



## WELCOME

Following one of the publishing industry's most trying and challenging years, 2021 is allowing consumer, business-to-business and custom publishers opportunities to re-engage and reinvent. Proving at once its resilience and malleability, never has there been a more exciting time to chart and celebrate the industry's big thinkers, initiatives, and achievements.

The Mumbrella Publish Awards for 2021 not only builds on some of the changes introduced during the height of COVID-19, but on feedback from past years and the continued support for its success.

Some points of note:

**Firstly, the Mumbrella Publish Awards 2021 will return to a physical event** - this includes the live judging panel and the award presentation evening. We're excited to welcome you back in person following more than a year of remote networking.

**Second**, as we continue to evolve and shape the Mumbrella Publish Awards in response to your feedback, **some of the entry criteria have changed**. Please check your category carefully as some conditions and score weightings may be different from last year.

**Third, physical copies of printed media are back**. We recognise the importance and significance that quality printing lends to a publication, from cover treatments to paper stock. Please note some categories require physical copies as part of the entry.

Thank you for participating in this year's awards. As ever, your comments and feedback are always welcome.

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## Entries are now open for the Mumbrella Publish Awards 2021

**This document has all the information you need to enter the 2021 Mumbrella Publish Awards, including how entries will be scored. The assessment period covers August 14, 2020 to July 2, 2021.**

The Mumbrella Publish Awards 2021 will recognise excellence in publishing. Some categories are broken up into small and large, with small and large categories based on the size of the entrant company (not publication) as a whole (including staff based in overseas offices). Companies with 50 full-time equivalent employees across all offices globally or less are classified as small for the purposes of these awards.

You will need to supply headcount figures as part of your entry for an award broken into small and large publisher categories.

### THE CATEGORIES

Magazine Cover of the Year – Business  
Magazine Cover of the Year – Consumer/Custom  
Designer of the Year  
Best Use of Video  
Best Podcast (Single Episode)  
Best Podcast (Series)  
Single Article of the Year  
Newsletter of the Year  
Event or Virtual Event of the Year  
Special Edition of the Year  
Launch/Relaunch of the Year  
Young Writer of the Year (30 or under)  
Journalist of the Year - Small/Large  
Columnist of the Year  
Editor of the Year – Business

Editor of the Year – Consumer/Custom  
Salesperson/Team of the Year  
Publish Leader of the Year  
Brand of the Year  
Branded Content Studio of the Year  
Website of the Year - Business  
Website of the Year - Consumer/Custom  
Association or Member Organisation Publication of the Year  
Business Publication of the Year  
Custom Publication of the Year  
Consumer Publication of the Year - Small/Large  
Publishing Company of the Year - Small/Large  
Best Publisher-Led Advertising Campaign  
Best Sustained COVID-19 Initiative

## CRITERIA FOR AWARDS



### MAGAZINE COVER OF THE YEAR – BUSINESS

The Magazine Cover of the Year - Business award acknowledges the most outstanding business magazine cover of the year. Jurors will look for evidence of the cover's communicative power and visual appeal, assessing design excellence including graphics and text, creativity, finish and the innovative use of special offers and technology to drive response. Where relevant, the jury will take into account available resources such as picture budget and size of design team.

Please explain in no more than 500 words:

- The target audience and background of the title.
- The design approach.
- How effective was the cover? Submit examples of supplementary material that demonstrate success against objectives.

#### Upload:

- A high-resolution, print-quality image of the front cover of the publication.
- In the case of a digital magazine, submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.

#### Submit via Post/Courier:

- Magazine on which the cover being entered appears, labelled clearly with the category being entered on each copy. Ten (10) copies are required.

#### Your entry will be scored accordingly:

- 50%: Creativity
- 20%: Relevance of design to target audience
- 30%: Evidence of success (may include sales figures, testimonials, etc)

### MAGAZINE COVER OF THE YEAR – CONSUMER/CUSTOM

The Magazine Cover of the Year - Consumer/Custom award acknowledges the most outstanding consumer or custom magazine cover of the year. Jurors will look for evidence of the cover's communicative power and visual appeal, assessing design excellence including graphics and text, creativity, finish and the innovative use of special offers and technology to drive response. Where relevant, the jury will take into account available resources such as picture budget and size of design team.

Please explain in no more than 500 words:

- The target audience and background of the title.
- The design approach.
- How effective was the cover? Submit examples of supplementary material that demonstrate success against objectives.

#### Upload:

- A high-resolution, print-quality image of the front cover of the publication.
- In the case of a digital magazine, submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.

#### Submit via Post/Courier:

- Magazine on which the cover being entered appears, labelled clearly with the category being entered on each copy. Ten (10) copies are required.

#### Your entry will be scored accordingly:

- 50%: Creativity
- 20%: Relevance of design to target audience
- 30%: Evidence of success (may include sales figures, testimonials, etc)

## CRITERIA FOR AWARDS



### DESIGNER OF THE YEAR

The Designer of the Year award recognises the graphic designer across all facets of the publishing sector in print, including both newspaper design and magazine design and/or digital who demonstrates the most effective and imaginative use of design, typography, illustration and photography for either a print or digital publication. Where relevant, the jury will take into account available resources, such as picture budget.

Please explain in no more than 800 words:

- The target audience and background of the title.
- Outline your design approach. What is your design ethos and how is it carried throughout the publication (print or digital) to support and engage with the title's audience(s)?
- Describe the design appeal addressing the following: use of colour; layout and typography; graphics, including the use of illustration, animation, video/rich media and photography.
- Describe how the design demonstrates flair, originality and creativity while still being empathetic to the audience and subject matter.

#### Upload:

- 2 – 4 design PDF samples solely attributable to the designer appearing in one title.
- In the case of a digital magazine, submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of cover/s in hi-res or provide a link accessible between July 23 – August 11, 2021 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury. Low-res submissions will not be eligible.

#### Your entry will be scored accordingly:

- 20%: Design appeal and approach to target audience
- 45%: Creativity
- 35%: Evidence of success (can include testimonials)

### BEST USE OF VIDEO

This award seeks to recognise the best use of short-form video (up to 8 minutes) to tell a story, dissect an issue or explain a topic. This may include native content, a piece of daily or weekly reporting or live video. The jury will be looking for quality of content, production and relevancy to target audience. Given that best-practice evolves rapidly in video, the criteria is left open and the jury will be free to select a winner based on criteria that includes: journalistic endeavour; production values; demonstration of new thinking; and originality of presentation within available resources.

Please explain in no more than 800 words:

- What the video was seeking to achieve.
- Audience engagement with the content.
- How the video fits into the wider content strategy for the publication.
- How the video fits into the commercial strategy for the publication.

Please supply a link to where the content can be viewed online.

#### Your entry will be scored accordingly:

- 50%: Execution
- 50%: Concept

## CRITERIA FOR AWARDS



### BEST PODCAST (SINGLE EPISODE)

This award seeks to recognise the best use of a single podcast episode to tell a story, dissect an issue, explain a topic or provide commentary. Jurors will assess quality of content, production values and relevancy to target audience. All spoken, non-broadcasted content that is available via a podcast service or a website or other means of distribution is eligible to enter this award.

Please explain in no more than 800 words:

- The topic/issue the podcast episode was presenting.
- The podcast series that featured the episode.
- Available resources.
- Audience engagement, including downloads.
- What made this specific episode stand out.

Please supply a link to where the episode can be downloaded online.

#### Your entry will be scored accordingly:

- 50%: Content
- 15%: Understanding of and relevance to target audience
- 15%: Engagement metrics
- 20%: Production values

### BEST PODCAST (SERIES)

This award seeks to recognise the best use of a multi-episode podcast series to tell a story, dissect an issue, explain a topic or provide commentary. Jurors will assess quality of content, production values and relevancy to target audience. All spoken, non-broadcasted content that is available via a podcast service or a website or other means of distribution is eligible to enter this award.

Please explain in no more than 800 words:

- The topic/issue the podcast series was presenting.
- Available resources.
- Audience engagement, including downloads.
- How the podcast fits into the wider content strategy for the publication.
- How the podcast fits into the commercial strategy for the publication.

Please supply a link to where the content can be downloaded online.

#### Your entry will be scored accordingly:

- 50%: Content
- 15%: Understanding of and relevance to target audience
- 15%: Engagement metrics
- 20%: Production values

## CRITERIA FOR AWARDS



### SINGLE ARTICLE OF THE YEAR

The Single Article of the Year award rewards journalistic excellence for article writing. Entries are open to journalists from B2B, custom and consumer publications in print, across newspapers and magazines and/or digital. The jury is looking for articles that are: well-written in journalistic practice; meet the style of the publication/audience; have a unique point of view and a unique voice; are easy to understand and are memorable.

This category is open to single articles, whether news, feature or comment.

Please explain in no more than 800 words:

- The target audience and background of the title.
- Outline the concept, topic and approach of the article.
- Describe how the article demonstrates high-quality journalistic practice and writing skills.
- Demonstrate your influence on the market. Submit examples of your work's impact following publication, or examples of reader feedback sent to the publication or via social media.
- All entries should declare in their entry statement all subsequent formal corrections, challenges to the accuracy of an entry, or claims of plagiarism or defamation against the work.

#### Upload:

- A high-resolution PDF of the article being submitted.
- In the case of a digital article, submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.

#### Your entry will be scored accordingly:

- 60%: Writing skill
- 20%: Concept, topic and approach
- 20%: Impact and influence

### NEWSLETTER OF THE YEAR

Newsletter of the Year rewards excellence for production and distribution of a regular newsletter from a publisher across print and/or digital of any size. Entries are open to publishers from B2B, custom and consumer publications in print, across newspapers and magazines and/or digital. The jury is looking for newsletters that are: well designed in a way that is easy to read; stay true to the style of the publication; provide an impressive variety of content; are easy to understand and are memorable; and encourage the audience to open and click on the content.

This category is open to regular newsletters only.

Please explain in no more than 800 words:

- The target audience and background of the title.
- Outline the concept, design ethos and approach to content selection.
- Outline the regularity of send and the reasons behind that.
- Include statistics that illustrate audience engagement.

#### Upload:

- A high-resolution PDF or web link to three (3) examples of the newsletter.

#### Your entry will be scored accordingly:

- 50%: Content selection
- 10%: Design
- 10%: Distribution strategy
- 30%: Reader engagement statistics (open rates and CTRs are highly regarded)

## CRITERIA FOR AWARDS



### EVENT OR VIRTUAL EVENT OF THE YEAR

Recognising the increasing need for titles to build direct relationships with their readers and commercial partners, this category will showcase how titles in print and/or digital have delivered stand-out events or virtual events during the period\*. Open to consumer, custom and business media, this award will celebrate any live event, including awards and conferences, whatever the format or scale.

Please explain in no more than 1,000 words:

- The rationale for the event for both audiences and commercial partners.
- How it was executed, including information on attendance and feedback from attendees and commercial partners.
- How commercial partners were integrated to deliver tangible outcomes.
- Evidence of success in terms of reaching or exceeding targets, or in the case of established events, how it compared with previous iterations.
- What changes needed to be made due to COVID-19.

#### Upload:

- Four (4) images of the event with links to video of the event, if available.

#### Your entry will be scored accordingly:

- 40%: Evidence of sustained commercial success
- 25%: Commercial integration
- 35%: Quality of event and relevance to the audience

\*A virtual event is considered to be one with multiple sessions or presentations. Single webinars will not be considered as virtual events.

### SPECIAL EDITION OF THE YEAR

The Special Edition of the Year award recognises the importance of annual publications, yearbooks or directories, event-based one-shots and other special editions that stand out in the publishing schedule of the title. These publications can be publisher-owned or custom-published. Entries must demonstrate successful execution of the strategic plan including editorial, marketing and promotional goals and the commercial results.

This award is open to both print and digital publications.

Please explain in no more than 800 words:

- The target audience and background of the title.
- Outline the strategic plan, including editorial, marketing, promotional and commercial goals – what are the KPIs and how are they measured?
- The results: evidence of achievement against KPIs. You may also want to include evidence of growth against previous years via audited figures (if available) or measurement claims from a verifiable source. These may include: number of email subscribers; online metrics, including increase in unique visitors, time spent, repeat visits, etc.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of the entire issue in readable quality or provide a link accessible from July 23 – August 11, 2021 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 40%: Product
- 30%: Strategic plan
- 30%: Evidence of success

## CRITERIA FOR AWARDS



### LAUNCH/RELAUNCH OF THE YEAR

The Launch/Relaunch of the Year award recognises the most successful launch or relaunch of a publication, be it print and/or digital across consumer, B2B or custom media during the judging period. Please note: this is a single category covering both a launch or relaunch. For relaunches, the jury will assess evidence of what the project has achieved beyond simple redesign.

Please explain in no more than 800 words:

- The rationale driving the launch/relaunch and the target audience.
- What, if any, research was carried out to support the launch/relaunch?
- What marketing/promotion was carried out to support the launch/relaunch?
- Evidence of success since launch/relaunch, which may include: audit figures compared against KPIs or, in the case of re-launches when compared against previous numbers.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of the entire issue in readable quality or provide a link accessible from July 23 – August 11, 2021 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 50%: Product
- 15%: Marketing and promotion
- 35%: Evidence of success

### YOUNG WRITER OF THE YEAR (30 OR UNDER)

This award recognises and rewards the hard work of Australia's most outstanding young journalists who demonstrate excellence and commitment to journalism.

The Young Writer of the Year is open to reporters, columnists, news or feature writers from consumer, custom or business titles in print and/or digital, who are aged 30 or under as of August 14, 2020 to July 2, 2021. The jury will be looking for evidence of high-quality, informative content and insight that educates and leads opinion; accuracy and research; versatile style; and a well-written, authoritative voice/personality that earns a loyal following.

Entry is open to Australian writers aged 30 years or under at the end of the judging period. Mumbrella may request proof of age (drivers license, passport etc).

In no more than 800 words:

- Explain your writing practice with reference to versatility of style, readability, flair and overall ability to retain the reader's attention throughout.
- Articulate your understanding of the subject matter. Are you considered an authority on the subject? Do you have a strong voice and personality that drives the discussion?
- Demonstrate your influence on the market. Submit examples of your work's impact following publication, or examples of reader feedback sent to the publication or via social media.
- Demonstrate how you build contacts and knowledge of your topic area.
- All entries should declare in the entry statement any subsequent formal corrections, challenges to the accuracy of an entry, or claims of plagiarism or defamation against the work.
- Please specifically declare your date of birth in the entry.

#### Upload:

- Three (3) pieces of work in PDF form and/or links to digital articles. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021. Submissions do not need to be from the same title.

#### Your entry will be scored accordingly:

- 75%: Writing skill (25% x three (3) submitted pieces of work)
- 25%: Impact on market and testimonials on your journalistic practice

## CRITERIA FOR AWARDS



### JOURNALIST OF THE YEAR

This award will be presented to an entrant from the small publisher category and to an entrant within the large publisher category.

The Journalist of the Year award is open to journalists, columnists, news or feature writers from B2B, custom and consumer publications published across both newspapers and magazines and/or digital. Jurors will be looking for evidence of: high-quality, informative content and insight that educates and leads opinion; accuracy and research; versatile style; and a well-written, authoritative voice/personality that earns a loyal following.

Please explain in no more than 800 words:

- The target audience and background of the title.
- Outline the concept, topic and approach.
- Describe how the article demonstrates high-quality journalistic practice and writing skills.
- Demonstrate how you build contacts and knowledge of your topic area.
- Demonstrate your influence on the market. Submit examples of your work's impact following publication, or examples of reader feedback sent to the publication or via social media.
- All entries should declare in the entry statement any subsequent formal corrections, challenges to the accuracy of an entry, or claims of plagiarism or defamation against the work.

#### Upload:

- Three (3) pieces of work in PDF form and/or links to digital articles.
- Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021. Submissions do not need to be from the same title.

#### Your entry will be scored accordingly:

- 75%: Writing skill (25% x three (3) submitted pieces of work)
- 25%: Impact on market and testimonials on your journalistic practice

### COLUMNIST OF THE YEAR

The Columnist of the Year award is open to journalists and writers involved in comment and analysis and includes leader writers, reviewers, opinion columnists and bloggers writing for consumer, custom or business publications. Entrants should submit three pieces of work – which do not need to be related or published by the same publisher – to be judged as indicative of their skills.

Please explain in no more than 800 words:

- Your writing practice with reference to versatility of style, readability, flair and overall ability to retain the reader's attention throughout.
- Demonstrate your influence on the market. Submit examples of your work's impact following publication, or examples of reader feedback sent to the publication or via social media.
- All entries should declare in the entry statement any subsequent formal corrections, challenges to the accuracy of an entry, or claims of plagiarism or defamation against the work.

#### Upload:

- Three (3) pieces of work in PDF form and/or links to digital articles. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021. Submissions need not be from the same title.

#### Your entry will be scored accordingly:

- 75%: Writing skill (25% x three (3) submitted pieces of work)
- 25%: Impact on market and testimonials on your journalistic practice

## CRITERIA FOR AWARDS



### EDITOR OF THE YEAR – BUSINESS

The Editor of the Year – Business award recognises an outstanding editor who demonstrates exceptional editorial leadership, a clear understanding of one publication's needs and a commitment to excellence. The winner will demonstrate: high-quality informative content and insight that educates and leads opinion; accuracy and research; versatile style; and a well-written, authoritative voice/personality that earns a loyal following. This category is open to editors of consumer and custom titles in print, including newspapers and magazines and/or digital, and where relevant, jurors will take into account available resources such as size of sales, editorial and marketing teams.

Please explain in no more than 800 words:

- Your current role and responsibilities at the nominated publication, including all relevant background information.
- Outline your personal contribution as editor to the publication. Include reference to innovations, new developments and initiatives that you have introduced or led.
- Provide examples of how your role supports the commercial operations of the brand/publication.
- Demonstrate your knowledge of, involvement in and influence on the market in which your publication operates.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of the entire issue in readable quality or provide a link accessible from July 23 – August 11, 2021 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 25%: Innovation
- 10%: Support commercial operations
- 35%: Quality of product within available resources
- 30%: Influence on market

### EDITOR OF THE YEAR – CONSUMER/CUSTOM

The Editor of the Year – Consumer/Custom award recognises an outstanding editor who demonstrates exceptional editorial leadership, a clear understanding of one publication's needs and a commitment to excellence. The winner will demonstrate: high-quality, informative content and insight that educates and leads opinion; accuracy and research; versatile style; and a well-written, authoritative voice/personality that earns a loyal following. This category is open to editors of consumer and custom titles in print, including newspapers and magazines and/or digital, and where relevant, jurors will take into account available resources such as size of sales, editorial and marketing teams.

Please explain in no more than 800 words:

- Your current role and responsibilities at the nominated publication, including all relevant background information.
- Outline your personal contribution as editor to the publication. Include reference to innovations, new developments and initiatives that you have introduced or led.
- Provide examples of how your role supports the commercial operations of the brand/publication.
- Demonstrate your knowledge of, involvement in, and influence on the market in which your publication operates.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of the entire issue in readable quality or provide a link accessible from July 23 – August 11 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 25%: Innovation
- 10%: Support commercial operations
- 35%: Quality of product within available resources
- 30%: Influence on market

## CRITERIA FOR AWARDS



### SALESPERSON/TEAM OF THE YEAR

Salesperson/Team of the Year award recognises the pivotal role commercial teams play in delivering advertisers to audiences across print and/or digital. This category is open to any individual or sales team working for a consumer, custom or business title and jurors will be looking for evidence of sustained commercial success and new opportunities beyond simply selling advertising inventory that has delivered return on investment for commercial partners.

Please explain in no more than 1,000 words:

- The sustained commercial success of the title during the judging period and how it performed against budget and competitors. If comparisons are available from previous years please provide them.
- How you have delivered creative solutions above and beyond the traditional commercial approach, giving tangible examples where possible.
- How you have worked effectively with commercial partners to deliver successful outcomes.

#### Upload:

- Up to four (4) PDFs and/or digital links of commercial solutions activated during the judging period.

#### Your entry will be scored accordingly:

- 40%: Evidence of sustained commercial success
- 30%: Creative solutions
- 30%: Work with commercial partners

### PUBLISH LEADER OF THE YEAR

This award is open to the individual publisher of a print and/or digital title. The jury will be looking for overall strategy for the publication, commercial success and understanding of market niche.

This category seeks to recognise those with a commercial responsibility for a product. This might include traditional publishers or sales people who have taken on a wider commercial role. This category is also open to CEOs of publishing companies who can demonstrate what they've done to drive the success of their organisation across the judging period.

Please explain in no more than 800 words:

- Evidence of success: profit numbers in real or percentage terms.
- Contribution to development of the team.
- Strategic thinking and execution.
- Understanding of and involvement in their market niche (fashion, food, medical, etc).

#### Your entry will be scored accordingly:

- 25%: Evidence of success
- 25%: Contribution to development of team
- 25%: Strategic thinking and execution
- 25%: Understanding/involvement of market niche

## CRITERIA FOR AWARDS



### BRAND OF THE YEAR

This category will reward Australia's best-performing and strongest media masthead. Drawn from any medium, the winner will be recognised for achieving commercial success within its sector during the year in question, backed with quality of product, impact on the market and innovation.

This category is open to magazine, news, lifestyle and business publishers across print and digital. To be eligible for this award, the brand must be multi-platform – that is, it must have a presence beyond the masthead (print or digital) in another medium through events, social media presence, use of video and/or podcasts, books, catalogues, apps etc.

Please explain in no more than 1,000 words:

- The brand's projects and achievements over the year and how its multi-channel offering has contributed to its achievements.
- Your aims and objectives in adopting a multi-channel approach. Describe the target audiences, both consumers and advertisers, across the different channels used.
- Evidence of the brand's success (put this in the context of the market within which it operates) including: industry standard analytics (where appropriate); other measurement claims, from a verifiable source; revenue – either dollar value, achievement against KPIs or using an index.
- The brand's wider contribution to the market and innovation over the past year.

#### Upload:

- Links to relevant websites/apps/video/pictures/digital magazines or newspapers. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of the entire issue in readable quality or provide a link accessible from July 23 – August 11 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 25%: Strategy
- 25%: Evidence of success
- 25%: Quality of the brand's work in its sector
- 15%: Innovation
- 5%: Impact on market
- 5%: Relevance to target audience

## CRITERIA FOR AWARDS



### BRANDED CONTENT STUDIO OF THE YEAR

The Branded Content Studio of the Year award recognises a publisher that offers its advertisers an excellent platform to connect with an audience through native content, branded content, branded entertainment or branded events.

In no more than 2 x 400 words, tell the jury about the two client case studies which best demonstrate the abilities of the studio.

In a further 400 words or less, please provide an overview of the rest of the year's best work, commercial success, industry impact and momentum. The jury will be looking for evidence that this is the studio's year – please share details of commercial success over the judging period including how the studio has moved forward during the past year.

Where possible, please provide actual revenue and profit numbers; where not possible please provide percentage comparisons with the corresponding judging period. Explain what the studio did to change the game in the year under scrutiny, whether internally or externally.

#### Upload:

- Please submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of the entire issue in readable quality or provide a link accessible from July 23 – August 11 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 40%: Commercial success (evidence of client and studio outcomes)
- 20%: Innovation
- 20%: Branded content offering's connection to editorial content/brand
- 10%: Audience engagement
- 10%: Client testimonial

### WEBSITE OF THE YEAR – BUSINESS

The Website of the Year – Business award is for the best website from a B2B or specialist publisher. The websites are judged on editorial, content, reader engagement, marketing, design, effectiveness and overall execution. Jurors will assess the site and support analytics. The winner will demonstrate the best overall user experience based on content and how well it is presented.

Please explain in no more than 800 words:

- Describe the site, how long it has been operating, and its target audience(s).
- Give examples of editorial and content that demonstrates quality and tone.
- Features of the site – does it integrate with print, social media, SEO, blogs and communities? In what ways do these features support and extend the life of the brand? How are readers engaged?
- Demonstrate your market position and describe your innovations.
- Please explain where this site uses digital-first content as opposed to repurposed print content.
- The site's latest industry-standard analytics must be supplied.
- Describe how the site demonstrates best practice accessibility and usability.

#### Upload:

- Please submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.

#### Your entry will be scored accordingly:

- 50%: Editorial content
- 10%: Design and functionality of site
- 15%: Innovation
- 25%: Evidence of success

## CRITERIA FOR AWARDS



### WEBSITE OF THE YEAR – CONSUMER/CUSTOM

The Website of the Year – Consumer/Custom award is for the best website from a consumer or custom publisher. The websites are judged on editorial, content, reader engagement, marketing, design, effectiveness and overall execution. Jurors will assess the site and supporting analytics. The winner will demonstrate the best overall user experience based on content and how well it is presented.

Please explain in no more than 800 words:

- Describe the site, how long it has been operating, and its target audience(s).
- Give examples of editorial and content that demonstrates quality and tone.
- Features of the site – does it integrate with print, social media, SEO, blogs, video platforms and communities? In what ways do these features support and extend the life of the brand? How are readers engaged?
- Demonstrate your market position and describe your innovations.
- Please explain where this site uses digital-first content as opposed to repurposed print content.
- The site's latest industry-standard analytics must be supplied.
- Describe how the site demonstrates best practice accessibility and usability.

#### Upload:

- Please submit a web or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.

#### Your entry will be scored accordingly:

- 50%: Editorial content
- 10%: Design and functionality of site
- 15%: Innovation
- 25%: Evidence of success

### ASSOCIATION OR MEMBER ORGANISATION PUBLICATION OF THE YEAR

The Association or Member Organisation Publication of the Year award can be entered only by an association or member organisation which self publishes a magazine, be it in print and/or digital.

Please explain in no more than 800 words:

- The publication and its target audience(s) of readers and advertisers.
- Describe the design and style of the publication including use of typography, imagery and graphics as well as ease of navigation.
- Outline the editorial and content approach.
- Effectiveness and results. Please submit evidence of one of the following: ABC/CAB or AMAA digital audit figures, where relevant. Where audited numbers are not available please provide available internal numbers signed off by the CFO or equivalent.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.
- In the case of a physical publication, please either upload a soft copy of an entire issue in readable quality or provide a link accessible from July 23 – August 11 where it can be downloaded. If the download requires a password, please provide the password. Please ensure the soft copy is in a format that is easily accessible and does not require additional software to be downloaded by the jury.

#### Your entry will be scored accordingly:

- 20%: Design and style
- 50%: Editorial and content approach
- 30%: Evidence of success

## CRITERIA FOR AWARDS



### BUSINESS PUBLICATION OF THE YEAR

The Business Publication of the Year award recognises excellence in all aspects of B2B publishing, including editorial content and design, production, branding, strategic planning and overall execution. The winning publication influences and sets trends within the business category. The jury will assess the title's success and market performance as well as innovation and publishing skill.

The award is open to print publications (newspapers or magazines) or digital publications (websites, apps etc).

Please explain in no more than 1,000 words:

- The publication and its target audience(s) of readers and advertisers.
- Describe the design and style of the publication.
- Describe and provide examples of any innovation.
- Outline the editorial and content approach.
- Include any measures of influence, including breaking stories, commitment to quality journalism, involvement of the community of readers, comments from readers and advertisers.
- Effectiveness and results including commercial success and industry-recognised audited figures where available.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing between July 23 – August 11, 2021.

#### Submit via Post/Courier:

- In the case of a print magazine or newspaper, please submit via post or courier three (3) different issues of the magazine in hard copy, with cover intact, labelled clearly with the category being entered. Ten (10) copies of each are required (ie. 30 items).

#### Your entry will be scored accordingly:

- 10%: Target audience
- 20%: Design
- 20%: Innovation
- 25%: Editorial approach
- 25%: Effectiveness/Commercial success

### CUSTOM PUBLICATION OF THE YEAR

The Custom Publication of the Year award is for an outstanding custom-published publication in any sector. The award is open to print publications (newspapers or magazines) or digital publications (websites, apps etc).

Please explain in no more than 1,000 words:

- The publication and its target audience(s) of readers and advertisers.
- Describe the design and style of the publication.
- Describe and provide examples of innovation.
- Outline the editorial and content approach.
- Effectiveness and results including industry-recognised audited figures, where available and relevant.
- Other evidence of success, including readership, financial achievements and competitiveness.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.

#### Submit via Post/Courier:

- In the case of a print magazine or newspaper, please submit via post or courier three (3) different issues of the magazine in hard copy, with cover intact, labelled clearly with the category being entered. Ten (10) copies of each are required (ie. 30 items).

#### Your entry will be scored accordingly:

- 25%: Design and style
- 25%: Innovation
- 25%: Editorial approach
- 25%: Effectiveness/Commercial success

## CRITERIA FOR AWARDS



### CONSUMER PUBLICATION OF THE YEAR

This award will be presented to an entrant from the small publisher category and to an entrant within the large publisher category.

The Consumer Magazine of the Year Award is for an outstanding mass or speciality consumer publication. The award recognises excellence in all aspects of publishing including: editorial content and design, production, branding, marketing, strategic planning, commercial success and overall execution. The award is open to print publications (newspapers or magazines) or digital publications (websites, apps etc).

Please explain in no more than 1,000 words:

- The publication, its target audience/s of reader and advertisers.
- Describe the design and style of the publication.
- Describe and provide examples of innovation.
- Outline the editorial and content approach.
- Effectiveness and results including industry-recognised audited figures, where available.
- Other evidence of success, including market share, readership, financial achievements, and competitiveness.

#### Upload:

- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing from July 23 – August 11, 2021.

#### Submit via Post/Courier:

- In the case of a print magazine or newspaper, please submit via post or courier three (3) different issues of the magazine in hard copy, with cover intact, labelled clearly with the category being entered. Ten (10) copies of each are required (ie. 30 items).

#### Your entry will be scored accordingly:

- 25%: Design and style
- 25%: Innovation
- 25%: Editorial approach
- 25%: Effectiveness/Commercial success

### PUBLISHING COMPANY OF THE YEAR

This award will be presented to an entrant from the small publisher category and to an entrant within the large publisher category.

Open to publishing companies across print and/or digital of any size. This category will celebrate the best publishing company operating in Australia today. The jury will be looking for demonstrable business performance across the period, how the company has innovated to meet the challenges of an evolving market in terms of both audience and commercial partners amongst others.

This category is open to both print-based, digital and multi-platform publishing companies.

Please explain in no more than 1,200 words:

- The company's primary area of publishing and the leading title(s) in the company's portfolio.
- The business performance of the company for the period, which can include but is not limited to launched or relaunched titles, sales performance compared with KPIs, staffing levels, etc.
- Commercial success for the period when compared against objectives. (Where detailed financial figures are unable to be supplied please provide percentages).
- How the company innovated during the period, which can include but is not limited to new technology, commercial innovation, new revenue streams, brand extensions, events, new marketing approaches, etc.
- Describe the company culture and how it contributed to the success of the business.

#### Upload:

- The company logo.

#### Your entry will be scored accordingly:

- 25%: Business performance
- 25%: Commercial success
- 25%: Editorial and commercial Innovation
- 25%: Company culture

## CRITERIA FOR AWARDS



### BEST PUBLISHER-LED ADVERTISING CAMPAIGN

This category recognises the work of a publisher in playing a primary or significant role in the ideation, creation and execution of an advertising campaign for a client.

The category is open to all publishers for work with any client on a campaign that ran across its publication/s.

The campaign may have been part of a larger campaign that ran outside of the publisher's properties, but the publisher must have played a significant role in tailoring the campaign for its properties.

Entries are encouraged from publishers of all sizes. The jury will be looking at the idea primarily rather than the size of the campaign and number of titles it ran across.

Client sign off is required for this award to acknowledge the significant work contributed by the publisher.

Please explain in no more than 800 words:

- The client's goals for the campaign and why it chose the publisher for a significant role.
- The ideas the publisher put forward for the campaign and what specifically got made.
- How the publisher worked with the client and any other agencies involved in a productive fashion.
- What the end result was and the properties belonging to the entrant that it ran across.
- The results the campaign produced specifically relating to the component running with the publisher.

#### Upload:

- The campaign as it ran across the publisher's properties.

#### Your entry will be scored accordingly:

- 40%: Creative ideas
- 30%: The specific work created and how it tied in with the properties
- 10%: How the publisher worked with client and agencies involved
- 20%: The end result including ROI

### BEST SUSTAINED COVID-19 INITIATIVE

This award recognises the continued efforts made by publishers to navigate the difficult circumstances that persist amid COVID-19.

The award is purposefully broad to allow as many parts of the publishing industry to enter as possible, and to recognise that many of the solutions put into place to ease the damage caused by COVID-19 haven't been in the public realm.

The whole of the publishing industry is eligible to enter no matter what part of the industry or what part of a publisher. Entries may come from a group within a publisher (for example, editorial or sales) or a publisher as a whole. It may also come from other businesses within the industry, such as printers or newsagents.

Entrants must detail a specific initiative executed in response to the challenges of COVID-19 that continues to function within the business at the time of entry. The initiative must be within the publishing industry, with entrants detailing the effect it had on clients, staff, customers and/or the business itself.

Please explain in no more than 800 words:

- The initiative in response to the challenges of COVID-19. Include how and when it was thought up, the parties involved, how it was executed, the parties it touched, the results it achieved, and confirmation of its continued place within the business. As the initiative does not necessarily need to be one that drives revenue directly, results may be based on anything that suitably proves the success of the initiative.

#### Upload:

- Any material relevant to the initiative, including supporting evidence of the initiative's continued place within the business.

#### Your entry will be scored accordingly:

- 100%: Judges discretion

## TERMS, CONDITIONS AND DETAILS



The closing date for entries is July 2, 2021. Late entries will be accepted until midnight on July 9, 2021.

All entries are to be submitted online on the event website; <https://mumbrella.com.au/publishawards>

### Delivery of Physical Copies

**Entry deadlines are strict and final.** If your physical copies are received after the closing date, your entry will be invalid. We are not able to offer exceptions or extensions, so please ensure your printed material reaches us before the final deadline.

Please contact Kristine Abalos at [kristine@mumbrella.com.au](mailto:kristine@mumbrella.com.au) for a delivery label.

### Questions:

Kristine Abalos  
0487 586 805 or [kristine@mumbrella.com.au](mailto:kristine@mumbrella.com.au)

### Cost:

Entries received by July 2 - \$320 + GST AUD per entry  
Entries received by July 9 - \$420 + GST AUD per entry

### Entry Details

The period being judged comprises work that was in the market from **August 14, 2020 to July 2, 2021**. Where appropriate an entry may be submitted in more than one category.

### Further Details

Each entry must demonstrate strong (60%) locally produced content. Entries that do not will be disqualified.

Entries previously submitted to the Mumbrella Publish Awards cannot be re-submitted into this year's awards.

The jurors reserve the right to re-allocate an entry into another category if they feel it has been entered into an inappropriate category.

The jurors' decision is final unless new information comes to light after judging, in which case a ruling may be made by the organisers in consultation with jurors.

The jury will select one winner from the shortlisted entries and may also issue up to two highly commended citations in each category. In the unusual case where only one entry is shortlisted in a category, it will be announced the winner. Shortlisted entries are all deemed worthy of a win. Judges will not shortlist an entry if it does not meet minimum standards for winning the category.

Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries. Incomplete entries will be disqualified.

Word counts are strict. Mumbrella will disqualify entries that go over the word count for the category.

Entry deadlines are strict. Mumbrella will disqualify entries received in whole or in part after the final deadline on July 9.

All information contained in the entry may be used in the voiceover at the awards presentation or published elsewhere.

Shortlisted candidates will be asked to provide additional content for the purpose of the awards presentation video if shortlisted.

At least one representative from a shortlisted company must be available on the awards night to collect the trophy if successful.