

2017 CHARLIE AWARDS CATEGORIES

PRINTING EXCELLENCE

Best Overall Printing

Entries for this category must be submitted by member printers, and member printers will receive the award for any magazine entries. Judging is based on production quality, specifically photographic and color reproduction, paper selection, binding and printing. A magazine's editorial offices must be located in Florida, but printing can be done elsewhere. Only the printer who has submitted the entry will have access to the information on the material submitted. Submit one copy each of three DIFFERENT issues produced between May 2016 and April 2017.

WRITING EXCELLENCE

Note: Layouts may be included

Best Writing: Department

Submit a single department from three separate issues. Department features can be produced by more than one writer.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

Best Writing: Feature

Submit one article per entry.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

Best Writing: Public Service Coverage

Entries in this category can be entire publications, articles or editorials that render outstanding public service through coverage of social issues impacting readers.

Best Writing: Humor

Submit one humorous column or feature per entry.

Best Writing: Service Feature

Submit one feature or column per entry that offers practical advice or “how-to” information.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Writing: In-Depth Reporting

Submit one or more articles on a single topic. The article or series must show a compilation of new information, advancement of knowledge, thoroughness and reliability.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Writing: Editorial/Commentary/Opinion

Submit a single editorial or a related series of no more than three editorials. Entries can include clips demonstrating reaction of readers.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Writing: Column

Submit a regularly appearing column by the same writer from three separate issues. No syndicated columns.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Writing: Feature Headlines

Submit three different feature headlines with accompanying decks. Pieces will be judged as a single entry.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

DESIGN EXCELLENCE

Best Traditional Illustration

Submit one per entry.

Best Photo Illustration

This category recognizes the growing reliance on computer manipulation and digital composite photos. Submit one per entry.

Best Photography: Photo Essay/Series

Entries should tell a story with more than one photograph and use minimal copy.

Best Photography: Cover

Original photograph used as part of a cover story. Submit one per entry.

*Entries will be judged in the following divisions:
Association/Trade/Technical
All Consumer*

Best Photography: Single Feature Image

Original photograph used as part of a feature story. Submit one per entry.

*Entries will be judged in the following divisions:
Association/Trade/Technical
All Consumer*

Best Photography: Single Department Image

Original photograph used as part of a department or section. Submit one per entry.

*Entries will be judged in the following divisions:
Association/Trade/Technical
All Consumer*

Best Design: Typography

The use of typographic elements to enhance a layout or design. Submit one per entry.

Best Design: Use of Photography

Use of photographic elements including selection, cropping, and incorporation with design and story. Submit three different issues.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Design: Department

Submit two examples of the same department per entry.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

Best Design: Feature

Submit one feature treatment of more than two pages.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

Best Design: Cover

Submit one per entry.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

DIGITAL EXCELLENCE

Best Digital: Social Media

Submit up to 5 links to social media activity.

Best Digital: Online Video

Submit link to one editorial video produced by your publishing company between April 1, 2016 and April 1, 2017. Video should not exceed 5 minutes.

Best Digital: Magazine Website

Submit up to 5 links to different areas of your magazine's website.

GENERAL EXCELLENCE

Best Advertisement: Self-Promotional

Any advertisement created by the company's in-house team to promote the publisher's own magazine, company or event. Submit one print ad per entry.

Best Advertisement: For a Client

Submit one print ad per entry.

Best Advertorial: Story or Section

Any special advertisement section created by the company's in-house team for outside clients (or client) that reads like an editorial section. Can be a single-page or multiple-page section. Judging based on design and editorial.

*Entries will be judged in the following divisions:
Association/Trade/Technical
All Consumer*

Best Custom Publication

Eligibility limited to an annual or biannual magazine produced by but not containing the title of the magazine producing it, either in the logo or tagline. Creating a custom publication that is produced for a specific customer base. Submit one issue per entry.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Visitor Publication

Any annual or periodic magazine produced with the primary mission of promoting tourism in Florida and enhancing the visitor experience. Publications not eligible to enter in this category include city/regional.

Best Special Theme or Show Issue

A single issue or special supplement devoted to a dominant theme, identified on the front cover and contents page. Example: Coastal Castles—A Water's Edge Special Publication.

Entries will be judged in the following divisions:

Association/Trade/Technical

All Consumer

Best Redesign

Magazine with a reworking of its design and/or content. Submit one issue each featuring old and new design.

Best New Magazine

Limited to magazines first published between May 2016 and April 2017. The magazine can never have been previously published under its current title or company name. Submit three different issues (submitting fewer than three issues is acceptable only for those publications launched too late to comply, but which will produce at least three issues during a 12-month period). Include a one-page summary of mission statement and editorial concept.

BEST OVERALL AWARDS

Best Overall: Online Presence

Eligibility is limited online-only magazines and websites that serve as editorial complements to member magazines. Call FMA if you have questions about a website's eligibility. 1) Submit your current homepage address and 2) no more than 10 links to important or notable areas of the website. The category honors the outstanding use of reporting, writing, photography and design in digital media, and the imaginative use of interactivity and multimedia in the fulfillment of the editorial mission of the publication. Websites entered in this category must convey a distinct editorial identity and create a unique magazine environment on the Web. Publications may also include, as part of their entry, links to mobile websites, services and applications and examples of social media that further the mission of the magazine.

Best Overall: Design

Submit three different issues.

Entries will be judged in the following divisions:

Association

Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

Best Overall: Writing

Submit three different issues.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ

Best Overall: Magazine

Submit three different issues.

Entries will be judged in the following divisions:

Association/Trade/Technical

Consumer, Less than 30k Circ

Consumer, 30k+ Circ