, the content of which has displaced all or most of the feature well. Newsstand-only issues and bookazines are not eligible in this category. **WHAT TO SUBMIT:** (1) Five print copies of the issue containing the entry and (2) a CD or DVD containing the issue (advertisements need not be included).

12 MAGAZINE SECTION

This category honors the editorial direction of a regularly published, clearly branded front- or back-of-the-book department or section. Judges will evaluate entries based on the ambition and skill of the editors and designers as demonstrated by the quality and consistency of the reporting, writing, illustrations and photography; the originality and cohesiveness of the section; and the value and usefulness of the content. An entry consists of three complete examples of the same magazine section from three different issues. **WHAT TO SUBMIT:** (1) Five print copies of each of the three issues containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine.

13 PERSONAL SERVICE

This category honors the superior and consistent use of print to serve readers' needs and aspirations, including coverage of topics such as health care, personal relationships, parenting, career planning and personal finance. Judges will evaluate entries based on the quality of the reporting, writing, illustrations and photography and on the value and usefulness of the content. Special weight will be given to the skillful and imaginative use of graphic elements to provide instruction and advice. An entry consists of one article; no more than three thematically linked articles, by one or more writers or photographers, published in one or more issues; or a clearly branded editorial package. Entries may include but are not limited to feature stories; photo-essays; articles from a department or section; and columns and commentary. Articles published in a single-topic issue may be entered, but an entire issue is not eligible. **WHAT TO SUBMIT:** (1) Five print copies of each of the issues containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine.

14 LEISURE INTERESTS

This category honors the superior and consistent use of print to provide information about recreational activities and special interests such as fashion and beauty; travel; decorating and gardening; food; fitness and active sports; cars and boats; and hobbies and crafts. Judges will evaluate entries based on the quality of the reporting, writing, illustrations and photography and on the value and usefulness of the content. Special weight will be given to the skillful and imaginative use of graphic elements to provide instruction and advice. An entry consists of one article; no more than three thematically linked articles, by one or more writers or photographers, published in one or more issues; or a clearly branded editorial package. Entries may include but are not limited to feature stories; photo-essays; articles from a department or section; and columns and commentary. Articles published in a single-topic issue may be entered, but an entire issue is not eligible. **WHAT TO SUBMIT:** (1) Five print copies of each of the issues containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine.



CATEGORIES 15 — 21 Rules and Eligibility: Print magazines, magazine websites and digital magazines, including online- and tablet-only magazines, may submit two entries in each of these categories. Entries may consist of content published on any platform or combination of platforms. Content must be dated or have been largely produced in 2011 (screenshots of digital content as it was originally published may be requested by the administrators of the awards after an entry is submitted). Entries consisting of two or more articles from different issues may include one article dated January 2012. Content entered in these categories cannot be submitted in other categories except as part of an entry in Magazine of the Year (category 1); General Excellence, Print and Digital Media (categories 2 to 6 and D1); Design, Print and Digital Media (categories 7 and D4); Photography (category 8); Website (category D2); Tablet Edition (category D3); Website Department (category D5); and Utility App (category D6). **Deadline: January 10, 2012.**

15 PUBLIC INTEREST

This category honors magazine journalism that illuminates issues of local or national importance. Judges will evaluate entries based on the quality of the reporting, analysis, writing and artwork and on the potential of the article or articles to affect public or private policies or practices. Photo-essays will be judged on the strength of both images and text. Special weight will be given to entries that show long-term, in-depth coverage of an issue of public importance as described in the editor's statement. An entry consists of one article; no more than three thematically linked articles published or posted together or separately; or a clearly branded editorial package. Entries may include but are not limited to feature stories; multimedia packages (entries cannot consist exclusively of podcasts or videos); articles from a department or section; and columns and commentary. Entries may also include examples of social media. **WHAT TO SUBMIT:** For print content, (1) three print copies of each of the issues containing articles in the entry and (2) a CD or DVD containing articles in the entry as they were printed in the magazine. For digital content, any of the following: (1) A link to each article in the entry, including multimedia packages; (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (3) links to no more than 10 examples of social media, including blog and microblog posts.

16 REPORTING

This category honors reporting excellence as exemplified by one article or a set or series of articles. Judges will evaluate entries based on the enterprise and skill of the reporter or reporters and reward entries for insightful analysis and compelling narrative. Magazines will also be recognized for exclusive or innovative news coverage of topics such as politics, business, entertainment and sports. Special weight will be given to original, substantive reporting on events or subjects of local or national significance. An entry consists of one article; no more than three thematically linked articles published or posted together or separately; or a clearly branded editorial package. Entries may include but cannot consist exclusively of multimedia. Entries may also include examples of social media. **WHAT TO SUBMIT:** For print content, (1) three print copies of each of the issues containing articles in the entry and (2) a CD or DVD containing articles in the entry as they were printed in the magazine. For digital content, any of the following: (1) A link to each article in the entry, including multimedia; (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (3) links to no more than 10 examples of social media, including blog and microblog posts.

17 FEATURE WRITING

This category honors the best feature stories of the year. Although finalists in this category will be supported by strong reporting, judges will evaluate entries primarily on the originality and stylishness of the storytelling. Well-crafted exposition will be favored over mere length. An entry consists of one article. **WHAT TO SUBMIT:** For print content, (1) three print copies of the issue containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine. For digital content, (1) a link to the article or (2) platform-specific instructions, including user name and password, for accessing content produced for a tablet or e-reader edition.



18 PROFILE WRITING

This category honors the best news or feature stories about an individual or a group of closely linked individuals. Judges will evaluate entries based on the accuracy and depth of the reporting and the vividness and perceptiveness of the writing. Stylishness and originality will be favored over mere length. An entry consists of one article. **WHAT TO SUBMIT:** For print content, (1) three print copies of the issue containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine. For digital content, (1) a link to the article or (2) platform-specific instructions, including user name and password, for accessing content produced for a tablet or e-reader edition.

19 ESSAYS AND CRITICISM

This category honors long-form journalism that presents the opinions of the writer on topics ranging from the personal to the political. Critical essays on subjects such as food, fashion, literature and the arts are also eligible in this category. Although essays may incorporate reporting and narrative, judges will evaluate entries based on the writer's eloquence, depth of insight, strength of argument and uniqueness of perspective. Essays incorporating photographs will be judged primarily on the quality of the text. An entry consists of one article.

WHAT TO SUBMIT: For print content, (1) three print copies of the issue containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine. For digital content, (1) a link to the article or (2) platform-specific instructions, including user name and password, for accessing content produced for a tablet or e-reader edition.

20 COLUMNS AND COMMENTARY

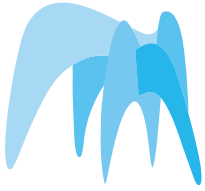
This category honors short-form journalism that presents the views of the writer or publication, including political and social commentary; news analysis; and reviews and criticism. Letters from the editor, humor columns and short obituaries have been honored in this category in the past. Reviews may concern topics such as food, fashion, decorating and products and services as well as art, theater, music, dance, movies, TV, video games and books. Judges will evaluate entries based on the expressiveness, persuasiveness and succinctness with which the insights of the writer are presented. An entry consists of three articles, published or posted together or separately, linked by writer or topic. Entries may include but cannot consist exclusively of blog posts. **WHAT TO SUBMIT:** For print content, (1) three print copies of each of the issues containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine. For digital content, (1) a link to each article in the entry, including blog posts, or (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablet or e-reader editions.

21 FICTION

This category honors the best fiction published in magazines. Special weight will be given to fiction written for a general audience. An entry consists of one article. Content published or about to be published in book form is not eligible in this category with the exception of recent translations into English. **WHAT TO SUBMIT:** For print content, (1) three print copies of the issue containing the entry and (2) a CD or DVD containing the entry as it was printed in the magazine. For digital content, (1) a link to the article or (2) platform-specific instructions, including user name and password, for accessing content produced for a tablet or e-reader edition.

THE OSBORN ELLIOTT-NATIONAL MAGAZINE AWARDS SCHOLARSHIP

The National Magazine Awards support the Osborn Elliott Scholarship at the Columbia University Graduate School of Journalism. Named in honor of the former Newsweek editor and Columbia dean, the Osborn Elliott Scholarship is awarded to students who intend to pursue careers in magazine journalism. For more information about the scholarship or to make a direct contribution, please visit www.journalism.columbia.edu.



DIGITAL ELLIES 2012

All magazine websites and magazines published on digital platforms are invited to enter the National Magazine Awards for Digital Media (categories D1 to D11). Magazines need not publish a print edition to participate in the Digital Ellies. Content published on digital platforms may also be entered in the following print-digital categories (categories 15 to 21): Public Interest; Reporting; Feature Writing; Profile Writing; Essays and Criticism; Columns and Commentary; and Fiction.

The Digital Ellies categories have been extensively revised for 2012. Website and Personal Service are new categories. Utility App and Commentary have replaced Interactive Tool and Blogging. The names and descriptions of other categories have been changed. Content produced exclusively for tablets, e-readers and smartphones can be entered in most categories. The Photography and Podcasting categories have been suspended (podcasts are now eligible for entry in the Personal Service, Reporting and Commentary categories), and this year there is only one General Excellence award.

The Digital Ellies are presented annually in conjunction with MPA Digital: Tablets, E-Readers and Smartphones. The conference is scheduled for the morning of March 20, 2012, at the Grand Hyatt New York, followed by the presentation of the National Magazine Awards for Digital Media.

CATEGORIES D1— D3 Rules and Eligibility: Any publication eligible to enter the National Magazine Awards may submit one entry in each of these categories. Content must have been largely produced in 2011. Websites may be updated to remain current, but screenshots of digital content as it was originally published may be requested by the administrators of the awards after an entry is submitted. Content entered as part of an entry in these categories can be submitted in other categories. **Deadline: January 5, 2012.**

D1 GENERAL EXCELLENCE, DIGITAL MEDIA

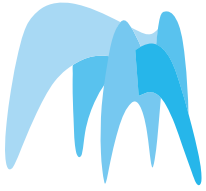
This category honors the best magazines published on digital platforms in the United States. The category recognizes the achievement of editorial, visual and functional excellence on multiple platforms, including websites, tablets, e-readers and smartphones; the use of social media; and the integration of content across platforms. Judges will evaluate entries based on the quality and consistency of the editorial content; the ambition and skill of the editors; and the use of digital technologies in fulfillment of the editorial mission of the publication. **WHAT TO SUBMIT:** (1) No more than 10 links to important or notable areas of the magazine website; (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (3) links to no more than 10 examples of social media, including blog and microblog posts.

D2 WEBSITE

This category honors the best magazine websites. The category recognizes the achievement of editorial, functional and visual excellence in fulfillment of the editorial mission of the publication. Judges will evaluate entries based on the quality and consistency of the editorial content; the ambition and skill of the editorial direction; and the outstanding use of digital technologies to inform and engage media consumers, both as individuals and as a community. **WHAT TO SUBMIT:** No more than 10 links to important or notable areas of a website.

D3 TABLET EDITION

This category honors magazine editions published on tablets and e-readers. To be eligible in this category, a tablet edition must include an array of content in a variety of forms, such as news and feature stories; service and lifestyle coverage; and political and social commentary. Tablet editions need not, however, duplicate the



frequency or content of sibling print or online editions. Judges will evaluate entries based on the achievement of editorial, visual and functional excellence; clarity of navigation; and the use of technology, especially interactivity and multimedia, to engage media consumers. **WHAT TO SUBMIT:** Platform-specific instructions, including user names and passwords, for accessing no more than three examples of a tablet or e-reader edition.

CATEGORIES D4 — D11 Rules and Eligibility: Any publication eligible to enter the National Magazine Awards may submit two entries in each of these categories. Entries may consist of content published on any platform or combination of platforms except where noted. Content must have been largely produced in 2011. Websites may be updated to remain current, but screenshots of digital content as it was originally published may be requested by the administrators of the awards after an entry is submitted. Content entered in these categories cannot be submitted in other categories except as part of an entry in Magazine of the Year (category 1); General Excellence, Print and Digital Media (categories 2 to 6 and D1); Design, Print and Digital Media (categories 7 and D4); Photography (category 8); Website (category D2); Tablet Edition (category D3); Website Department (category D5); and Utility App (category D6). **Deadline: January 5, 2012.**

D4 DESIGN, DIGITAL MEDIA

This category honors the visual and functional excellence of magazine websites, tablet and e-reader editions and utility apps. Judges will reward entries for design innovation and high quality of user experience. An entry may consist of a website; a tablet or e-reader edition; or a utility app (a publication may, for example, submit a website and a tablet edition as separate entries). **SUBMIT ANY OF THE FOLLOWING:** (1) No more than 10 links to important or notable areas of a website; (2) platform-specific instructions, including user name and password, for accessing one example of a tablet or e-reader edition; and (3) platform-specific instructions, including user name and password, for accessing one example of a utility app.

D5 WEBSITE DEPARTMENT

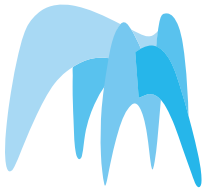
This category honors the editorial direction of a clearly branded department, channel or microsite. Judges will evaluate entries based on the quality and consistency of the editorial content, including if applicable the value and usefulness of practical instruction or advice; the imaginative and skillful use of interactivity and multimedia; and the originality and cohesiveness of the department, channel or microsite as a whole. An entry consists of one clearly branded department, channel or microsite. **WHAT TO SUBMIT:** No more than 10 links to important or notable areas of a website.

D6 UTILITY APP

This category honors single-purpose apps distributed on mobile devices, including tablets and smartphones. (Utility apps enable users to perform tasks or manage content but are not complete magazines.) Judges will evaluate entries based on the quality of both content and technology and will reward apps that best serve the unique interests of the readers of the publication. An entry consists of one utility app. Entries in this category may repurpose content published earlier in print or online. **WHAT TO SUBMIT:** Platform-specific instructions, including user name and password, for accessing one example of a utility app.

D7 PERSONAL SERVICE, DIGITAL MEDIA

This category honors service journalism on digital platforms, including coverage of health and fitness, personal finance, fashion and beauty, travel, decorating and gardening, food, cars and boats, consumer electronics and hobbies and crafts. Judges will evaluate entries based on the quality of the editorial content, especially any practical instruction or advice, and on the imaginative and skillful use of digital technologies. An entry consists of one article; a series of thematically linked articles; or a clearly branded editorial package. Entries may include blogs, microblogs, podcasts and multimedia but cannot consist exclusively of videos. **SUBMIT ANY OF THE FOLLOWING:** (1) No more than three links to articles in the entry, including podcasts and videos in their original



context; (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (3) links to no more than 10 examples of social media, including blog and microblog posts.

D8 REPORTING, DIGITAL MEDIA

This category honors excellence in reporting for digital media. Judges will evaluate entries based on the accuracy and skill with which news and information are gathered and presented on digital platforms. Special weight will be given to contemporaneous coverage of events or subjects. An entry consists of one article; a series of thematically linked articles; or a clearly branded editorial package. Entries may include blogs, microblogs, podcasts and multimedia but cannot consist exclusively of videos. **SUBMIT ANY OF THE FOLLOWING:** (1) No more than three links to articles in the entry, including podcasts and videos in their original context; (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (3) links to no more than 10 examples of social media, including blog and microblog posts.

D9 COMMENTARY, DIGITAL MEDIA

This category honors excellence in opinion journalism for digital platforms, including but not limited to blogs, microblogs, podcasts and videos. Content may include news analysis; political, social and cultural commentary; and reviews of products and services. Judges will evaluate entries based on the expressiveness and insight of the writer or group of writers and, if applicable, the level of reader engagement. An entry consists of three examples of commentary or, for entries consisting exclusively of blog and microblog posts, no less than three examples but no more than 10. **SUBMIT ANY OF THE FOLLOWING:** (1) No more than three links to articles in the entry, including videos and podcasts in their original context; (2) platform-specific instructions, including user names and passwords, for accessing content produced for tablets, e-readers and smartphones; and (3) links to no more than 10 examples of social media, including blog and microblog posts.

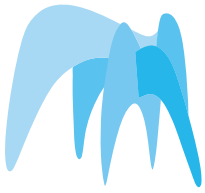
D10 MULTIMEDIA

This category honors the use of interactivity and multimedia in the reporting of an event or coverage of a subject, including fashion, service and lifestyle topics. Judges will evaluate entries based on the quality and consistency of the reporting and storytelling and, if applicable, the value and usefulness of any practical instruction or advice; the imaginative and skillful use of interactivity and multimedia; and the ambition and cohesiveness of the feature or package. An entry consists of one clearly branded multimedia package.

WHAT TO SUBMIT: (1) A link to the package or (2) platform-specific instructions, including user name and password, for accessing content produced for tablets, e-readers and smartphones.

D11 VIDEO

This category honors the outstanding use of video, including user-generated content, by magazines published on digital platforms. Judges will evaluate entries based on the quality and consistency of the reporting and visual storytelling. Videos will be judged in their original context. Special weight will be given to entries that provide timely coverage of events and subjects, including sports, entertainment, service and lifestyle. An entry consists of one video or a set or series of no more than three videos that appear regularly in one department or area of a digital publication or are linked by topic or producer. Videos cannot exceed three minutes in length; longer videos must be edited for submission. **SUBMIT ANY OF THE FOLLOWING:** (1) Links to no more than three videos in their original context; (2) platform-specific instructions, including user names and passwords, for accessing tablet or e-reader editions containing videos in the entry; and (3) links to videos edited for length.



HOW TO ENTER THE NATIONAL MAGAZINE AWARDS

ENTRY FEES in most categories are \$295 for members of the American Society of Magazine Editors and \$395 for nonmembers. Entry fees in the Magazine of the Year and General Excellence categories are \$395 for ASME members and \$495 for nonmembers.

ASME provides significant financial support for the National Magazine Awards, entitling ASME members who are chief editors of print or digital publications to pay lower fees. Editors who join ASME before December 31, 2011, are entitled to pay lower fees to enter the 2012 National Magazine Awards. To download an application form, go to magazine.org/asmembership. For more information about ASME programs and member benefits, email asme@magazine.org.

Members of MPA —The Association of Magazine Media are entitled to pay reduced fees, as are members of MPA-IMAG entering the National Magazine Awards for the first time. Members of the Council of Literary Magazines and Presses are entitled to a special fee in the Fiction category. For more information about entry fees, email ellies@magazine.org.

Entry fees must be paid in full before February 1, 2012; entries will otherwise be deemed ineligible.

THE DEADLINE FOR CATEGORIES 1 TO 21 (Magazine of the Year and Print and Print-Digital Awards) **IS 5 P.M., TUESDAY, JANUARY 10, 2012.**

THE DEADLINE FOR CATEGORIES D1 TO D11 (National Magazine Awards for Digital Media) **IS 5 P.M., THURSDAY, JANUARY 5, 2012.**

Late entries in all categories will be accepted until 5 p.m., Thursday, January 12, subject to a \$95 late fee per entry. Entries received after that date may be accepted at the discretion of the administrators of the National Magazine Awards but will be subject to a \$195 late fee.

To enter the National Magazine Awards, go to www.magazine.org/nma

Magazines in violation of the ASME Guidelines for Editors and Publishers are subject to disqualification. To download the guidelines, go to www.magazine.org/asmeguidelines

Need help or have questions about the National Magazine Awards? E-mail: ellies@magazine.org

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