

CALL FOR ENTRIES!

NOW **50 YEARS** YOUNG!

SPD



AS SPD ENTERS ITS golden anniversary, we are more committed than ever to putting the focus of the competition on the work that has been produced, with a revamped approach that is designed to create a more level playing field for all participants. We believe that the new rules and structure of the SPD publication design competition, developed by our team of competition chairs and the SPD executive board, will help recognize all the outstanding work being done across numerous print and digital genres.



The Jury

PUB 50 is chaired by **FRED WOODWARD** (*Design Director, GQ*) and **FLORIAN BACHLEDA** (*Creative Director, Fast Company*). The **MAGAZINE OF THE YEAR** competition is chaired by **ROBERT NEWMAN** (*Creative Director, @Newmanology*). The **BRAND OF THE YEAR** competition is chaired by **JANET FROELICH** (*Design Consultant*). The **DIGITAL** competition is chaired by **MELANIE MCLAUGHLIN** (*Creative Director, Collide Brand Consultants*) and **LISA MICHURSKI** (*VP, Strategy and Experience Form Science*).

STAY TUNED for a full list of judges to be announced on spd.org in the coming months.



AND START SAVING ON YOUR COMPETITION ENTRIES!

MEMBERS
With 10 or more entries, you may submit an additional three entries FREE.
(But only 3. Not 3 for every 10.)

HEY NON-MEMBERS!
5 standard entries covers the cost of a membership.

Deadlines & Pricing

Prices below are per entry. Visit spd.org/join for more information about membership

EARLY BIRD *Special*
Until Dec 14th
\$35 members
\$60 non-members

STANDARD RATE
Dec 15th - Jan 16th
\$45 members
\$90 non-members
(That's 50% off for Members)

LATE RATE
Jan 17th - 23rd
\$55 members
\$100 non-members

MEMBERS' CHOICE
\$10 to enter

Enter in 7 EASY STEPS!

STEP 1

GO TO SPD.ORG/COMPETITIONS

• Check out what's new this year and click the "Enter Here Button" to log-in to the competition entry system.

STEP 2

CHOOSE YOUR GENRE

• For most magazines this is easy, but if you are unsure of your genre, email mail@spd.org

STEP 3

ENTER YOUR PRINT WORK

• Now that you've determined your genre, it's time to enter your work. You can enter as many entries in any category (see page 2) as you like. Enter all credit information for each individual entry in the online competition entry system.

• Once you're done entering your credit information, click the "Print Label" button and the bar code entry labels will automatically generate. Print all of the bar code entry labels. Stick the bar code entry labels to the back of the last page(s) of all the print work being entered. We recommend printing labels on **Avery 8164, 5264, or L7165**. SEE PAGE 2 for instructions on preparing your entries.

STEP 4

ENTER YOUR DIGITAL WORK



• Unlike print, all digital work is judged together and not broken up into genres. Enter the URL along with screen grabs (for each individual entry) to ensure we are judging the correct entry. Make sure the site and app are available for viewing through **March 2015**.

STEP 5

ENTER YOUR WORK IN THE SUPER 8

• **This is the Battle Royale!** While the print work you enter in your genre will be judged against others in that genre, the **Super 8** categories allow everyone to compete against everyone else, regardless of genre.

STEP 6

PAY, PACK & SHIP!

• Click the payment button and don't forget to join SPD or renew your membership. For digital entries, please add the download fee to your invoice and complete payment.



STEP 7

GET CONFIRMATION

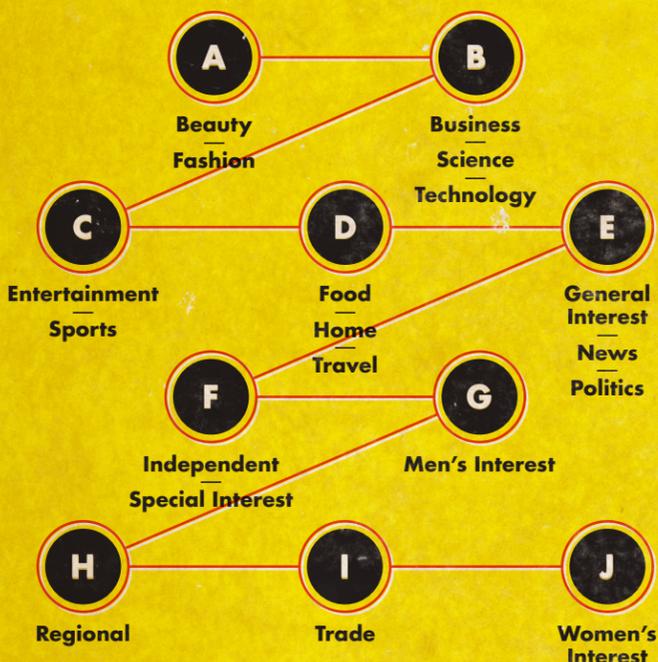
• Then sit back, relax and wait for the automatically generated email confirming receipt! (Does not apply to digital, we get your entry the moment you upload)

Illustrations by **ZOHAR LAZAR**

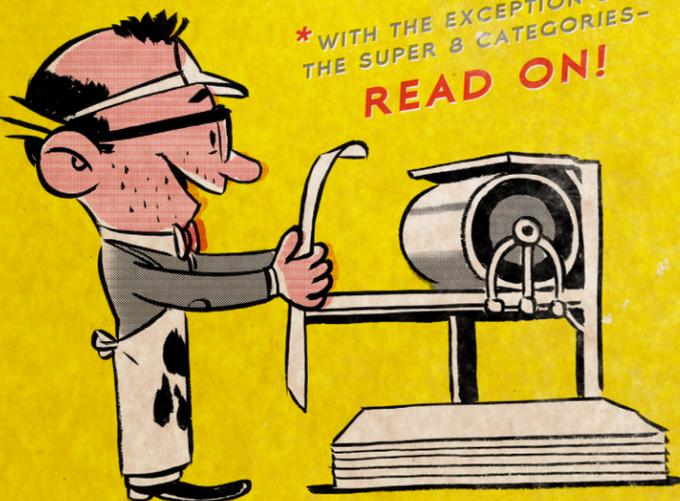
CHOOSING YOUR PRINT ENTRY

GENRE

A publication may only enter within its genre*



* WITH THE EXCEPTION OF THE SUPER 8 CATEGORIES -
READ ON!





HOW TO ENTER

SUPER 8

- [01] Magazine of the Year
(3 complete issues)
- [02] Brand of the Year
(At least 3 of any of these 5: print magazine, website, tablet app, mobile app, stand-alone issue)
- [03] Cover of the Year
(Maximum 3 entries per magazine)
- [04] Single/Spread of the Year
(Maximum 3 entries per magazine)
- [05] Story of the Year
(Maximum 3 entries per magazine)
- [06] Redesign of the Year
(Maximum 3 entries per magazine)
- [07] By The Numbers
(Maximum 3 entries per magazine)
- [08] Members' Choice

Magazine of the Year

→ The Magazine of the Year honors the highest achievement in magazine print design. The award is given to the magazine that demonstrates the most effective and imaginative use of design, typography, illustration and photography.

→ Submit three copies of three different print issues for a total of nine issues. For example, if you decide to enter your March, September, and October issues as your Magazine of the Year entry, you would submit three March issues, three September issues, and three October issues. Stick the labels marked "1 of 3" to the back of each of the three March issues, stick the labels marked "2 of 3" to the back of each of the three September issues, and stick the labels marked "3 of 3" to the back of each of the three October issues.

Brand of the Year

→ The Brand of the Year honors the highest achievement in multi-platform magazine design. The award is given to the magazine that demonstrates the most effective and imaginative use of design, typography, illustration and photography across multiple print and digital platforms.

→ Submit **one copy** of at least 3 of these 5 (but no more than 5):

- One print magazine
- One website URL
- One tablet app
- One mobile app
- One stand-alone single print issue

Cover of the Year

→ Submit up to three covers. Stick the bar code entry label to the back of every cover being entered.

Spread of the Year

→ Submit up to three spreads. Spreads should be taped along the spine on the back of the page(s) being entered. Stick the bar code entry label to the back of every spread being entered.

Story of the Year

→ Submit up to three stories. A story is two or more single pages/spreads from the same story or package. The single pages/spreads of the story should be placed in order, and stapled together in the upper left corner. Stick the bar code entry label to the back of the last page of every single pages/spread story being entered.

Redesign of the Year

→ Submit up to three different redesigns. The redesign can be either a complete issue, or a complete section. But the maximum amount of entries is three, not six. Stick the bar code entry label to the back of either every issue being entered or to the back of the last page of every section being entered. Please mark clearly "before" and "after" on the entry labels

By the Numbers

→ In honor of our 50th anniversary, we're looking for your best work of anything (design, typography, photographs, illustrations, etc) with a numerical element.

→ Submit up to three covers, single pages, spreads, or stories. But the maximum amount of entries is three, not twelve.

Members' Choice (\$10 to enter)

→ Only one entry per publication may be entered, not one entry per member.

→ An entry is defined as either a cover, single page, spread, story (submit two representative spreads), or entire issue (submit the cover and three representative spreads) from either a print or app platform.

DO NOT send in tearsheets for Members' Choice. Just upload ipegs or gifs of your entry.

PRINT

CHOOSE AND ENTER WITHIN YOUR GENRE

- [A] Beauty / Fashion
- [B] Business / Science / Technology
- [C] Entertainment / Sports
- [D] Food / Home / Travel
- [E] General interest / News / Politics
- [F] Independent / Special Interest
- [G] Men's Interest
- [H] Regional
- [I] Trade (Includes Educational, Corporate, Institutional, Annual Reports)
- [J] Women's Interest

CHOOSE YOUR CATEGORIES

- [09] Design Entire Issue
- [10] Photo Entire Issue
- [11] Design Cover
- [12] Photo Cover
- [13] Illustration Cover
- [14] Design Single/Spread
- [15] Photo Single/Spread
- [16] Illustration Single/Spread (includes spots)
- [17] Design Story
- [18] Photo Story
- [19] Illustration Story (includes spots)
- [20] F.O.B. section (single, spread, or multiple pages)
- [21] Infographics (single, spread, or story)

Eligibility

→ Editorial publications of any genre, including all newsstand publications and non-newsstand publications. All entries must have been published in 2014 and include a cover date of 2014.

Please note: December 2014/January 2015 issues are eligible, but December 2013/January 2014 issues are not eligible.

PREPARING YOUR PRINT ENTRIES

Entire Issue Entries

→ Submit the entire issue. Stick the bar code entry label to the back of every entire issue being entered.

Cover and Single page entries

→ Submit only covers or single pages. Stick the bar code entry label to the back of every cover or single page being entered.

Spread entries

→ Submit only spreads. Spreads should be taped along the spine on the back of the page(s) being entered. Stick the bar code entry label to the back of every spread being entered.

Story entries

→ These entries are for two or more single pages/spreads from the same story or package. The single pages/spreads of the story should be placed in order, and stapled together in the upper left corner. Stick the bar code entry label to the back of the last page of every single pages/spread story being entered.

FOB Section entries

→ These entries may come from any part of your magazine that is not a feature, or not part of the feature well. Entries may be from an FOB section from one issue, or the same parts of an FOB section from multiple issues. Each FOB Section entry should not include more than three spreads or six total pages.

→ The FOB section pages should be placed in order. For pages from multiple issues, sequence by issue date. Staple all the pages together in the upper left corner. Stick the bar code entry label to the back of the last page of every FOB section being entered.

Photography Illustration Infographics

- Submit the entire editorial page(s) on which the work appeared.
- Only original tearsheets will be accepted; digital print-outs will be disqualified.
- All photo and illustration entries must be original work, and never published before. Images that have previously appeared in any type of publication, including digital formats, are not eligible. However, layouts that include previously published images may be entered in any design category.

DO NOT mount any entries in any way.

DIGITAL

TABLET & MOBILE

- [22] App of the Year
(Either tablet or mobile. Please submit three separate app editions)
- [23] Redesign
- [24] Cover
- [25] Feature Article
- [26] Single Screen
- [27] Entire Issue / App
- [28] Information Graphics
- [29] Animated Content
- [30] Video "Feature Article"
- [31] Video "Feature Article Series"

WEB

- [32] Website of the Year
- [33] Redesign
- [34] Homepage
- [35] Feature Article
- [36] Single Screen
- [37] Information Graphics
- [38] Animated Content
- [39] Video "Feature Article"
- [40] Video "Feature Article Series"



Eligibility

→ Websites, apps and other digital publications containing dynamic or regularly updated editorial content including text, photographs, video, audio, animation or a combination. Entries can either be affiliated with a print magazine, or digitally independent.

→ Websites, apps, and video must be live to the public, and not demos or private betas. This includes apps that must be accessed by private passwords.

PREPARING YOUR DIGITAL ENTRIES

Websites

→ Enter the full URL. Work must be viewable via a standard browser, with standard plug-ins or downloads.

→ All entries must have been live online within the dates of the competition (2014).

→ For judging purposes, sites must be available for viewing through March 2015.

Apps

→ Enter the download URL.

→ Upload a screen shot of the work to be judged.

→ If your app is not a free download, you must provide SPD with a free download code or add a download fee to your payment.

Video

→ Videos will be judged within their editorial context. Please provide the URL, along with screen shot(s), to ensure we judge the correct entry.

DEADLINES

- * **EARLY BIRD**
Until Dec 14th
- * **STANDARD**
Dec 15th – Jan 16th
- * **LATE**
Jan 17th – 23rd





SPD FAQ

WHAT'S CHANGING?

A BIG PART OF THE COMPETITION is being re-structured so it focuses on types of publications, instead of types of individual stories. THERE ARE NOW 10 DIFFERENT genre classifications of publications, and every publication needs to enter in only one of those 10 genres. WITHIN EACH OF THOSE 10 GENRES are the same 13 identical categories.

What is the Super 8? Aren't those motels? Or some kind of movie film?
Just keep reading; we'll get to it.

GENRES & CATEGORIES

Why the 10 different genres?
Grouping magazines into distinct genres more accurately reflects the real-life competition that exists between magazines in our industry. For example, *ESPN* competes as a brand with *Sports Illustrated*, among others, and not with *Glamour* or *Time*.

How were the genres determined?
SPD tabulated entries from past competitions to arrive at an equitable set of genres. The goal is to have a set of genres with a balanced number of entries.

Why aren't there separate genres for topics such as Food or Sports?
There have not been enough Food or Sports publications that have entered past SPD competitions to warrant their own genre. Publications are now

grouped together based on similar audiences and creative challenges.

Why the 13 identical categories?
We wanted to get back to basics with the categories.

So, The genres are the types of publications, and the categories are the types of entries, right?
You got it!

Will medals be awarded in every category of every genre?
Medals will be awarded in every genre, but not necessarily in every category. Critical standards will be applied to every category, and only the best of the best will be awarded medals

May I submit a food story if I work at a fashion magazine?
Yes! Enter it within your genre (in this case, "Beauty & Fashion") in either the Design Story category or the Photo Story category or both.

I work at a magazine about antique basket weaving, but we really believe we're a general interest magazine with a focus on antique basket

weaving.
You should enter in Independent/Special Interest, and not in General Interest.

But it's ultimately up to me where we enter, right?
Yes, as long as it makes sense. For example, many magazines could claim to be both General Interest and Entertainment, so whichever genre they choose is up to them. But SPD reserves the right to reclassify titles if they enter in genres they clearly shouldn't enter in. For example: *Cosmopolitan* should not enter in Men's Interest. We acknowledge that certain magazines could be classified in multiple genres but in the interest of a fair competition we suggest you choose the one genre that best fits the magazine and the group to which you would normally be considered a part of.

I work at a General Interest magazine that sometimes produces stand-alone special issues that could fit into other genres like "Fashion" or "Home". Should I enter those issues in the "Fashion" or "Home" genres?

You shouldn't. You may only enter those issues within your genre for that part of the competition. However, you may enter those issues (or parts of them) in the Super 8 categories which are not determined by genre.

May I enter multiple layouts in the same category?
Yes! You may enter as many entries, in as many categories (in your genre) that you would like.

THE SUPER 8

I want to compete with every title, even with the ones outside of my genre.
You can! The Super 8 categories will still group everyone together.

May I enter the same piece in a Super 8 category as well as a category within my genre?
Yes. And remember, if appropriate, you may enter that same piece (let's say it's a spread with a lead illustration) in both the Design Spread and Illustration Spread categories within your genre.

MAGAZINE OF THE YEAR

How many print issues do I have to submit for my Magazine of the Year entry?
Submit three copies of three different print issues for a total of nine issues. For example, if you decide to enter your March, September, and October issues as your Magazine of the Year entry, you would submit three March issues, three September issues, and three October issues.

What about the bar code entry labels?
Stick the labels marked "1 of 3" to the back of each of the three March issues, stick the labels marked "2 of 3" to the back of each of the three September issues, and stick the labels marked "3 of 3" to the back of each of the three October issues

REDESIGN

Where do I enter my redesigned section?
In the Super 8 Redesign category.

May I enter a "before" and an "after" redesigned issue as well as a "before" and "after" section?
Yes. You may enter up to three entries in this Super 8 category. Obviously for the Redesign category, a "before" and an "after" counts as only one entry. Thus, you could enter a "before" and an "after" issue, as well as two additional "before" and "after" sections, which is a total of three entries.

GENRES ARE TYPES OF PUBLICATIONS. CATEGORIES ARE TYPES OF ENTRIES.

ILLUSTRATION & PHOTOGRAPHY

Where do I enter spot illustrations?
Spot illustrations may be entered as Illustration Single/Spread or if they are a series, they may be entered as Illustration Story.

I used a photo in my design that is not an original commission. May I still enter that piece?
All photo and illustration entries must be original work, and must never have been published before appearing in your publication. Images that have previously appeared in books, magazines, or other publications, including digital formats, are not eligible. However original layouts that feature previously published images may be entered in any design category.

May international magazines enter?
Yes! We welcome editorial brands from all over the world to enter.