

YOU
ARE THE
STORYTELLER.
YOU ARE THE
CONTENT MAKER.
YOU MAKE SH*T
LOOK GOOD.
NOW
SHOW IT.

WHEN? COST?

\$40
MEMBERS

EARLY BIRD DEADLINE
DECEMBER 21, 2018

\$80
NON-MEMBERS

\$50
MEMBERS

STANDARD DEADLINE
JANUARY 18, 2019

\$100
NON-MEMBERS

\$60
MEMBERS

LATE DEADLINE
JANUARY 25, 2019

\$120
NON-MEMBERS

WHY?

BECAUSE YOU WANT YOUR WORK SEEN. DON'T YOU?

Since 1965, the Society of Publication Designers competition has yielded thousands of entries from around the world. The SPD awards recognize and promote the best in editorial design, photography and illustration in print and digital mediums. We welcome entries from a diverse range of consumer print publications, independent magazines, custom published magazines, trade and educational magazines; as well as their app, mobile and web platforms.

SHOW IT

If you are a digital-only magazine, you will find a variety of categories to show off your innovative design as well. All entries that score high enough to make it to the second round of judging, will be included in the PUB 54 Annual.

During this second round, judges vote for the Gold Awards for Excellence, the Silver Awards for Distinctive Achievement, and the finalists for Website of the Year, Video of the Year, Magazine of the Year, and Brand of the Year.

The list of finalists for print, digital and video categories will be announced in March 2019.

IF YOU WIN

WINNING ENTRIES WILL BE PRESENTED AT THE SPD 54 GALA IN NYC IN MAY 2019

YOU WILL BE NOTIFIED BY EMAIL ON,
OR ABOUT MARCH 14, 2019

THE GALA

To be included in the Gala's presentation program, you will be required to send digital files, upload credits, and pay publication fees for the winning entries.

OWN IT

The same files will be used in the SPD 54 Annual. **THE NOTIFICATION** email will include instructions for submitting hi-res files, uploading credit information, and **REMITTING PAYMENT** for publication fees for the annual. **IF YOU DON'T WIN**, you won't receive the email. All winning publications will be listed on the SPD website, www.spd.org, on or about March 14, 2019.

THE JURY

**NATHALIE
KIRSHEH**

CREATIVE DIRECTOR
GLAMOUR + SELF

CO -CHAIRS

**CASEY
STENGER**

VISUAL DIRECTOR
PRODUCER

**STEVE
MOTZENBECKER**

PRODUCT DESIGN MANAGER
INSTAGRAM

**BRAND
OF THE
YEAR
CHAIR**

**ANTON
IOUKHNOVETS**

CREATIVE DIRECTOR
30 POINT

**DIGITAL
CO -CHAIRS**

**KRISTEN
DUDISH**

CREATIVE DIRECTOR
THE NEW YORK TIMES

**MAGAZINE
OF THE
YEAR
CHAIR**

**ROBERT
NEWMAN**

CREATIVE DIRECTOR
THIS OLD HOUSE

WHO CAN ENTER?

PRINT

Editorial publications of any genre, including all newsstand publications, newspaper magazines, trade, custom publishing, educational/institutional, special interest publications, and Independent/Self-Published Magazines with a circulation under 20,000 are eligible.

All entries submitted in the competition must be published and dated 2018; this includes magazines with a split date 2018/2019. (Please note: 2017/2018 issues are not eligible.)

Only original tear sheets will be accepted; digital printouts will be disqualified. One entry can be submitted in a maximum of three categories. For example: If you have a great opening spread for a story, you can enter that spread in three Single/Spread categories, and you can enter the full story in three story categories of your choice.

WHAT IS AN "INDEPENDENT MAGAZINE"?

A publication for which the person or people responsible for the magazine's content and/or design are also responsible for financial decisions; or magazines that are not owned by a major media company. Circulation that is under 20,000.

WHAT IS A "BRAND MAGAZINE"?

A magazine published to promote a brand, business or organization. Catalogs are not eligible.

DIGITAL + VIDEO

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

NOTE

Not all categories result in medal winners due to significantly low entry volume or low jury scores.

HOW TO ENTER?

STEP 1

Go to SPD.org and click the SPD 54 "ENTER HERE" button. Then log-in or set up a profile if you don't have an account.

STEP 2

Submit Entry Information. Choose what categories you're entering, submit issue dates and credits for all entries. Only submit credit information that is specific to the entry.

We will use this information later if you win!
It's the same for both print and digital categories.

STEP 3

Once you're done entering your entry 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 L 7165. See "Guidelines for Preparing Entries" page for more specific details.

STEP 4

Package your entries carefully and send or hand-deliver to:

SPD
27 Union Sq. West,
Suite 207
New York, NY 10003

**SAVE ON YOUR
SPD 54 ENTRIES!
BECOME A
MEMBER TODAY!**

As a member, you will receive **50% OFF** competition entries, plus **THREE FREE** when you enter 10 entries or more.

Becoming a member of the Society of Publication Designers allows you to join a **COMMUNITY OF YOUR PEERS**, obtain crucial information on the inner workings of your profession and meet other talented and influential visual professionals. **YOUR MEMBERSHIP ALSO MAKES IT POSSIBLE** for us to continue our educational programs, speaker series, social events and other initiatives that celebrate and support our industry.

For the full list of member benefits, visit www.spd.org/join

Professional
Individual
(Located in
NY, NJ, CT):
\$225

Corporate
(3 or more
professionals
from the same
organization):
\$200 EACH

For our
community
outside NY,
NJ, CT and
outside of the
United States
\$150

CATEGORIES

01 BRAND OF THE YEAR

SEE NEW, EXPANDED DEFINITION [NEXT PAGE]

02 MAGAZINE OF THE YEAR

THE SOCIETY'S HIGHEST PRINT AWARD

04 MEMBERS' CHOICE: BEST COVER

THE ONLY AWARD CHOSEN BY MEMBERS OF THE SOCIETY

61 WEBSITE OF THE YEAR

THE SOCIETY'S HIGHEST DIGITAL AWARD

78 VIDEO OF THE YEAR

THE HIGHEST QUALITY OF STORYTELLING AND PRODUCTION
APPEARING ON A WEBSITE, APP. OR SOCIAL PLATFORM

BRAND OF THE YEAR

NEW AND IMPROVED, READ ON!

HONORING EDITORIAL EXCELLENCE ACROSS ALL CHANNELS OF A BRAND

We're seeing the emergence of **EDITORIAL BRANDS** that are equally adept at multiple mediums, from **PRINT** and **DIGITAL** to **VIDEO** and live **EVENTS**.

If your brand demonstrates an **IMAGINATIVE USE** of design, illustration, photography, and typography **ACROSS MULTIPLE PLATFORMS AND CHANNELS**, then this category is for you.

YOU GO TO GREAT LENGTHS to express the needs of the story, to engage the reader with **YOUR** visual voice—**THE VISUAL VOICE**—that's what we want to honor here!

TO COMPETE IN THIS CATEGORY PLEASE SUBMIT THE FOLLOWING:

To enter this category, each brand must submit a short written statement describing their effort of telling stories across multiple platforms. (no more than 150 words)

IF PRINT IS YOUR PRIMARY PLATFORM

1. Submit 2-3 issues of the publication. In addition, submit 3 types of assets from the following list. **YOUR ENTRY WILL CONSIST OF 4 TYPES OF ASSETS — PRINT PLUS 3 ADDITIONAL**
2. Submit 3-5 specific page URLs within the same site. In addition, you can submit the home page URL.
3. Print supplement, book, or special edition.
4. Video Series (submit up to 3 videos from the same series or different subjects that reflect your brand's voice)
5. Live Event (video of the event or sizzle reel)
6. App
7. Social Media Channel

IF DIGITAL IS YOUR PRIMARY PLATFORM

1. Submit the home page URL, plus 3-5 specific page URLs within the same site. In addition, submit 3 types of assets from the following list. Your entry will consist of 4 types of assets —Web URL plus 3 additional.
2. Print supplement, book, or special edition.
3. Video Series (submit up to 3 videos from the same series or different subjects that reflect your brand's voice)
4. Live Event (video of the event or sizzle reel)
5. App
6. Social Media Channel

MAGAZINE OF THE YEAR

THE SOCIETY'S HIGHEST PRINT AWARD

BRING IT

MAGAZINE OF THE YEAR is presented to the art director whose magazine demonstrates the most **EFFECTIVE AND IMAGINATIVE USE OF DESIGN, TYPOGRAPHY, ILLUSTRATION AND PHOTOGRAPHY**. To enter, your magazine must have a frequency of **AT LEAST 3 ISSUES** per year. Submit 3 copies each of 3 different issues (a total of 9 magazines) from 2018. If we don't receive 3 copies of each issue, we will not be able to judge your entries.

WIN IT

BY ENTERING Magazine of the Year, you will **AUTOMATICALLY BE ENTERED INTO BEST OF GENRE**. You do not have to submit additional issues as a separate entry. We want to recognize excellence in different types of publications. This is a special opportunity for the best in each genre to be recognized. Each genre is eligible for one gold medal, no silver.

SEIZE IT

PRINT CATEGORIES

01 BRAND OF THE YEAR

02 MAGAZINE OF THE YEAR

03 BEST OF GENRE

By entering Magazine of the Year, you will automatically be considered for one of the Best of Genre categories. That means, it's FREE with your Magazine of the Year entry. Just indicate your genre and you are automatically entered in the Best of Genre Category. See "Guidelines for Preparing Entries" for more specifics.

General Interest/News
City/Regional
Women's Interest
Men's Interest
Lifestyle/Travel/Food/Shelter
Fashion/Beauty
Business/Science/Technology
Entertainment/Sports
Trade/Brand/Educational/Institutional
Independent/Special Interest

04 MEMBERS' CHOICE: BEST COVER

DESIGN

- 5 Cover**
- 6 Entire Issue**
- 7 Section, Not Feature** Singles/Spreads; Single Issue
- 8 Section, Not Feature** Singles/Spreads, Multiple Issues
- 9 Feature, Service** Single/Spread
- 10 Feature, Service** Story
- 11 Feature, Profile, Non-Celebrity** Single/Spread
- 12 Feature, Profile, Non-Celebrity** Story
- 13 Feature, Profile, Celebrity / Entertainment** Single/Spread
- 14 Feature, Profile, Celebrity / Entertainment** Story
- 15 Feature, News / Documentary / Essay** Single/Spread
- 16 Feature, News / Documentary / Essay** Story
- 17 Feature, Lifestyle, Travel / Food / Shelter** Single/Spread
- 18 Feature, Lifestyle, Travel / Food / Shelter** Story
- 19 Feature, Fashion / Beauty** Single/Spread
- 20 Feature, Fashion / Beauty** Story
- 21 Feature, Opener** Single Page

INDEPENDENT MAGAZINES

- 22 Entire Issue**
- 23 Cover**
- 24 Single / Spread**
- 25 Story**

CUSTOM PUBLISHING / BRAND / TRADE / INSTITUTIONAL / EDUCATIONAL

- 26 Entire Issue**
- 27 Cover**
- 28 Single / Spread**
- 29 Story**

REDESIGN

- 30 Redesign Entire Issue**

PHOTOGRAPHY

- 31 Cover**
- 32 Entire Issue**
- 33 Section, Not Feature** Singles/Spreads; Single Issue

- 34 Section, Not Feature** Singles/Spreads; Multiple Issues

- 35 Feature, Service** Single/Spread

- 36 Feature, Service** Story

- 37 Feature, Profile, Non-Celebrity** Single/Spread

- 38 Feature, Profile, Non-Celebrity** Story

- 39 Feature, Profile, Celebrity / Entertainment** Single/Spread

- 40 Feature, Profile, Celebrity / Entertainment** Story

- 41 Feature, News / Documentary / Essay** Single/Spread

- 42 Feature, News / Documentary / Essay** Story

- 43 Feature, Lifestyle, Travel / Food / Shelter** Single/Spread

- 44 Feature, Lifestyle, Travel / Food / Shelter** Story

- 45 Feature, Still-Life** Single/Spread

- 46 Feature, Still-Life** Story

- 47 Feature, Fashion / Beauty** Single/Spread

- 48 Feature, Fashion / Beauty** Story

INDEPENDENT MAGAZINES

- 49 Entire Issue**

- 50 Cover**

- 51 Single / Spread**

- 52 Story**

CUSTOM PUBLISHING / BRAND / TRADE / INSTITUTIONAL / EDUCATIONAL

- 53. Cover**

- 54. Single / Spread**

- 55. Story**

ILLUSTRATION

Including independent, custom publishing, brand, corporate, institutional, and educational

- 56 Cover**

- 57 Photo-Illustration**

- 58 Single / Spread** Including Spots

- 59 Story** Including Spots

DATA VISUALIZATION

- 60 Information Graphics** Data Visualization

DIGITAL CATEGORIES

61 WEBSITE OF THE YEAR

78 VIDEO OF THE YEAR

WEB

- 62** Single Page Design
- 63** Web/HTML Typography

DIGITAL PLATFORM

Web or App

- 64** Custom Feature Design, Long form
(800 words or more)
- 65** Custom Feature Design, short form
(less than 800 words)
- 66** Custom Feature Design, Editorial
Package
- 67** Animated Content
- 68** Information Graphics
- 69** Original Digital Illustration
- 70** Original Digital Photo-Illustration

PHOTOGRAPHY

- 71** Original Digital Photography, Feature,
Portfolio
- 72** Original Digital Photography, Feature,
Profile, Celebrity/Entertainment
- 73** Original Digital Photography, Feature,
Profile, Non-Celebrity
- 74** Original Digital Photography, Feature,
Documentary
- 75** Original Digital Photography, Feature,
Fashion/Beauty
- 76** Original Digital Photography, Feature,
Service

SOCIAL PLATFORMS

- 77** Instagram or Snapchat Stories

VIDEO

- 79** Feature Video: Profile, Celebrity
- 80** Feature Video: Profile, Non-Celebrity
- 81** Feature Video: Service/Explainer
- 82** Feature Video: News/Documentary
- 83** Short Video or Video Series 60
seconds or less, 3 videos maximum
- 84** Animated Content
- 85** Innovative Technology (AR / VR / 360
Video)

PRINT : PREP ENTRIES

MAGAZINE OF THE YEAR

The society's highest print award is presented to the art director whose magazine demonstrates the most effective and imaginative use of design, typography, illustration and photography. To enter, your magazine must have a frequency of at least 3 issues per year. Submit 3 copies each of 3 different issues (a total of 9 magazines) from 2018. If we don't receive 3 copies of each issue, we will not be able to judge your entries.

Print the labels and stick them to the BACK of each issue, indicating them "1 of 3," "2 of 3," and "3 of 3"

BEST OF GENRE ENTRIES

By entering Magazine of the Year, you will automatically be entered into Best of Genre. You do not have to submit additional issues as a separate entry. We want to recognize excellence in different types of publications. This is a special opportunity for the best in each genre to be recognized. Each genre is eligible for one gold medal, no silver.

BRAND OF THE YEAR

We're seeing the emergence of editorial brands that are equally adept at multiple mediums, from print and digital to video and live events.

If your brand demonstrates an imaginative use of design, illustration, photography, or typography across multiple platforms, then this category is for you. You go to great lengths to express the needs of the story, to engage the reader with your visual voice--the visual voice--that's what we want to honor here!

To enter this category, each brand must submit a short written statement describing their effort of telling stories across multiple platforms. (No more than 150 words)

See the Brand of the Year page for more details.

MEMBERS' CHOICE: BEST COVER

ONLY \$10 TO ENTER! The only award voted on by members of SPD! Only one entry per publication allowed, not one entry per member. An entry is defined as a cover from a print or app platform.

This category is judged on-screen only, and will be awarded one gold medal, no

silver. Upload jpegs or animated gifs for your entry. (See "How to Enter" section). DO NOT SEND tear sheets for Members' Choice. Want to vote for your favorite? Join SPD today!

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.

FEATURE-WELL SINGLE PAGE OPENERS

Enter typographic and image driven single page openers for the feature well. See single page entries.

SPREAD ENTRIES

Submit only spreads. Spreads should be taped along the spine on the BACK of the spread(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 (only) of every story/ group being entered.

FOB, BOB, SECTION/ NON-FEATURES

(Front of the book or Back of the Book Section of the magazine)

Submissions will be judged for visual excellence and cohesiveness. 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 a FOB, BOB section from one issue, or the same parts of an FOB, BOB section from Multiple Issues. Each FOB, BOB Section entry should not include more than three spreads or six total pages.

The FOB, BOB section pages should be placed in order. For pages from Multiple Issues, sequence by issue date (no more than six pages). 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, BOB section being entered.

REDESIGN

Submit the last issue BEFORE the redesign. Submit one issue from AFTER the redesign. It does not need to be the first redesigned issue. Stick labels to the BACK of before and after issues, indicating "Before" and "After" on the corresponding labels.

PHOTOGRAPHY, ILLUSTRATION, AND DATA VISUALIZATION

Submit the entire editorial page(s) on which the work appeared.

PHOTO ILLUSTRATION

An original editorial image for which the primary method of creation is manipulating, combining and/or stylizing photographs in Photoshop or other image editing software. All photo and illustration entries must be original work and must not have been previously published. 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.

NOTE

For all categories, please DO NOT mount entries in any way. Also, DO NOT submit pages as a booklet or accordion fold.

FOREIGN LANGUAGE ENTRIES

Please provide a translation of the headline and subhead. Tape the translation to the back of your entry.

DIGITAL : PREP ENTRIES

GENERAL DIGITAL SUBMISSION INFORMATION

For all submissions, please provide screenshots to ensure judges evaluate the correct entry.

For any web or app submissions that are not freely accessible (e.g. behind a paywall or a paid app), you must provide log-in information and/or add the cost of the app to the entry fee at checkout.

Website entries must be viewable via a standard browser, with standard plug-ins or downloads.

All entries must have been live online in 2018 and must be available for viewing through March 2019.

DIGITAL APPS

Any editorial app created for a smartphone or tablet.

WEBSITES

Any editorial website that can be viewed on both desktop and mobile devices.

WEBSITE OF THE YEAR

This award is given to the website that demonstrates the absolute highest standards in editorial web design for desktop and mobile. Sites will be judged based on quality of design, photography, typography, use of interactivity, user experience, and responsive behavior across platforms. Enter the home page URL, plus 3-5 specific page URLs within the same site. Work must be viewable via a standard browser, with standard plugins or downloads. Entries will be viewed on both desktop and mobile devices. In addition, upload screenshots to ensure we judge the correct entry.

SINGLE PAGE DESIGN

Any single page that is designed to work exceptionally well across both mobile and desktop platforms, including homepages.

WEB/HTML TYPOGRAPHY

Recognizing exceptional use of web-based typography in digital editorial experiences. Submissions must use web/HTML typography; static image representation of typography is not eligible. Submit full URL and screenshot(s).

CUSTOM FEATURE DESIGN

(long and short form)

Any single story design that uses visual design, illustration, typography, photography, video, audio, animation, data visualization, or interactivity to tell a story in a compelling way. Submit full URL and screenshot(s).

CUSTOM FEATURE DESIGN, EDITORIAL PACKAGE

Any collection of multiple articles focused on a single topic that use visual design, illustration, typography, photography, video, audio, animation, data visualization, or interactivity to tell a story in a compelling way. Submit 2-3 URLs and screenshots.

ANIMATED CONTENT

Including animation of typography, illustration, graphics, titles, and covers.

INFORMATION GRAPHICS

Including data visualization with the use of interactivity to display information in user-friendly experience.

ORIGINAL DIGITAL ILLUSTRATION

Recognizing exceptional original editorial illustration created for a web site, app, or other platform. Includes singles and up to three in a series.

ORIGINAL DIGITAL PHOTO-ILLUSTRATION

Recognizing exceptional original editorial photo-illustration created for a web site, app, or other platform.

ORIGINAL DIGITAL PHOTOGRAPHY

Original Digital Photography categories recognize photography conceived specifically for digital platforms. Submit within the appropriate sub-category. Submit full URL and screenshot(s).

FEATURE, PORTFOLIO

Feature Portfolio recognizes work that is entirely driven by the photographic concept or approach, and portfolio entries can overlap with other categories. Submit photographs (still photographs, photo-illustrations, GIFs, or photo-based animation) created primarily for digital platforms. Includes singles and up to six in a series.

INSTAGRAM OR SNAPCHAT STORIES

Any editorial content designed specifically for Instagram Stories or Snapchat Stories. Please submit a recording of the story's experience (including sound if applicable) in addition to screenshots for reference.

VIDEO

Any video which was created to tell or support an editorial story, appearing on a website, app, or social platform. Videos will be judged based on quality of storytelling, editing, and typography. Please provide the URL with screenshot(s) or upload the video file.

VIDEO OF THE YEAR

This award is given to the video that demonstrates the absolute highest quality of storytelling and production appearing on a website, app, or social platform.

INNOVATIVE TECHNOLOGY (AR / VR / 360 VIDEO)

Recognizing stories that utilize new digital technologies to create innovative design and visual storytelling including, but not limited to, AR, VR, and 360° video. Entries will be judged on how each entry utilizes a given format to make a compelling visual and/or narrative experience.



**BE
IN
SPIR
ED.**