

2012 SPD AWARDS FOR

~~ASTONISHING~~
~~HUMAN ENDEAVOR~~
~~HEROIC SCIENTIFIC~~
~~DISCOVERY~~
~~GROUND-BREAKING~~
~~LITERATURE~~
~~BRAVERY~~

Making magazines
look nice

and also websites
and also digital magazines
also





EARLY BIRD ENTRY

**THIS YEAR WE HAVE
AN EARLY BIRD SPECIAL
UNTIL DEC 14, 2011**



**OUR STANDARD FEE
IS IN EFFECT FROM
DEC 15, 2011—JAN 13, 2012**

**LATE FEES KICK IN
JAN 14 —20**



ABOUT

THE RULES

All entries into the competition must be published and dated 2011; this includes magazines with a split date of 2010/2011 or 2011/2012. Magazines published in 2011 with a cover date of 2012 are NOT eligible & will be disqualified.

THE COST

SPD members:

\$35 per entry until Dec 14, 2011
\$45 per entry from Dec 15, 2011–Jan 13, 2012
\$55 per entry from Jan 14–20
With 10 or more entries, you can send an additional three entries FREE.
(But only three. Not three for every 10.)

Non-members:

\$50 per entry until Dec 14, 2011
\$60 per entry from Dec 15, 2011–Jan 13, 2012
\$70 per entry from Jan 14–20

THE DEADLINE

The standard deadline is Friday, January 13, 2012 by 5PM. No entries will be accepted after 5PM on Friday, January 20th. SPD reserves the right to reclassify or disqualify any entries which are submitted improperly.

INTERNATIONAL ENTRIES

Special offer for international entries:
SAVE 50% off your total payment.
Use the International Payment Form on page 8 of this pdf. Entries must be received at SPD by 5pm, 20 January 2011 to qualify.
(Submissions from the USA & Puerto Rico are not eligible for this offer.)

THE JURY

● PUB 47 PRINT is led by co-chairs Luke Hayman (Partner, Pentagram), Jeremy Leslie (CD & Editor, Magculture), and Richard Turley (CD, Bloomberg Businessweek). Together they curate a jury selected from the best and most-innovative talents working in editorial creative today, committed to the highest standards of excellence in publication design. Judges will focus on work specific to their strongest talents, with teams concentrating only on design, only on photography, and only on illustration.

● PUB 47 DIGITAL is led by co-chairs Scher Foord (Special Projects Director, Time Inc. Style & Entertainment Group) and Joe Zeff (President, Joe Zeff Design). Their team of judges represent the most innovative and respected talents in the pixels-based world, including the innovations of editorial design, photography and illustration for tablets, websites and mobile devices.

IF YOU WIN

If you win, you'll be notified by email on or about February 24, 2012. A publication fee is required for inclusion in the PUB 47 Annual; member rate of \$60 per entry, and non-member rate, \$80 per entry. The notification letter will include instructions for submitting hi-res files for the Annual. If you don't win, you won't get a letter. All winning publications will be listed on the SPD website, www.spd.org, on or about February 29, 2012.

THE BOOK

All winners will be featured in the 47th Publication Design Annual. This full-color, 296-page volume contains the work of the industry's leading designers, photographers and illustrators. It is an invaluable resource for publication design professionals worldwide. The Annual will be available November 2012

and retails for \$60. All SPD members receive a free copy, and may reserve additional copies for \$35 each. If you are NOT a member, you may reserve a copy for \$50, or join now and get your copy FREE.

THE PARTY

The Magazine of the Year, Gold and Silver Awards and Members' Choice Award will be presented at the Gala in May 2012.

WHY JOIN SPD?

- Discount on entries to SPD Competitions
- Free Annual (\$60 value)
- Discount on all Speaker Series admissions and guest tickets
- Special Members' rate to the Gala (a savings of \$200 per ticket)
- Invitations to related events in the industry
- Subscription to INANET, the essential job resource e-mail blast for editorial design
- Access to health insurance for Freelancers
- Networking opportunities and access to the masterclass

SPD HISTORY

Since 1965, SPD's competition has yielded hundreds of thousands of entries from around the world. The awards promote and recognize the best in print and digital editorial design. All pieces selected by the jury during the first round of judging are Merit Award winners and included in the PUB 47 Annual. During the second round of judging, judges vote on the Gold Awards for Excellence and the Silver Awards for Distinctive Achievement and the top finalists for the Magazine of the Year Award. The Medal finalists for print and digital will be announced in February 2012. The Silver and Gold Medals, along with the winner of the Magazine of the Year Award will be presented at the Awards Gala in May 2012.

THE CATEGORIES

1- PRINT

Editorial publications of any genre, including all newsstand publications, trade, corporate, educational/institutional, annual reports, and special interest publications. The Print competition includes Members' Choice — chosen by members of SPD, as well as the highest award the Society grants annually: Magazine of the Year — given to the art director whose magazine demonstrates the most effective and imaginative use of design, typography, illustration and photography.

2 - SPOTS

Recognizing the best in small-sized editorial illustration assignments across print and digital. Bigger is not necessarily better. In both print and digital publications, the most exciting illustration is weaving its way into the fabric of the story, dancing with the written word, making trends tangible, telling deeper truths, communicating identities, and often wresting the spotlight for itself.

3 - DIGITAL

Celebrating and embracing great editorial design, illustration, photography, video and rich-media infographics being executed on a multitude of digital platforms including websites, mobile apps, and tablet-based apps. The Society recognizes work done by brands associated with a print publication and without.

PUB47 INSTRUCTIONS – PART ONE

PRINT CATEGORIES 01-49

MAGAZINE OF THE YEAR

- Submit 3 different issues from 2011. Copy the entry forms, tape one to the back of each issue and mark "1 of 3," "2 of 3," and "3 of 3."
- Submissions will be judged for overall design, use of typography, photography and illustration.
- There is no fee to enter Magazine of the Year, as long as you have submitted other entries to the competition.

REDESIGN

- For the **BEFORE** issue: Submit the last issue before the redesign. Clearly mark **BEFORE** on the back cover.
- For the **AFTER** issue: Submit one issue from after the redesign. Clearly mark **AFTER** on the back cover.
- Tape the entry form to the back of the **AFTER** issue.

ENTIRE ISSUE

- Submit one entire issue with an entry form taped to the back cover.

SPREADS

- The back of each spread must be taped along the spine. Tape the entry form to the back of the last spread. Stories (2 or more spreads) should be entered so that the spreads are taped together, placed in order, and stapled together in the upper left corner.
- Tape the entry form to the back of the last page.
- Do not mount in any way.
- Do not submit spreads as booklets, single pages stapled together, or accordian-fold style; these entries will be disqualified.

SINGLE PAGES

- Tape the entry form to the back of the page.

SECTIONS/ NON-FEATURES

- These categories recognize all the varied components of creating a strong magazine, with a focus on regular sections and departments that comprise the front and/or back of the book.
- Submissions will be judged for visual excellence and the cohesiveness of the pages presented. These entries may come from any part of your magazine that is **NOT** a feature, or **NOT** part of the feature well.

- Entries in these categories may be pulled from one single issue (DESIGN #04 or PHOTO #27) — intended to show the creative strengths displayed in the section page or pages for that month only, or from a variety of issues (DESIGN #05 or PHOTO #28) — intended to show the creative strength and consistency of the section(s) throughout several issues.
- Categories #04 or #27 may be entered as just one **SINGLE PAGE/SPREAD** (see instructions above) or a **SERIES OF PAGES** (at most 6 pages or 3 spreads together, see instructions above for preparing entries) from one single month.
- Entries in categories #05 or #28 **MUST BE ENTERED AS A SERIES OF PAGES**, from a variety of at least two or more months. One page is one page, so a spread counts as two of up to six pages allowed per **SECTION** entry.
- Feature-well opening pages are **NOT** eligible for inclusion in this category. They should be entered as feature single/spread entries in the appropriate feature categories (DESIGN 06-17 or PHOTO 29-40).

PHOTOGRAPHY/ ILLUSTRATION

- Submit the entire editorial page(s) on which the work appeared.
- Photographs and illustrations must be commissioned by the publication entering the piece.
- Only original tearsheets will be accepted; digital print-outs will be disqualified.

SPOTS CATEGORIES 50-51

ELIGIBILITY

- Any editorial spot appearing in a periodical (print or online) or annual report with a publication date of 2011 (if it isn't 2011, we won't take it).
- A spot is defined as a published illustration—color or black & white in any medium—that is no larger than 5" x 6" or 30 square inches.
- Spots published in advertisements or books are not eligible.

ENTRY INSTRUCTIONS

- Spots must be submitted as a printed tearsheet, a color copy of the original tearsheet, or a print-out of the final page from a high-res PDF. This allows the spot to be judged in the context of its editorial material. (If other illustrations that should not be judged appear on the same page, cross them out.)

- Attach a photocopy of the entry form to the back of each tear sheet.
- You may enter as many spots as you wish.
- For the series category, staple the tearsheets together in the upper left-hand corner and attach the entry form to the back of the last tear sheet.
- We're sorry, but tearsheets cannot be returned; if necessary, please make a high-quality color copy of the tearsheet you would like to enter, and send that instead.

DIGITAL CATEGORIES 52-76

HOW TO ENTER

- Digital Entry forms (page 10 of this document) and payment should be submitted via email to: **digital@spd.org**

WHO CAN ENTER

- Websites, Apps and other digital publications containing dynamic or regularly updated editorial content including text, pictures, video, audio, animation or a combination.
- Entries can either be affiliated with a print magazine, or not.
- Websites and Apps must be live to the public, and not demos or private betas.

WEBSITES

- Work must be viewable via a standard browser, with standard plug-ins or downloads.
- Submit the full internet address (URL) of the work to be judged.
- All entries must have been live online within the dates of the competition (2011).
- For judging purposes, sites must be available for viewing through February 2012. If the work is not online on the dates of the judging (February 10-12, 2012), then you may submit the URL of a cached site, or an FTP site with screen shots (jpgs or pdfs) of the original.
- Please send shortened URLs.

APPS

- The Society will review work on iPhone, iPad, BlackBerry and Android devices.
- Those devices will run the most current OS as of January 1, 2012.
- If your app is not a free download, please do your best to provide the Society with a link to download a free version, otherwise the cost to download the app/issue should be included in your entry fee.

MEMBERS' CHOICE CATEGORY 77

- Only one piece per publication may be entered, not one piece per member.
- Your entry can be a cover, single page, story (2 representative spreads), or entire issue (submit the cover and 3 representative spreads).
- Burn a hi-res pdf version of the piece onto a CD. Label the CD with the magazine name, member's name and telephone number.
- Include the CD with all of your other entries.
- Printed tearsheets are NOT eligible for this category.
- THERE IS NO FEE TO ENTER MEMBERS' CHOICE, but you must be an SPD member.

**All medal finalists will be notified on or about February 24, 2012 by mail.
Gold and Silver Medal winners are kept secret until they are announced at the Gala.**

1 - PRINT

MAGAZINE OF THE YEAR

01 Submit 3 different issues

DESIGN

02 Cover

03 Entire Issue

04 Section: not feature (singles/spreads; single issue)

05 Section: not feature (singles/spreads; multiple issues)

06 Feature, Service (single/spread)

07 Feature, Service (story)

08 Feature, Profile, Non-Celebrity (single/spread)

09 Feature, Profile, Non-Celebrity (story)

10 Feature, Profile, Celebrity/Entertainment (single/spread)

11 Feature, Profile, Celebrity/Entertainment (story)

12 Feature, News/Documentary/Essay (single/spread)

13 Feature, News/Documentary/Essay (story)

14 Feature, Travel/Food/Still Life (single/spread)

15 Feature, Travel/Food/Still Life (story)

16 Feature, Fashion/Beauty (single/spread)

17 Feature, Fashion/Beauty (story)

18 Trade/Corporate (cover, single, spread or story)

19 Annual Reports

20 Educational/Institutional (single, spread or story)

21 Redesign (include Before & After Issues)

22 EXPOSED

(Your favorite entry - cover, spread or story - where the subject (animal, vegetable or mineral) bared all or revealed more than usual)

23 9/11

(Special category for all work created around the 10th anniversary of 9/11)

24 SMALL MAGS/SELF PUBLISHED

(Magazines with a circulation under 20,000. Submit 2 different issues)

PHOTOGRAPHY

25 Cover

26 Entire Issue

27 Section: not feature (singles/spreads; single issue)

28 Section: not feature (singles/spreads; multiple issues)

29 Feature, Service (single/spread)

30 Feature, Service (story)

31 Feature, Profile, Non-Celebrity (single/spread)

32 Feature, Profile, Non-Celebrity (story)

33 Feature, Profile, Celebrity/Entertainment (single/spread)

34 Feature, Profile, Celebrity/Entertainment (story)

35 Feature, News/Documentary/Essay (single/spread)

36 Feature, News/Documentary/Essay (story)

37 Feature, Travel/Food/Still Life (single/spread)

38 Feature, Travel/Food/Still Life (story)

39 Feature, Fashion/Beauty (single/spread)

40 Feature, Fashion/Beauty (story)

41 Trade/Corporate (cover, single, spread or story)

42 Annual Reports

43 Educational/Institutional (single, spread or story)

ILLUSTRATION

44 Cover

45 Single/Spread

46 Story

47 Sequential comic (single issue)

48 Photo-Illustration (single, spread or story)

49 Info-graphic (single, spread or story)

2 - SPOTS

50 Single spot

51 Series of spots

3 - DIGITAL

PLATFORM AGNOSTIC

52 Typography

53 Interactive Tool

54 Original Illustration

55 Original Photography

56 Use of Photography

57 Use of Illustration

58 Photography Series

59 Illustration Series

60 Video

ONLINE

61 Site of the Year (associated with a print brand)

62 Site of the Year (not associated with a print brand)

63 Site Redesign

64 Mobile version of site

65 Feature story package

66 Rich Media / Infographics

SMART PHONE APP

67 App (associated with a print brand)

68 App (not associated with a print brand)

69 Feature story package

70 Rich Media / Infographics

TABLET APP

71 App (associated with a print brand; if 'issue based' submit 3 issues.)

72 App (not associated with a print brand; if 'issue based' submit 3 issues.)

73 Original Cover (not reformatted from print)

74 Entire Issue

75 Feature story package

76 Rich Media / Infographics

MEMBERS' CHOICE

77 Print or Digital

USA PAYMENT

(& PUERTO RICO TOO!)

7/11

MEMBERS (Check one)

☐ SPD MEMBER ALREADY ☐ NEW SPD MEMBER (Joining or Renewing Now)

NUMBER OF ENTRIES:

EARLY BIRD ENTRY (by Dec 14, 2011)

STANDARD ENTRY (Dec 15, 2011-Jan 13, 2012)

LATE ENTRY

(for each entry received from Jan 14-20, 2012)

DIGITAL APP DOWNLOAD FEE

(for any apps that are not free to download, please add the cost to download the app and/or issue)

EXTRA PUB 47 ANNUAL PRE-ORDERS

(members automatically receive one free annual)

INDIVIDUAL MEMBERSHIP

(for 1 or 2 members joining/renewing now)

GROUP MEMBERSHIP

(for 3 or more members joining/renewing together now)

_____ x \$35 (member rate) = _____

_____ x \$45 (member rate) = _____

_____ x \$55 (member rate) = _____

= _____

_____ x \$35 (member rate) = _____

_____ x \$195 (per person) = _____

_____ x \$165 (per person) = _____

NON-MEMBERS

EARLY BIRD ENTRY (by Dec 14, 2011)

STANDARD ENTRY (Dec 15, 2011-Jan 13, 2012)

LATE ENTRY

(for each entry received from Jan 14-20, 2012)

DIGITAL APP DOWNLOAD FEE

(for any apps that are not free to download, please add the cost to download the app and/or issue)

PUB 47 ANNUAL PRE-ORDERS

_____ x \$50 (non-member rate) = _____

_____ x \$60 (non-member rate) = _____

_____ x \$70 (non-member rate) = _____

= _____

_____ x \$50 (non-member rate) = _____

TOTAL



PAYMENT METHOD:

[] check made payable to SPD, \$US only

[] AMEX [] MasterCard [] Visa

Name _____

Card Number _____

Expiration Date _____

Signature _____

SEND FORM, PAYMENT AND ENTRIES to
SPD, 27 Union Square West, Suite 207, New York, NY 10003. Tel:
212.223.3332, Fax: 212.223.5880,
email: mail@spd.org SPD TAX ID#: 23-7392480

JOINING OR RENEWING MEMBER'S INFORMATION

Name, Title _____

Publication/Studio Address _____

City/State/Zip _____

Phone/Fax _____

Email _____

(PLEASE ATTACH A SHEET WITH ADDITIONAL MEMBERS' INFORMATION.)

SPD cannot accept purchase orders or other promises of payment. Entries without payment will not be accepted.
Keep a copy of this form as your receipt.

INTERNATIONAL PAYMENT

8/11

MEMBERS (Check one)

☐ SPD MEMBER ALREADY ☐ NEW SPD MEMBER (Joining or Renewing Now)

NUMBER OF ENTRIES:

EARLY BIRD ENTRY

Postmark your entries by 14 December 2011.
(not valid for entries shipped from the US and Puerto Rico)

STANDARD ENTRY (Dec 15, 2011-Jan 13, 2012)

LATE ENTRY

(For each entry received from Jan 14-20, 2012)

DIGITAL APP DOWNLOAD FEE

(For any apps that are not free to download,
please add the cost to download the app and/or issue)

EXTRA PUB 47 ANNUAL PRE-ORDERS

(members automatically receive one free annual)

INDIVIDUAL MEMBERSHIP

(for 1 or 2 members joining/renewing now)

GROUP MEMBERSHIP

(for 3 or more members joining/renewing together now)

_____ x \$35 (member rate) = _____

_____ x \$45 (member rate) = _____

_____ x \$55 (member rate) = _____

_____ = _____

_____ x \$35 (member rate) = _____

_____ x \$195 (per person) = _____

_____ x \$165 (per person) = _____

NON-MEMBERS

EARLY BIRD ENTRY (by Dec 14, 2011)

STANDARD ENTRY (Dec 15, 2011-Jan 13, 2012)

LATE ENTRY

(for each entry received from Jan 14-20, 2012)

DIGITAL APP DOWNLOAD FEE

(For any apps that are not free to download,
please add the cost to download the app and/or issue)

PUB 47 ANNUAL PRE-ORDERS

_____ x \$50 (non-member rate) = _____

_____ x \$60 (non-member rate) = _____

_____ x \$70 (non-member rate) = _____

_____ = _____

_____ x \$50 (non-member rate) = _____

SUB TOTAL = _____

PAY ONLY HALF OF THIS!

Take 50% off!



PAYMENT METHOD:

☐ check made payable to SPD, \$US only

☐ AMEX ☐ MasterCard ☐ Visa

Name _____

Card Number _____

Expiration Date _____

Signature _____

SEND FORM, PAYMENT AND ENTRIES to
SPD, 27 Union Square West, Suite 207, New York, NY 10003. Tel:
212.223.3332, Fax: 212.223.5880,
email: mail@spd.org SPD TAX ID#: 23-7392480

JOINING OR RENEWING MEMBER'S INFORMATION

Name, Title _____

Publication/Studio Address _____

City/State/Zip _____

Phone/Fax _____

Email _____

(PLEASE ATTACH A SHEET WITH ADDITIONAL MEMBERS' INFORMATION.)

SPD cannot accept purchase orders or other promises of payment. Entries without payment will not be accepted.
Keep a copy of this form as your receipt.

PRINT & SPOTS ENTRY

9/11

COPY THIS FORM FOR MULTIPLE ENTRIES AND TAPE IT, FACE UP, SECURELY TO THE BACK OF EACH ENTRY.

ENTER A CATEGORY NUMBER FOR THE PART
OF THE COMPETITION THIS ENTRY SHOULD BE JUDGED:

(FREE when submitting any other print entry.)	MAGAZINE OF THE YEAR	PRINT	SPOTS	MEMBERS' CHOICE	FREE for any SPD member. Remember to include your CD in the entries package!
	ENTER CATEGORY: <div></div> 01	ENTER CATEGORY: <div></div> 02-49	ENTER CATEGORY: <div></div> 50-51	ENTER CATEGORY: <div></div> 77	

CHECK ONE: [] publication [] studio

Publication

Publishing Company

Issue Date

Page numbers

Title of Entry

CREATORS:

Creative Director

Design Director

Art Director

Designer(s)

Illustrator(s)

Photographer(s)

Director of Photography

Photo Editor(s)

Extra credits (if applicable)

Studio (if applicable)

Client (if applicable)

CONTACT INFORMATION (Very Important: USED TO CONTACT YOU IF YOU WIN)

Name

Address

City/State/Zip

Phone

Email

DIGITAL ENTRY FORM

10/11

ENTER A CATEGORY NUMBER FOR THE PART
OF THE COMPETITION THIS ENTRY SHOULD BE JUDGED:

DIGITAL

ENTER CATEGORY:

52-76

MEMBERS'
CHOICE

ENTER CATEGORY:

77

FREE for any SPD member. Remember to include your CD in the entries package!

CHECK ONE: ☐ publication ☐ studio

Publication

Publishing Company

Issue Date

Page numbers

Title of Entry

URL (please shorten links)

CREATORS:

Creative Director

Design Director

Art Director

Designer(s)

Developer(s)

IA/UX

Illustrator(s)

Photographer(s)

Director of Photography

Photo Editor(s)

Extra credits (if applicable)

Studio (if applicable)

Client (if applicable)

CONTACT INFORMATION (Very Important: USED TO CONTACT YOU IF YOU WIN)

Name

Address

City/State/Zip

Phone

Email

**WHOA!
WHAT
ARE YOU
DOING
STILL
READING
THIS?
ENTER
ALREADY**

SPD