

STREAM 7: OVERALL MAGAZINE DESIGN OF THE YEAR

Sectors: One individual award across all of the three sectors – Business to Business, Custom and Consumer.

NOTE: You must have completed a TELL US ABOUT YOUR MAGAZINE entry form before completing this submission.

Closing date for entries is midnight August 12 2011. Entries received after this deadline will not be accepted.

For any entry or MPASA membership queries please email Melony Boucher at MelonyB@printmedia.org.za or call (011) 551-9802.

Please visit www.mpasa.org.za for descriptions of the categories.

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ARE YOU ELIGIBLE?

Entries must have appeared in final published form between 1 July 2010 and 30 June 2011.

Entrants may submit entries in a number of award categories. However, one entry may not be submitted into more than one individual award category.

Entries may be submitted in any South African language. Articles in languages other than Afrikaans or English must be accompanied by a certified translation in either of these two languages.

The PICA Awards are open to fully paid-up MPASA member publishers only. All entrants must be ABC certified or have received a provisional letter of acceptance from the ABC. (If your magazine does not have an audited ABC but does have a provisional letter of acceptance, please contact MPASA for advice on your entry).

The cost per entry is:

Title and Industry Awards (per submission):

Submitted before July 30 – R950

Submitted between July 31 and August 5 – R1,050

Submitted between August 6 and August 12 – R1,150

Last year MPASA introduced a special fee for the Individual Awards:

Submitted before July 30 – R700

Submitted between July 31 and August 5 – R800

Submitted between August 6 and August 12 – R900

Multiple entry discounts

3–5 entries 5%

6–10 entries 7.5%

11+ entries 10%

Submitter Details

Publishing Company *

Submitter Name *

First

Last

Submitter Job Title *

Submitter Phone Number *

Submitter Email *

Please Re-enter Submitter Email *

Submission Motivation

The submission motivation helps the judges understand how the overall goals of the magazine were met.

Magazine Name *

Entry Category *

Submission Header *

**Was the submission created by more than one person
(Maximum 3) ***

Yes

No

Submission Created By *

First

Last

Submission Created By: Other

First

Last

Submission Created By: Other

First

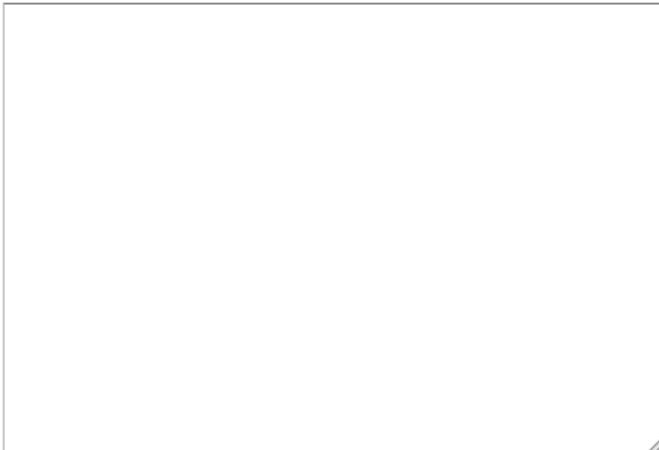
Last

**Based on the magazine positioning, how did your submission
interpret and incorporate this? ***

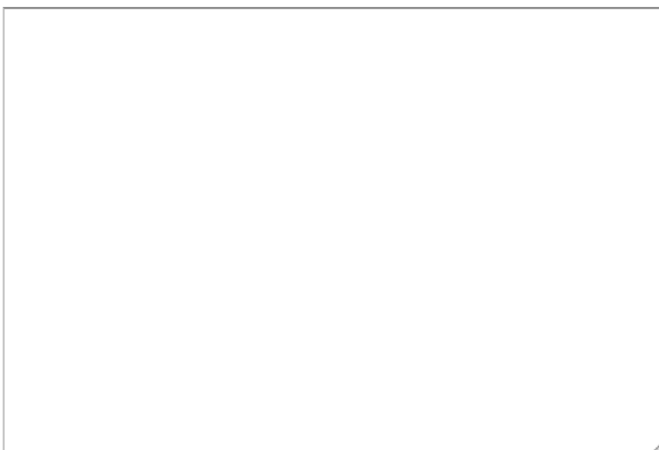
How did your submission reinforce the value to readers and enhance the overall experience of the magazine? If relevant, include: format (A5), medium (print), structure and style. *

A large, empty rectangular text box with a thin black border, intended for the respondent to provide details on how their submission reinforced value and enhanced the magazine's experience. A small cursor icon is visible in the bottom right corner.

Where applicable explain the choice of visual/s, fonts and/or editorial focus. Highlight innovations or noteworthy detail and outline in what way did these aim to appeal to the target market? *

A large, empty rectangular text box with a thin black border, intended for the respondent to explain their choices in visual design, fonts, and editorial focus, highlighting innovations and their appeal to the target market. A small cursor icon is visible in the bottom right corner.

Please detail any supporting activity associated with your submission. *

A large, empty rectangular text box with a thin black border, intended for the respondent to detail any supporting activities associated with their submission. A small cursor icon is visible in the bottom right corner.

Practically, how did you gauge the success of your submission (advertising growth, increased circulation etc). Please provide data and source? *

Submission Upload and Approval

Issue number where the submission appeared *

Please upload a pdf of the cover of your submission *

no file selected

To help us improve the PICA Awards entry process please evaluate the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I prefer this method of award entry	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
I found the form contained all the relevant data requests	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
I think the motivation questions define excellence	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

If you do not complete the survey please tell us why.

- I have already completed the survey I cannot complete the survey at this time

CONGRATULATIONS YOU ARE ALMOST FINISHED!

Check the box below and then submit your entry. You will then be redirected to the www.mpasa.org.za for more information on how to make payment. You can make payment immediately via credit card or within one week via EFT.

You will also receive a confirmation email, with your entry attached for your reference.

Please email MelonyB@printmedia.org.za for any queries.

In checking this entry, I acknowledge that I have the authority to sign on behalf of the company and have read the rules and agree to them and accept that the judges' decision is final. I agree that the information given has been checked and is accurate. I confirm that all the information and data supplied is correct. I understand that I will be contacted for further information if required. *

- I agree