

newsawards 2017

Closing date for entries

27 January 2017

www.newsawards.co.uk

newsawards

Now in their 21st year, newsawards is an annual event held in Central London that celebrates the very best in news media print, technology and business innovation from around the world.

Recognised as the premier event for the news media industry in the UK, it regularly attracts over 500 senior executives to its gala evening.

In 2017, there is a greatly increased focus on encouraging entries from international newspaper publishers and printers to one of its key categories – International Printed Innovation of the Year.

International Printed Innovation of the Year (open to UK, Ireland and international entries)

The UPM Premier Award for all UK and international published newspapers

Newspapers that are going to succeed in the future are those giving their readers something new; newspapers that encourage new young readers: newspapers that use new print technologies and methods to delight and surprise their readers. In essence newspapers that **Innovate**.

Introduced for the first time in the 2013 Awards, the **Printed Innovation of the Year** category celebrates the most innovative, creative or commercial implementation of print for newspapers.

Gary Cullum, director of newsawards, says: "Over recent years we've seen some outstanding entries mostly from the UK, although there have been a limited number of international entries. However, on my travels as editor of UK trade magazine PJ, I know that there are many terrific examples of print innovation being produced internationally – we want to celebrate all those innovations at newsawards 2017."

Entries for The International Printed Innovation of the Year are now open – the closing date for entries is 27 January 2017.

Judging Criteria

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 2016 and 27 January 2017.

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 on 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 14 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.

Rules and regulations

Entry is free of charge

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

The 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

Presentation folders will not be accepted

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

Closing date for receipt of entries is 27 January 2017

The decision of the judges is final

The following section must be completed for every entry – please fill out the form clearly and accurately in block capitals

Newspaper

Publisher

Print/Production plant

Name

Position

Telephone

e-mail

Signature

Return this form with all other entry requirements to:

Gary Cullum, Cullum Publishing/Iguana, Unit 1, Maylands Business Centre, Redbourn Road, Hemel Hempstead, England HP2 7ES.

Sat nav for courier & delivery: **HP2 7BA**

For queries please contact:

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