

|  |
| --- |
| Art Director of the year – Consumer - Monthly or less frequentPlease 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** |
| 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 2013: |  |
| January-June 2014: |  |
| July-December 2014: |  |
| Anticipated January-June 2015: (we will verify figures once published) |  |
| Please state auditing methods:(ABC etc) |  |
| Please state number of subscribers/ registered users | Unique users: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Page impressions (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Average visit time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Over the last six months please give the average monthly figure for: |  |
| How often is the content updated? | Once a dayMore than once a dayOnce 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) |  |
| Any further relevant circulation/readership information: |  |
| **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 £35 + VAT for each entry.If you were not a member of the BSME on 1st June 2015 there is an additional entry fee of £160 + VAT per entry. |
| ­Please tick as appropriate(with an “X”)Cheques shouldbe made payableto The British Society of MagazineEditors | BSME Member - £35 + VAT administration charge enclosed with entry (Total: £42) |  |
| BSME Member - £35 + VAT administration charge paid online (Total: £42) |  |
| Non-Member – £195 + VAT administration charge and entry fee enclosed with entry (Total: £234) |  |
| Non-Member – £195 + VAT administration charge and entry fee paid online (Total: £234) |  |
| 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 entrant: |  |
| Job title: |  |
| Signed: |  |
| 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