



newsawards 2018

print·digital·business

IN ASSOCIATION WITH PJ AND FUJIFILM

Celebrating the best in news media print, technology and business innovation

Wednesday 18 April 2018

Nine Kings Suite, Royal Lancaster London,
Lancaster Terrace, London W2 2TY

Entry form

Closing date for entries 2 February 2018

www.newsawards.co.uk

FUJIFILM
Value from Innovation

precisioncolourprinting
PASSIONATE ABOUT THE POWER OF PRINT

manroland
web systems



newsprinters

wrh global...
UK



AGFA Agfa

Printing Charity
Welfare. Education. Heritage.



drag+drop
EZAdSPRO

TrinityMirrorPrinting
The national print network that's local to you

resolute
Forest Products

SunChemical®
a member of the DIC group

Google

The Biofore Company UPM

Categories

All categories are open to entries from the United Kingdom and the Republic of Ireland except The International Newspaper of the Year Award that is only open to overseas published newspapers.

International Printed Innovation of the Year and International Digital innovation of the Year are open to entries from the United Kingdom, Republic of Ireland and overseas publishers and printers.

All commercial information contained in entries remains confidential to the judging process.

The Fujifilm Grand Prix – The Total Package

The Fujifilm Grand Prix will be awarded to the news media brand that brings together the most cohesive and compelling “print – digital – business” offering to the market – The Total Package. The entry must demonstrate how the brand has used both print and digital technologies/solutions together to ensure sustainability and future success across its portfolio of news media products – the award will not go to one-off case histories.

Judges will be looking for the news media publisher that demonstrates the best cross-platform collection of both printed and digital assets, in particular where all media types complement and add value to each other.

In addition to judging the quality of the actual assets, judges will be looking for evidence of how publishers’ multi-platform strategies have been taken to market together with evidence of business success in terms of readership and revenue.

Judges require a maximum 500-word summary together with six copies of relevant products and links to digital assets. The entry would also be enhanced by a brief (no more than three minutes) digital presentation.

All entries to The Grand Prix must incorporate both printed and digital news media products.

THE PRINT AWARDS

Newspaper Printer of the Year

The Agfa Premier Award for all printers of newspapers printed by flexo or coldset web offset

There are two Awards. A print plant can enter either Award, but not both. All entries must come from commercial production runs.

National Newspaper Printer of the Year

Open to all printers of national newspapers, the judges will be looking for consistent and excellent quality from a maximum of TWO different national newspaper titles. Three consecutive issues of a newspaper (i.e. a maximum six newspapers for each entry) are required printed between 1 November 2017 and 2 February 2018.

Regional Newspaper Printer of the Year

Open to all printers of regional/ local newspapers, the judges will be looking for consistent and excellent quality from a maximum of THREE different regional or local newspaper titles from a printer’s or publisher’s portfolio. Three consecutive issues of each newspaper (i.e. a maximum nine newspapers for each entry) are required

(three days running for a regional daily, three weeks running for a weekly title), printed between 1 November 2017 and 2 February 2018.

Young Achiever of the Year

The UPM Premier Award

The UPM Young Achiever of the Year Award will go to an individual who has made significant strides in their professional development over the last year. The Award is only open to Young Achievers involved in disciplines relating directly to the actual production of a printed newspaper e.g.

- Printing
- Mailroom
- Pre-press
- Distribution
- Consumables procurement

Aged 30 years or younger, this individual will have had a positive impact on his/her peers and organisation and will show evidence of:

- personal achievements
- adding value to their organisation
- leadership potential
- creativity and innovation

Organisations can enter up to three candidates from each separate publishing or print site for Young Achiever of the Year. Judges will require:

- completion of the Nomination Form (download from <http://bit.ly/2imKLAe>)
- a maximum 500-word submission to support the nomination
- a high-res photograph of the nominee in the workplace
- any relevant examples of the nominee’s work

The entry must be written and submitted by a senior manager/director.

All shortlisted nominees will be invited to the Awards night as guests of newsawards and UPM.

International Printed Innovation of the Year

The Printing Charity Award for all UK and overseas published newspapers

Judges will be looking for entries that demonstrate the most innovative, creative or commercial implementation of print for newspapers while also demonstrating commercial benefits to printers and publishers. Entries need to have been published between 1 January 2017 and 2 February 2018.

In particular judges will be looking for innovations designed to encourage readership of the printed newspaper, especially those targeting young readers. Additionally, innovations that are new to the news media industry and have not been seen before will be looked upon favourably by the judges.

Entries can be for newspapers or supplements themselves or they can be standalone initiatives that have been used to enhance a newspaper’s performance.

Judges require 10 copies of a maximum 500-word summary (in English) to accompany the entry that must also include one copy of the actual printed newspaper/supplement/product.

National Newspaper of the Year (Monday – Saturday)

The manroland web systems Premier Award for all national daily newspapers

Three consecutive issues of a daily (e.g. Thursday, Friday, Saturday) newspaper published between 1 January 2017 and 2 February 2018 must be submitted for judging.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2016 and January-June 2017 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided.

Regional Daily Newspaper of the Year

For all regional daily newspapers

Three consecutive issues of the newspaper published between 1 January 2017 and 2 February 2018 must be submitted for judging.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2016 and January-June 2017 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided.

International Newspaper of the Year

The Resolute Forest Products Premier Award for all international daily and weekly newspapers published overseas

Judges will be looking for consistent and excellent quality over three different issues of a newspaper printed between 1 January 2017 and 2 February 2018. Design, use of colour and photography will also be taken into consideration by the judges. For further information and a list of previous winners go to <http://www.newsawards.co.uk/register-page>

Sunday Newspaper of the Year

For all Sunday newspapers

Three consecutive issues of a Sunday newspaper published between 1 January 2017 and 2 February 2018 must be submitted for judging.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category. Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2016 and January-June 2017 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided.

Weekly Newspaper of the Year

The WRH Global UK Award for all local weekly newspapers

Three consecutive issues of the newspaper published between 1 January 2017 and 2 February 2018 must be submitted for judging.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category. Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2016 and January-June 2017 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided.

National Supplement/Magazine of the Year

The Sun Chemical Award for all national newspaper supplements and magazines printed any method

There will be two trophies awarded in this category:

- **National Supplement/Magazine of the Year (Weekly frequency)**
- **National Supplement/Magazine of the Year (including Fortnightly/Monthly/Quarterly frequency)**
- The judging criteria for both Awards is the same – see below

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category. Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

The entry must include three different issues of the supplement or magazine published between 1 January 2017 and 2 February 2018.

A supplement/magazine must be a separate section of the publication or a separate publication, pre-printed, which is inserted in, or distributed with, the main newspaper.

Regional Supplement/Magazine of the Year

The Precision Colour Printing Award for all regional newspaper colour supplements or standalone magazines printed any method

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

The entry must originate from a newspaper publishing environment but can be a standalone publication. Required are three different issues of the supplement/magazine published between 1 January 2017 and 2 February 2018.

News Magazine of the Year

For all standalone national or regional news/current affairs magazines printed any method

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category. Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

The entry must include three different issues of the magazine published between 1 January 2017 and 2 February 2018.

Niche Market Newspaper of the Year

The PJ Award for all niche market (special interest) newspapers*

The judges will be looking for consistent quality over three different issues of a specialist newspaper published between 1 January 2017 and 2 February 2018.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation. For hints and tips go to www.newsawards.co.uk/helpful-hints-and-tips

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category. Every entry must be accompanied by a 500-word summary (maximum) – clearly laid out summaries which address the criteria headings separately will be looked upon favourably by the judging panel.

*Niche or special interest includes sports, hobbies, religious, educational, business and lifestyle titles.

THE DIGITAL AWARDS

News Website of the Year

The Google Award for all news websites

Judges require a maximum 300 words to support the entry. The entry should include a brief history/strategy; evidence of technology innovation designed to encourage/enhance visitor interaction; incorporation of multiple platforms such as Twitter, Facebook, blogging, video, mobile and evidence of monetisation of the website.

Where appropriate, judges will require free-of-charge access to the site during the judging process. The entry must be submitted as a plain Word document – no images, screen grabs etc. will be accepted. All entries, together with entry forms, must be emailed to mark@newspaperawards.co.uk

International Digital Innovation of the Year

The Drag+drop Award for all news media businesses (open to UK and international entries)

Judges will be looking for entries that demonstrate the most innovative, creative or commercial implementation of digital media that has brought improvements within your news publishing or printing environment. Digital media covers many different areas including internet, apps, podcasting, videocasting, Twitter, Facebook, streaming audio and video, mobile devices (such as Android, iPhone and iPad), blogs, virtual reality and digitally produced print. Judges require a maximum 300-word summary (in English) to accompany the entry that can be enhanced with diagrams, photographs and samples.

News App of the Year

The PCS Award for any platform including iPhone, Android and iPad

Open to all news media organisations (UK and international), judges require a brief summary (max 300 words) to support the entry. The entry should include details on how the app was developed; evidence of any technological innovations used in the design/implementation of the app; the commercial/business model for the app; facts and figures illustrating the success of the app.

Where appropriate, judges will require free-of-charge download access to the app during the judging process.

The entry must be submitted as a plain Word document – no images, screen grabs etc. will be accepted. The entry must be emailed to mark@newspaperawards.co.uk

Outstanding Mobile News Service Award

The Papermule Award for all news media outlets

Judges will be looking for the most creative, useful and well designed news service on a mobile platform including:

- Mobile app
- Tablet app
- Mobile web

A maximum 300-word summary is required together with relevant links and, where appropriate, free-of-charge access for websites, tablets etc. during the judging process. The entry must be submitted as a plain Word document – no images, screen grabs etc. will be accepted. The entry must be emailed to mark@newspaperawards.co.uk

Outstanding Use of Social Media Award

For all news media outlets

Judges will be looking to see how your news media products are using and working with different social media platforms to enhance and develop your audience and brand. The entry should highlight how the social media platforms have been used in engaging, innovative and commercially-effective ways.

A maximum 300-word summary is required together with relevant links and, where appropriate, free-of-charge access for websites, tablets etc. during the judging process. The entry must be emailed to mark@newspaperawards.co.uk

demonstrate how the Brand Partnership has succeeded via figures/percentages and it should show clear evidence of how the project has enhanced the brand of both the newspaper and its client.

Judges require a maximum 500-word summary together with six copies of relevant products and links to digital assets. The entry would also be enhanced by a brief (no more than three minutes) digital presentation.

Best Use of Advertising Technology

For all suppliers and users of Advertising Technology

Advertising Technology (Ad-Tech) is the collective term for systems and IT that help the media industry automate and improve the efficiency of the advertising process. The Ad-Tech market remains one of the fastest-growing part of the news media sector and it is having a profound effect on the newspaper industry.

Judges will be looking for entries, from suppliers or users of Ad-Tech, that demonstrate the smartest and most commercially successful use of advertising technology. Judges will be particularly interested in what process the technology has improved, how it has been integrated into the workflow and culture of the business, how it has increased revenue and how it has improved operating efficiency and profitability.

Judges require a maximum 300-word summary to accompany the entry, which can be enhanced with workflows, case studies and commercial data.

Commercial Advertising Initiative of the Year

For all news media organisations

Advertising continues to be the key ingredient to the success of any news media organisation. With new print and digital technologies, news organisations/media businesses are working with clients to create exciting, new cross-platform commercial advertising opportunities. In this category, judges will be looking for print, digital or combined projects that clearly demonstrate creative media thinking at their core. Judges also require evidence of the project's success – this can be via percentage figures, monetary figures or evidence of client satisfaction.

Judges require a maximum 500-word summary together with six copies of relevant products and links to digital assets. The entry would also be enhanced by a brief (no more than three minutes) digital presentation.

THE BUSINESS AWARDS

Brand Partnership of the Year

The Newsprinters Award for all news media organisations

Companies are increasingly looking to harness the full power of a news media publisher's print and digital portfolio. Judges will be looking for entries that demonstrate how a publisher has worked creatively and strategically with a brand to communicate its message and engage with the newspaper's digital and print audience. This might be through conferences, supplements, promotions, microsites, bespoke and native advertising solutions etc. The entry must

Entry form

Please fill out the form clearly and accurately in block capitals

Category entered

Name of Newspaper/App/Website

Company

Print/Production plant (if relevant)

Name

Position

Telephone

e-mail

Signature

Rules and regulations

Entry is free of charge

Only newspapers and digital news products/projects published since 1 January 2017 are eligible – except where specified

A news media organisation may enter any number of categories

Separate entry forms and newspapers are required for each category

Photocopies of the entry form are acceptable – please fill out the form clearly and accurately

Each entry must be accompanied by the requirements outlined under the category heading – otherwise the entry will be ineligible and will be excluded by the judges

Only one entry per envelope

Presentation folders will not be accepted, except for Young Achiever of the Year, International Digital Innovation of the Year, International Printed Innovation of the Year and the Grand Prix

Entries will not be returned unless specifically requested at the time of sending

Newspapers from Northern Ireland, Scotland, The Republic of Ireland and Wales may enter either the national or regional Print awards but not both

Closing date for receipt of entries is 2 February 2018

The decision of the judges is final

Return this form with all other entry requirements to:

**Gary Cullum, Cullum Publishing/Iguana,
Unit 1, Maylands Business Centre, Redbourn Road, Hemel Hempstead HP2 7ES
Sat nav for courier delivery: HP2 7BA**

Please note: entries for News Website of the Year, News App of the Year, Outstanding Use of Social Media and Outstanding Mobile News Service Award must be emailed to mark@newspaperawards.co.uk

For queries please contact:

Helen Hargreaves

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www.newsawards.co.uk