

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Editor of the year – Branded Content  Please refer to the relevant web page for entry criteria and enclosures | | | | |
| Name of editor: |  | | | |
| Name of brand: |  | | | |
| Publishing company:  (As it should appear on screen/printed material) |  | | | |
| Address: |  | | | |
| Postcode: |  | | | |
| Telephone: |  | | | |
| Email: |  | | | |
| **Background Information** | | | | |
| What date did you become editor? |  | | | |
| 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 2016: | |  | |
| January-June 2017: | |  | |
| July-December 2017: | |  | |
| Anticipated January-June 2018  (we will verify figures once published) | |  | |
| Please state auditing methods:  (ABC 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 have 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: |  | | | |
| There is an administration charge of £120 + VAT for each entry for current BSME members.  If you were not a member of the BSME on 1st June 2017 the cost to enter is £ 230 + VAT per entry. | | | | |
|  | BSME Member - £120 + VAT administration charge enclosed with entry (Total: £144) | | |  |
| BSME Member - £120 + VAT administration charge paid online (Total: £144) | | |  |
| Non-Member – £230 + VAT administration charge and entry fee enclosed with entry (Total: £276) | | |  |
| Non-Member – £230 administration charge and entry fee paid online (Total: £276) | | |  |
| 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 editor: |  | | | |
| Job title: |  | | | |
| Signed: |  | | | |

For queries or further information, please contact:

BSME Administration, Gill Branston & Associates. Tel: 020 8906 4664, Email: [admin@bsme.com](mailto:admin@bsme.com)