

TELL US ABOUT YOUR MAGAZINE

WRITING; DESIGN; INDUSTRY AND TITLE AWARDS ACROSS ALL SECTORS – CONSUMER; CUSTOMER; BUSINESS-TO-BUSINESS

PLEASE NOTE: This form must be completed in full before any additional entry forms are completed. We require that this form need only be completed ONCE and submitted with the the magazine's entry submissions. The judges will refer to this information when voting. Every magazine must submit this form.

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.net/website_pica 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 29 – R950

Submitted between July 30 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 29 – R700

Submitted between July 30 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 *

Entry Details

PLEASE NOTE: WE REQUIRE PAGES 3-7 TO BE COMPLETED IN FULL. THIS IS TO ENSURE JUDGES CAN REFER TO THIS INFORMATION WHEN VOTING.

Magazine Sector *

Business to Business ABC Category *

Custom ABC Category *

Consumer ABC Category *

Consumer ABC Category *

Association Information

MPASA Member *

Yes No

ABC Certified or Provisional Letter of Acceptance *

Yes No

Measured by AMPS *

Yes No

DO NOT CONTINUE UNLESS:

You have answered YES to BOTH the MPASA and ABC questions.

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Magazine Information

Magazine Name *

Number of times published per year *

ABC Circulation (Jan to Mar 2011) *

ABC Circulation (Jan to Mar 2010) *

Latest AMPS Readership Figure *

Target Reader Details

Target Reader Description *

Male/Female Readership *

Target Reader AMPS Age Range *

Target Reader AMPS LSM Range *

Target Reader AMPS HH Income Range *

Target Reader Details

Target Reader Description *

Male/Female Readership *

Target Reader AMPS Age Range *

Target Reader AMPS LSM Range *

Target Reader AMPS HH Income Range *

Magazine Positioning

The section is vital to the judges' decision. Please ensure that it is comprehensive and well thought out. The magazine positioning helps the judges understand the magazine's value proposition.

Please supply 10 copies of the magazine. The issue supplied should be from the period July 2010 – June 2011. These magazines will be used to assess the magazine positioning and do not have to contain the submission – see below. (You will be asked to upload a pdf of your submission at the end of this entry process).

Provide a statement of the brand positioning/ business model of the magazine. *



Provide a statement of the editorial/design policy of the magazine. Include how it applies to bought-in content and how it is adapted to the local market, if applicable. *



Who is the target reader of the magazine? Explain who the reader is (psychographically), do not repeat the demographics. *



What are the objectives of the magazine? Explain what reader need you service. *



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