



# ENTRY KIT CUSTOM MAGAZINES CATEGORY



## BACKGROUND

The Australian Magazine Awards were established in 2009 to recognise magazines that perform at the highest level for publishers and advertisers. The new category of Custom Magazines has been introduced for 2010. This is the only category where it is possible to enter the awards.

## DEFINITION

For the purpose of these awards a custom magazine is defined as one published for a fee by a publishing company (the publisher) on behalf of an unrelated company (the client).

## ELIGIBILITY

The publication must be a custom magazine published at least four times a year and its circulation must be CAB-audited. The publisher must be responsible for its design, production and advertising sales.

## JUDGING

The winners will be decided by a judging panel of well-regarded media buying executives. In addition to assessing information provided by publishers in their entries they will take into account production values, editorial content and design of each publication.

## CLOSING DATE

Entries must be submitted by 3 September 2010.

## INQUIRIES

Any questions, contact Justine Kendall at Two de Force, 02 9281 8788 or [Justine@twodefence.com.au](mailto:Justine@twodefence.com.au)

## TERMS & CONDITIONS

- There is no entry fee
- Entries must not exceed the allocated word count. If they are over the word count they may not be accepted.
- Finalists and winners will be covered in *AdNews* magazine, and/or its accompanying awards winners supplement, and on the *AdNews* website. The information published will be taken from the entry forms.
- If there is any specific information in your entry that is sensitive and should not be published please make this clear at the time you submit your entry.
- The judges' decisions are final.
- Entries will not be returned to entrants at the conclusion of the awards.

## ENTRY REQUIREMENTS

### 1. PUBLISHER STATEMENT

Provide a statement from the publisher of no more than 400 words outlining:

- The purpose of the publication
- Its customer base/target market
- Advertising revenue and growth in 12 months to June 2010
- Changes made in the 12 months to June 2010

### 2. CLIENT STATEMENT

Provide a statement from the client of no more than 400 words outlining:

- Performance of the publication
- Return on investment
- Service provided by the publisher

### 3. SAMPLE COPIES

Provide one copy of each of the latest three issues of the publication

### 4. SAMPLE ARTICLES

Provide three articles from the 12 months to June 2010 that best demonstrate the editorial and design values of the publication.

### 5. ENTRANT DETAILS

Entrant Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Publication: \_\_\_\_\_

Publishing company: \_\_\_\_\_

Client Company: \_\_\_\_\_

Send entries to Justine Kendall, Two de Force, Studio 1, 53 Great Buckingham Street, Redfern NSW 2016 by 3 September 2010.

