

ASIAN MEDIA AWARDS 2019

held in conjunction with
Publish Asia 2019

AWARD CATEGORIES

- Best in Print
- Best in Design
- Best in Editorial Content
- Best in Infographics
- Best in Photojournalism
- Best in Newspaper Marketing
- Best in Community Service

www.wan-ifra.org/ama



WAN-IFRA's 18th Asian Media Awards aim to promote the highest publishing standards in the fields of newspaper and magazine design, infographics, printing, editorial content, marketing, community service and photojournalism.

Hundreds of newspapers and magazines in Asia Pacific, South Asia and Middle-East have taken part in the competition over the last eighteen years, establishing the Asian Media Awards as the most prestigious recognition of excellence for the news publishing industry in the region.

1

Best in Print

The Asian Best in Print Awards will be presented to newspapers deserving recognition for their excellence in standardised printing. The focus of the award is to show the ability of newspapers to print consistently high quality according to international standards.

This competition is open to all newspapers in Asia and the Middle-East, independent of production process or types of paper used. Four different categories are created for this purpose:

- | | |
|------------|---|
| Category 1 | Coldset-offset on newsprint |
| Category 2 | Heatset-offset or UV offset on newsprint (Semi-commercial) |
| Category 3 | Heatset-offset or UV offset on SC or LWC paper (Semi-commercial) |
| Category 4 | Extra category for printing on tinted paper or using processes other than offset (e.g. flexo or digital printing) or newspapers that prefer to follow their own in house standard, which is different from ISO WAN-IFRA recommendations |

Successful participants are awarded in two classes:
Below circulation of 150 000 copies and above circulation of 150 000 copies.

Please download the cuboid from www.wan-ifra.org/ama under the Best in Print category.



2

Best in Design

Newspaper and Magazine Overall Design

This award will be presented to entries whose overall design, originality and content have achieved levels of excellence deserving of recognition. Entries will be judged not only on design but on how design is used to project the contents. This includes the use of typography, photography, information graphics and colour. These categories (2A & 2B) are for overall design of the newspaper/magazine and not just single pages or sections.

2A. Newspaper Overall Design

2B. Magazine Overall Design

Newspaper Front Page and Magazine Cover Design

This award will be presented to entries that achieve powerful impact in the newspaper front page or magazine cover page. The judges will be looking for pages clearly showing a brilliant treatment of a scoop or unique take on a breaking or feature story, incorporated with captivating headline, creative design style and best use of photographs.

2C. Newspaper Front Page Design

2D. Magazine Cover Design

Eligibility

- Entry can be from a daily, weekly, monthly, bimonthly or quarterly circulation. Newspapers can submit tabloid or broadsheet formats.
- Only one entry per newspaper/magazine will be accepted for the overall design categories. However, if your company publishes more than one newspaper/magazine, you can submit one entry for each publication.
- The entry must have been published in 2018.



HO
TO L
FRIE
AND
ALIEN
PEOP
BY KID

1. Derry as a...
2. Loh mistal...
3. Derry as a...

3

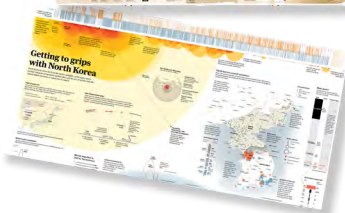
Best in Editorial Content

This award recognizes articles published in a newspaper's regular section or in a special section, that demonstrate high standards of reporting and writing for exploring a topic or issue of significance.

- 3A. Newspaper Breaking News Article
3B. Newspaper Feature Article

Eligibility

- "Newspaper breaking news article" (3A) honors entries that demonstrate excellence in covering a breaking news event under deadline pressure.
- "Newspaper feature article" (3B) recognizes an article or a series of articles that display high reporting and writing skills for presenting and explaining an event, personality or topic of significance.
- Only printed and circulated newspapers will be accepted.
- Entries must have been published in 2018.

**4**

Best in Infographics

This award aims to recognize excellence in design, usefulness and clarity of information conveyed in both breaking news and non-breaking news in newspaper and magazine infographics.

- 4A. Newspaper Infographics
4B. Magazine Infographics

Eligibility

- This category is for information graphics used in newspaper and magazine.
- Entry can be from a daily, weekly or monthly circulation in tabloid or broadsheet.
- Entry presenting any charted information, graphs, diagrams or maps with or without the use of illustration or photography.
- Only published information graphics will be accepted.
- The entry must have been published in 2018.



simulating your half brother
es into the Sea of Japan.



5

Best in Photojournalism

Compete with the very best in photography in the industry! This award is open to newspaper and wire service photographers as well as to freelancers working for these media, supplying work to either news, sports or feature agencies or providing content for websites affiliated with newspaper. The award will recognize the photographer's visual creativity (originality of perception and treatment), his ability to expand knowledge or understanding of an issue through an effective use of his medium and his technical skills.

5A. News Photography

Includes the coverage of general news events (for which advance planning was possible) as well as spot news events (for which no advance planning was possible). The possible element of risk implied in the shooting and/or the picture's timeliness will receive a special appreciation.

5B. Feature Photography

A picture depicting a lifestyle or a special interest news and demonstrating a profound understanding of a given topic as well as high visual qualities.

5C. Sports Photography

An image that captures the competitive spirit and tenacity of either an individual sportsman/sportswoman or the collective efforts of a team. Sports related feature pictures other than game action such as crowd cheering, judges, and fans will also be recognized.

Eligibility

- All submitted photographs must be published in 2018
- Photographers should be working in Asia Pacific, South Asia or Middle East.
- Each entry should consist strictly in one single photo.

**6**

Best in Newspaper Marketing

This award will recognize successful campaigns for marketing the news publishing company's brand or image to readers in order to increase circulation and subscriptions to the print product and the overall media brand awareness.

Judges will value the originality of the product/brand promotion as well as its efficiency for generating significant increases in engagement with the audience, leading to increases in circulation and subscriptions.

Eligibility

- Entries must consist in campaigns on any media channel for promoting print product brands. The promoted products can include the media house's flagship publication as well as other publications and/or their supplements and special editions.
- Campaign must be carry out in 2018

7

Best in Community Service

Media companies play an important role in society. Many companies go beyond their traditional roles of educating and entertaining readers to become an active player in leading and implementing social service campaigns for the benefit of the community they serve.

This award aims to acknowledge the most innovative and valuable efforts by the media company to be of service to its community. Judges take in account the merits of such social programs, the effectiveness of its marketing, involvement of the community and the successful delivery of its objectives.

Eligibility

- This category is open to all community service campaigns driven by a news media company.
- Campaign must be carry out in 2018

Asian Media Awards 2019

SUBMISSION GUIDELINES

For inquiries please contact:
Wilson Leong
Email: wilson.leong@wan-ifra.org
Tel: +65 6562 8448



General Guidelines For All Categories except for Best in Print

Please register online at www.wan-ifra.org/ama
Registrations are open
from 01 Dec 2018 to 25 Jan 2019
All materials to be submitted online
(except for 2A, 2B, 2C & 2D)

The details that you fill in the registration form will be used on winning trophies, press releases and editorial write-up. Please check that you have submitted your company name, newspaper or magazine title/s correctly.

- The competition is open to all newspaper and magazine companies as well as freelance photographers in Asia Pacific, South Asia and the Middle East.
- All entries submitted must have been published in 2018.
- Unlimited entries can be submitted except for the overall design categories. Payment must accompany each entry.
- Winning entries will be called to present proof of printed publication/s, before announcement of the awards.
- Entries will not be returned to sender.
- An invoice will be generated, which will serve simultaneously as a confirmation of registration.
- All registrations, payments and materials must be received by 01 February 2019. There will be no extension granted on the deadline. Any bank charges to be borne by entrant companies. Incomplete payments will disqualify entrants from the competition.
- Follow the outlined entry and submission guidelines carefully to ensure that your entry is accepted. Entries that do not conform to these rules will be disqualified.
- Participants must accord WAN-IFRA the full rights to retain and use free-of-charge selected images from the contest.
- The judges' decisions are final.

Material submission guidelines for Best in Design Categories:

- 2A. Newspaper Overall Design
- 2B. Magazine Overall Design
- 2C. Newspaper Front Page Design
- 2D. Magazine Cover Design

Submit one original full set copy of newspaper or magazine. Each entry must be accompanied by the Asian Media Awards (AMA) Entry Label, duly filled and clipped on each entry's material. AMA Entry Labels are available for download at: www.wan-ifra.org/ama

Entries for categories 2A - 2D to be delivered at:

Asian Media Awards 2018
WAN-IFRA Asia Pacific Pte Ltd
25 International Business Park
#04-103F German Centre
Singapore 609916

Material submission guidelines for Best in Editorial Content & Best in Infographics Categories:

- 3A. Newspaper Breaking News Article
- 3B. Newspaper Feature Article
- 4A. Newspaper Infographics
- 4B. Magazine Infographics

- Entries must be supported by a written submission of up to 400 words explaining in a clear and concise manner the entry's context and specificity (topic covered, context, challenges, article or graphic's main qualities)
- The published page carrying the submitted entry should be sent in jpg or pdf format.
- Each file size should not exceed 10mb. If the file size exceeds this requirement, the judges will not be able to open the file and the entry/s will automatically be disqualified.
- Please only send one article / graphic per entry except for feature article where one entry can consist in a series of related articles.
- For Best in Editorial Content, only entries in English, Bahasa and Chinese language are accepted due to judging constraints.

Material submission guidelines for Best in Photojournalism categories:

- 5A. News Photography
- 5B. Feature Photography
- 5C. Sports Photography

- Images submitted should be saved strictly in jpg format. The resolution should not exceed 300dpi.
- Each file size should not exceed 5mb. If the file size exceeds this requirement, the judges will not be able to open the file and the entry/s will automatically be disqualified.
- Entrants can submit photos in colour or black and white.
- Entrants can submit strictly 1 photo only per entry.
- Optional: entries can be supported with a written submission of up to 400 words explaining the entry's context and specificity.

Material Submission Guidelines for Best in Newspaper Marketing & Best in Community Services Categories:

- Entries should be submitted in a PDF document containing no more than 12 pages with pictures of the materials printed in the newspaper, URLs and screen shots of the related Web publications and pictures of all related materials (such as flyers, promotional objects, events, mobile content, etc.).
- Please ensure that digital files are no larger than 10mb.

Recognition of Excellence

All prize winners will be granted the exclusive usage of a special icon illustrative of their achievement and representing – for each category – the gold, silver and bronze awards. Winners will be entitled to display this distinctive WAN-IFRA recognition of excellence in their publication as well as in all their corporate communications or marketing materials.



Registration Fees

Registration of entries will be accepted online only at: www.wan-ifra.org/ama.

Closing date 25 January 2019

Entry Fees:

■ Best In Print	
Circulation Below 150k	SGD 550
Circulation Above 150k	SGD 550
■ Best In Design	
Newspaper Overall Design	SGD 200
Magazine Overall Design	SGD 200
Newspaper Front Page Design	SGD 150
Magazine Cover Design	SGD 150
■ Best In Editorial Content	
Newspaper Breaking News Article	SGD 150
Newspaper Feature Article	SGD 150
■ Best In Infographics	
Newspaper Infographics	SGD 150
Magazine Infographics	SGD 150
■ Best In Photojournalism	
News Photography	SGD 100
Feature Photography	SGD 100
Sports Photography	SGD 100
■ Best In Newspaper Marketing	SGD 150
■ Best In Community Service	SGD 150

Asian Media Award Winners 2018



WORLD CLASS JUDGES

The Asian Media Awards are evaluated by an exclusive panel of 30 editors, art directors and media executives from all over the world, which is renewed annually. The full list of judges remains confidential during the competition and is disclosed simultaneously with the Awards results.



The 18th Asian Media Awards will be presented at Publish Asia 2019. This event will take place in Bali, on 10-12 April 2019

Through case studies, thought-provoking presentations and discussions with experts, Publish Asia 2019 will help publishers and media executives keep their finger on the pulse of the disruptive innovations that are currently challenging news-media economics.

For more information
visit www.publishasia.com