Game of Golds

PUB 53 — SPD

Call for Entries

THE Competition

Since 1965, SPD's competition has yielded hundreds of 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. 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 53 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, Brand of the Year, and Magazine of the Year. The list of finalists for print and digital categories will be announced in March 2018.

if YOU Win

IF YOU WIN, *you'll be notified by email on or about March 14, 2018.*

The Silver and Gold Medals, along with the Brand of the Year and Magazine of the Year Award winners, will be presented at the **SPD 53 GALA IN NEW YORK CITY.**

May 4th, 2018

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. The same files will be used in the PUB 53 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, 2018.

THE Jury

CO-CHAIRS

Tim Leong
CREATIVE DIRECTOR
Entertainment Weekly

Toby Kaufmann
PHOTOGRAPHY DIRECTOR
Refinery29

DIGITAL CO-CHAIRS

Kate Elazegui
CREATIVE DIRECTOR
FiveThirtyEight

Caroline Smith
PHOTOGRAPHY & VISUALS EDITOR
Topic and First Look Media

BRAND OF THE YEAR CHAIR

Andrea Dunham
EXECUTIVE CREATIVE DIRECTOR
People and Health

MAGAZINE OF THE YEAR CHAIR

Robert Newman
CREATIVE DIRECTOR
This Old House

A FULL LIST OF JUDGES WILL BE ANNOUNCED IN EARLY JANUARY.

(PREVIOUS PAGE) ILLUSTRATION BY **BRIAN STEELY**

Enter

RULES & ELIGIBILITY

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 2017; this includes magazines with a split date 2017/2018. (Please note: 2016/2017 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

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

STEP 1

Go to SPD.org and click the PUB 53 "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 PUB 53 ENTRIES!

BECOME A MEMBER TODAY

As a member, you will receive 50% OFF *the standard deadline 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

PRINT

DIGITAL

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1 Magazine OF THE Year

2 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.

3 Brand of the Year

4 MEMBERS' Choice

- ◆ 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

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
Single/Spread; 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, TRADE, INSTITUTIONAL, AND EDUCATIONAL

56 Cover
57 Photo-Illustration
58 Single / Spread
Including Spots
59 Story
Including Spots

DATA VISUALIZATION

60 Information Graphics
Data Visualization

WEB

61 Website of the Year
62 Redesign
63 Homepage
64 Custom Feature Design
Long Form (800 words min.)
65 Story – Short Form
66 Single Screen Design

DIGITAL PLATFORM
WEB OR APP

67 Animated Content
68 Information Graphics
69 Best Mobile Experience
70 Original Digital Illustration
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

MOBILE CHANNEL
3RD PARTY PLATFORMS

77 Best Instant Social Presentation
incl. Snapchat Discover & Instagram Stories

VIDEO

78 Video of the Year
79 Feature Video: Profile, Celebrity
80 Feature Video: Profile, Non-Celebrity
81 Feature Video: Service
82 Feature Video: News/Documentary
83 Short Video or Video Series
60 seconds or less, 3 videos maximum
84 Animated Content
85 Best Innovative Practice
includes VR, 360 Video or other new platforms

GUIDELINES FOR
Preparing
ENTRIES

Print

MAGAZINE OF THE YEAR

The society's highest 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 2017. 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

The Brand of the Year award honors the highest achievement in multi-platform publication design. The award is given to the brand that demonstrates the most imaginative and cohesive use of design, typography, illustration, and photography across multiple platforms. Each brand must submit either one Print Magazine or one Web site/mobile URL. In addition, submit 3 of the following categories: Print Magazine, Web site/mobile URL, Social Media, Video, Live Event (submit representation of event design/signage with images or sizzle reel), Print Supplement (book or special edition), Physical Product or Packaging (submit product), App. Your entry will consist of 4 items from 4 different categories (Print/Web plus 3 additional). Do not use any category more than once.

MEMBERS' CHOICE

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 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. 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 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 a 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 TRANSLATION OF THE HEADLINE AND SUBHEAD. TAPE TRANSLATION TO THE BACK OF YOUR ENTRY.*

Digital

APPS

Any editorial app created for a smartphone or tablet.

APP ENTRIES

Enter the download URL. Upload screenshots to ensure we judge the right entry. 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.

WEB SITES

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, innovation, user experience and responsive behavior across platforms. *Enter the home page URL plus five 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 right entry.*

CUSTOM FEATURE DESIGN

Any digital feature designed to create an immersive experience for the reader.

Entries should embrace digital storytelling technologies and visual design elements including illustration, typography, photography, video, animation, data visualization and interactivity. Entries will be judged on how effectively they incorporate visual design elements (photography, video, illustration, information graphics) into an interactive viewing experience.

SINGLE SCREEN DESIGN

Should embrace digital, storytelling technologies, responsive design, user experience and visual design. The desktop and mobile pages will both be judged.

OTHER WEBSITE ENTRIES

Work must be viewable via a standard browser, with standard plug-ins or downloads. All entries must have been live online in 2017. For judging purposes, sites must be available for viewing through March 2018.

APPS & WEB SITES

ANIMATED CONTENT

Motion Graphics including Covers, Title sequences, Typography, Lettering, and Illustration.

INFORMATION GRAPHICS

Should represent an enhanced experience if a continuation from the print design.

BEST MOBILE EXPERIENCE

This award is given to the website or app that demonstrates the absolute highest standards in editorial design. Mobile will be judged based on quality of design, photography, typography, use of interactivity, innovation, and user experience. Work must be viewable via a standard browser or in a standalone app. Entries will be viewed on mobile devices. Submit full URL and screenshot(s).

ORIGINAL DIGITAL ILLUSTRATION

Submit illustrations that were created for apps or websites and do not appear in a printed magazine. Includes singles and up to three in a series. Submit full URL and screenshot(s).

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.

MOBILE CHANNEL

Third party platforms

BEST INSTANT SOCIAL PRESENTATION

Any story presentation designed specifically for social media platforms (Instagram Story, Snapchat Discover, or similar platforms). Entries will be judged on how each entry takes advantage of the instant experience in social media. Please submit up to 3 screenshots and one platform channel URL to be reviewed live.

VIDEO

Any video which was created to tell or support an editorial story, appearing on a website or app. Videos will be judged based on quality of storytelling, editing, and typography. Submit the full URL. In addition, upload screenshots to ensure we judge the right entry.

BEST INNOVATIVE PRACTICE

This award is given to stories that utilize new technologies or use digital technology to create innovative design and visual storytelling, including, but not limited to, virtual reality, 360° video and augmented reality. Entries will be judged on how each entry utilizes a given format to make a compelling visual and/or narrative experience.

All Medal and Merit award winners will be featured in the 53rd Publication Design Annual. This full-color, 400-plus-page volume contains the work of the industry's leading designers, photographers and illustrators. It is an invaluable resource for publication design professionals worldwide. A publication fee is required for inclusion in the PUB 53 Annual. All SPD members receive a free copy, and you may reserve additional copies when submitting your entries.

If your app is not a free download, please do your best to provide the SPD with a link to download a free version, otherwise the cost to download the app/ issue should be included in your entry fee.

MAKE SURE
APPS, SITES, & VIDEOS ARE AVAILABLE FOR VIEWING THROUGH MARCH 2018

Deadlines

EARLY BIRD SPECIAL	STANDARD RATE	LATE FEE
December 20	**January 19**	**January 26**
$40 MEMBERS | $80 NON-MEMBERS	$50 MEMBERS | $100 NON-MEMBERS	$60 MEMBERS | $120 NON-MEMBERS

Independents: *Please contact SPD for DISCOUNTS.*
Members: *Remember, with 10 or more entries, you can submit an additional three entries FREE. But ONLY THREE. Not three for every 10.*