

STREAM 2: TITLE AWARD – LAUNCH OR RE-LAUNCH

THE PHILIP TYLER TROPHY FOR LAUNCH OR RE-LAUNCH OF THE YEAR

Sectors: Business to Business, Custom and Consumer. One award per sector.

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. All submissions must have a cover publishing date July 1 2010 to June 30 2011.

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.

1	2	3	4	5	6	...
Entry Costs	Submitter Details	Magazine Information	Magazine Positioning	Submission Motivation	Submission Upload	

ARE YOU ELIGIBLE?

Magazines qualify provided two editions are submitted. A re-launch means a significant and noticeable change to the magazine, such as format and design and/or editorial focus and tone.

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 *

Magazine Information

Magazine Name *

Date of launch or re-launch

/ / 
MM DD YYYY

I confirm that the un-audited circulation is a fair and true reflection of the magazines performance. *

I agree

ABC Circulation (Previous period where applicable. Please indicate period below). *

ABC Period *

Latest AMPS Readership Figure *

Average Number of Pages Per Issue Since Launch or Re-launch (Include Cover). *

Average Number of Ad Pages Per Issue Since Launch or Re-launch (Include Cover) *

Is this a Launch or Re-Launch

- Launch
 Re-Launch

Submission Motivation

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

Explain the background/ brief for launch/ re-launch of the title and how the magazine positioning changed. *

Explain the choice of visual/s, fonts and/or editorial focus. Highlight innovations or noteworthy detail and outline how these aimed to appeal to the target market? *

Where applicable highlight significant changes from the previous version and innovations or noteworthy detail. In what way did these aim to appeal more to the target reader.

How was the launch or re-launch marketed to both readers and advertisers, before and during the launch/re-launch period? Briefly outline the strategy and why you believe it was successful. *

Practically, how did you gauge the success of the launch/re-launch? Please provide data and source/s. *

Please detail any supporting activity associated with your submission, for example, cover mounts, advertising etc *

Please provide the period for this supporting activity. *

Why is your submission uniquely qualified to win a PICA Award? Explain what made it stand out in comparison with your competitors and/or the marketplace? *

Submission Upload and Approval

Issue number of your submission *

Please upload a pdf of the cover. *

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 1 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