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| Art Director of the Year B2B – Print &/or Digital  Please refer to the relevant web page for entry criteria and enclosures | | | | |
| Name of art director: |  | | | |
| Name of editor: |  | | | |
| Name of brand: |  | | | |
| Publishing company:  (As it should appear on screen/printed material) |  | | | |
| Address: |  | | | |
| Postcode: |  | | | |
| Telephone: |  | | | |
| Email: |  | | | |
| **Background Information**  **Please complete as appropriate** | | | | |
| What date did you become art director? |  | | | |
| Frequency of print publication: |  | | | |
| Please give circulation details for the following periods:  (Commercial success forms part of the overall picture but circulation figures are not of primary consideration) | July-December 2017: | |  | |
| January-June 2018: | |  | |
| July-December 2018: | |  | |
| Anticipated January-June 2019 | |  | |
| Please state auditing methods:  (ABC, PAMCo etc) |  | | | |
| Any further relevant circulation/readership information: |  | | | |
| Please state number of subscribers/ registered users |  | | | |
| Over the last six months please give the average monthly figure for: | Unique users: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Page impressions (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Average visit time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | |
| How often is the content updated? | Once a day  More than once a day  Once an hour | More than once an hour  Other (please specify)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| Please state measurement or analysis method and any significant data (eg ABC, Likes, Follows, Google Analytics, TweetReach, etc):  and attach a screengrab of your web traffic analytics software (such as Google Analytics or similar) |  | | | |
| **Your Entry** | | | | |
| Print issues enclosed with your entry  (Please give name or number or date of issue and on sale/availability) | 1. | | | |
| 2. | | | |
| 3. | | | |
| Please enter your URL and any login details/passwords: |  | | | |
| Why should you win?  Tell us, in no more than 500 words, what you’ve done that marks you out as exceptional.  Key points to address might be:   1. Who is your audience and how does your brand fit into the marketplace? 2. What are your brand objectives and how have you met them? 3. What are the key things that you have done to improve, change, or consistently maintain your title? 4. How have you made use of your resources? | | | | |
| Total word count:  (entries with more than 500 words will be penalised) |  | | | |
| **COST OF ENTERING**  **Please note that:**  **\* If you were not a member of the BSME on 1 June 2019 the non-member rate is applicable.**  **\* The Independent rate is only applicable to Publishers of no more than a few core titles whose financial and creative decisions are made by the same person/people.**  **\* The Non-Member rate includes membership of the BSME until 31 December 2019, but does not allow entry to the 2020 Talent Awards at the Member Rate.**  **\* Entries will not be processed until payment is received. Please complete and submit the form and then return to the category page to pay online or call the BSME office on 020 8906 4664 to pay by BACS.** | | | | |
|  | 1. BSME Member: £130.00 + VAT (Total: £156.00) | | |  |
| 1. Independent BSME Member: £110.00 + VAT (Total: £132.00) | | |  |
| 1. Non-Member: £250.00 + VAT (Total: £300.00) | | |  |
| 1. Independent Non-Member: £150.00 + VAT (Total: £180.00) | | |  |
| I undertake that the informa­tion given is based on fact and agree to abide by the rules.  ­I accept the judges’ decision is final. | | | | |
| Name of art director: |  | | | |
| Job title: |  | | | |
| Signed: |  | | | |
| Name of editor: |  | | | |
| Job title: |  | | | |
| Signed: |  | | | |

For queries or further information, please contact:

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