

webstar*
**Magazine
Media
Awards
2021**

LIST OF AWARDS

SUPREME AWARDS

Webstar Supreme Magazine of the Year | NZ Post Supreme Editor of the Year | Mag Person of the Year | People's Choice

AWARDS BY CATEGORY

Webstar Best Magazine

Consumer special interest, current affairs & business | home, food & lifestyle (incl. mass market) | trade

Best Cover

Consumer special interest, current affairs, business & trade | home, food & lifestyle (incl. mass market) | non-newsstand

Best Journalist

Consumer special interest, current affairs, business & trade | home, food & lifestyle (incl. mass market)

NZ Post Best Editor

Consumer special interest, current affairs, business & trade | home, food & lifestyle (incl. mass market)

Best Columnist/Blogger

Best Launch / Relaunch

Best Designer / Design Team

Best Digital Brand

Best Marketing Campaign

Best Custom Magazine

Best Regional Magazine

Best Brand Event

Best Advertising Solution

Best Photographer



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Magazine Media Awards 2021

AWARDS CRITERIA

The following document lists all 2021 Webstar Magazine Media Awards categories, criteria, eligibility, requirements, weightings and word counts.

Note: digital brands are eligible to enter ALL awards categories.

SUB-CATEGORY DEFINITIONS

Consumer Special Interest: brands with an editorial focus on a specific subject (excluding Home & Food).

Current Affairs & Business: brands with an editorial focus on current affairs or business.

Trade: magazine brands with specific editorial content relating to trade and industry and any associated professions or services.

Home & Food: brands with an editorial focus specifically on home or food.

Lifestyle: brands with a broad-based editorial focus on a range of lifestyle topics.

Mass Market: brands with a print circulation of 30K-plus and a celebrity/entertainment focus.

Non-Newsstand: titles with 5% or less of their circulation via newsstand sales.

IMPORTANT DATES FOR 2021

Entry eligibility period | 1 July 2020 – 30 June 2021

Entries open | Monday 12 July 10.00am

Entries close | Friday 13 August 5.00pm

Judging commences | Friday 20 August 9.00am

Judging closes | Friday 17 September

Finalists announced & tickets on sale | Monday 27 September

Awards ceremony | Thursday 14 October



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SUPREME AWARD
WEBSTAR SUPREME MAGAZINE OF THE YEAR

The Webstar Supreme Magazine of the Year is awarded to one of the winners of the three Webstar Best Magazine sub-categories or the winner of the best digital brand . No entry necessary.

SUPREME AWARD
NZ POST SUPREME EDITOR OF THE YEAR

This award goes to one of the winners of the two NZ Post Editor of the Year categories. No entry necessary.

SUPREME AWARD
MAGAZINE PERSON OF THE YEAR / LIFETIME ACHIEVEMENT

This is a discretionary award, given to a person who has made an outstanding contribution to the magazine industry, either during the award period or cumulatively over their career. No entry necessary.

SUPREME AWARD
PEOPLE'S CHOICE MAGAZINE OF THE YEAR

This award is judged by the general public. The award is based on cover recognition (cover images are supplied by entrants and displayed for voters in an online gallery) and is open to brands with a print edition or a digital edition that has a distinct cover. Simply upload your favourite cover from the awards eligibility period and encourage your readers to vote!



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WEBSTAR BEST MAGAZINE

Awarded to a magazine (either print, digital or both) that demonstrates consistent all-round publishing excellence and engagement with its community. The winner of each category becomes a finalist for the Webstar Supreme Magazine of the Year. Digital magazine platforms may enter this award in the appropriate sub-category as well as entering Best Digital Brand.

Consumer special interest, current affairs & business | home, food & lifestyle (incl. mass market) | trade

Tell us about your magazine and why it is the best in its category by answering the questions below:	Weighting	Word count
Q1. How effective is your brand? Discuss target audience, engagement, channel mix (digital, social, events etc). Extra credit will be given for innovative strategies.	70%	600
Q2. Describe your successes this year (compared to last year where relevant). Include metrics such as readership or Magazine 360 Circulation; engagement across social and digital platforms; number of subscribers, commercial contribution.	30%	300

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry. Commercial success may be outlined in a statement from your publishers.
- **Physical copies** | TWO copies of THREE different issues (SIX total).
- **Metrics (year on year % change)** | YES. Include relevant metrics in your answer to question 2.

BEST COVER

Awarded to the best magazine cover in each category.

Consumer special interest, current affairs & business | Home, food & lifestyle (incl. mass market) | Non-newsstand

Tell us about this cover and why it's a winning entry by answering the question below.	Weighting	Word count
Q1. Why is this the best cover? Include comments on design, target audience, and the success of the cover (include metrics and evidence of engagement).	100%	500

Please provide the following as supporting evidence:

- **Supporting documents** | please provide a PDF of the cover you are entering.
- **Physical copies** | Optional: ONE copy of your magazine to allow the judges to see your cover in a physical format.



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BEST JOURNALIST

Awarded to the best magazine feature writer (can be freelance). Entries may have been published by different titles, by different publishers, or may all be from the same magazine or digital platform. However, all articles must be within the same category. Editors are eligible to enter this award for their stories, but not for their editorials.

Consumer special interest, current affairs, business & trade | home, food & lifestyle (incl. mass market)

Tell us why this is a winning entry by answering the question below.

	Weighting	Word count
Q1. Explain your story-telling technique, how you got each story and how the stories engage with the target audience.	100%	400

Please provide the following as supporting evidence:

- **Supporting documents** | THREE separate articles (preferably as PDFs)
- **Physical copies** | NO

NZ POST BEST EDITOR

Awarded to the best magazine editor (either print, digital or both) in each category. Entrants must demonstrate consistent all-round publishing excellence and engagement with the magazine community. The winner of each category becomes a finalist for the NZ Post Supreme Editor of the Year. The nominee must have been editor of the magazine brand for at least six months and, in the case of physical magazines, they must have been editor of two of the issues submitted.

Consumer special interest, current affairs, business & trade | home, food & lifestyle (incl. mass market)

Tell us why this is a winning entry by answering the questions below.

	Weighting	Word count
Q1. Explain your reader community and your editorial vision. How is your vision reflected in your magazine's content and design?	65%	600
Q2. How have you contributed to the success of the magazine through innovation and creative thinking?	35%	300

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry - please use sparingly.
- **Physical copies** | TWO copies of THREE different issues (SIX total). Not applicable to digital editor entrants, who should supply links to relevant items that support their case in their written entry.



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BEST COLUMNIST / BLOGGER

Awarded to the best writer of a regular column or blog (or both) on any magazine platform. One columnist or blogger can enter using multiple examples from one title or examples from multiple titles.

Tell us about your work and why this is a winning entry by answering the question below. Weighting Word count

Q1. Explain your writing technique and how your work engages with a target audience. 100% 400

Please provide the following as supporting evidence:

- **Supporting documents** | THREE separate columns/blogs (preferably as PDFs)
- **Physical copies** | NO

BEST LAUNCH / RELAUNCH

Awarded to the best brand launch or relaunch, digital or print. Entrants should demonstrate innovation, and show how they have found and appeal to their audience. Single shot publications are eligible to enter this award.

Tell us about your brand launch or relaunch and why it is a winning entry by answering the questions below. Weighting Word count

Q1. Describe the background to your launch, your strategy, target audience and marketing. What new ideas and innovation did you use to support the launch/relaunch. 60% 600

Q2. What success did you have? 40% 300

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry – please use sparingly
- **Physical copies** | YES, if relevant



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BEST DESIGNER / DESIGN TEAM

Awarded to a designer or design team that demonstrates excellence in magazine design.

Tell us why this is a winning entry by answering the question below.

Weighting

Word count

Q1. Explain your design – typography, photography, illustration etc – and how it connects with your target audience.

100%

500

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry – please use sparingly
- **Physical copies** | If relevant include TWO copies of THREE different issues that the designer/design team have worked on (SIX total)

BEST DIGITAL BRAND

This award recognises excellence in the development of digital media brands, whether websites, apps, e-commerce platforms, or social media pages. Judges will be looking for publishers that serve their user communities with engaging and relevant content and who have had measurable success. Entries do not have to stem from a print product. Advertiser sponsored websites are eligible. The winner of this category becomes a finalist in the Supreme Webstar Magazine of the Year.

Tell us about your Digital Brand and why it is a winning entry by answering the questions below

Weighting

Word count

Q1. How effective is your digital brand? Describe how the content, design and execution create an engaging experience for your community.

60%

500

Q2. What wins have you had this year? In this section you might provide year-on-year (or period-on-period if you have not been going for a year) metrics to back up your story: eg: Google Analytics figures for users, new users, number of sessions per user, page view and session duration, EDM database and open rate, video views etc. You might also describe any commercial successes.

40%

350

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry – please use sparingly
- **Physical copies** | NO – unless relevant to entry
- **Metrics (year on year % change)** | YES. Include relevant metrics in your answer to Q2.



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BEST MARKETING CAMPAIGN

Awarded to the best marketing campaign to promote a magazine brand's commercial or audience growth. Judges will be looking for solutions that leverage the strengths of magazines. Additional credit will be awarded for creativity across platforms, innovative thinking, tangible proof of reader engagement and positive commercial outcome.

Tell us about your campaign and why this is a winning entry by answering the questions below.	Weighting	Word count
Q1. Tell us about your campaign: its aim, activations, and how it used the strengths of your brand.	75%	600
Q2. How well did you succeed? Your answer may include ROI, and/or evidence of engagement and enhancement of your brand.	25%	250

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry – please use sparingly
- **Physical copies** | NO – unless relevant to entry

BEST CUSTOM MAGAZINE

Awarded to a magazine that demonstrates all-round publishing excellence and engagement with its community as part of a client-owned media strategy. Magazines eligible for this category are those created and published exclusively for, and owned by, a client company, brand, or association.

Describe why your magazine is a winner by answering the questions below	Weighting	Word count
Q1. Tell us about this magazine brand, and how it links with the marketing objectives of the client. What is your target audience, and how does your brand engage with it? Describe your channel mix and content strategy. Include details of funding model (third party advertising, circulation, client funding etc) and editorial resources.	70%	600
Q2. How successful has your brand been? You might include commercial returns, evidence of engagement etc.	30%	300

Please provide the following as supporting evidence:

- **Physical copies** | YES, if relevant include TWO copies of TWO issues (four total)
- **Metrics (year on year % change)** | not required, but might be included in your answer to Q2.



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BEST REGIONAL MAGAZINE

This award is designed to celebrate the best magazine serving a defined regional audience. Judges will be looking for all-round publishing excellence and evidence of strong community connection. Extra credit will be given for innovative strategies, strong advertiser relationships and commercial success.

Describe why your magazine is a winner by answering the questions below	Weighting	Word count
Q1. Tell us about your magazine brand, including the channel mix (digital/print/social/events) and how it serves your community. What is your content strategy?	75%	700
Q2. How successful has your brand been? You might include commercial returns, evidence of engagement etc.	25%	300

Please provide the following as supporting evidence:

- **Physical copies** | YES, if relevant include TWO copies of TWO issues (four total)
- **Metrics (year on year % change)** | not required, but might be included in your answer to Q2.

BEST BRAND EVENT

Awarded to a magazine event that reinforces brand values, delivers a valuable experience to its audience and/or the wider community, and contributes to the success of the magazine brand. The event must have taken place within the award eligibility period.

Describe your event and its impact by answering the questions below:	Weighting	Word count
Q1. Tell us about this event and how it strengthens and reinforces the magazine brand. What was the aim of the event?	60%	700
Q2. How successful was your event? Your answer might include evidence of numbers attending, engagement across platforms, post-event feedback, and/or commercial success.	40%	300

Please provide the following as supporting evidence:

- **Physical copies** | NO, unless relevant
- **Metrics (year on year % change if this is a repeat event)** | not required, but might be included in your answer to Q2.



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BEST ADVERTISING SOLUTION

Awarded to the salesperson or team that have created the best commercial solution for an advertising client. Judges will be looking for solutions that were designed to meet an advertiser's goals, leverage the unique strengths of magazines and that got strong results for the advertiser. .

Tell us about your campaign and why this is a winning entry by answering the questions below.	Weighting	Word count
Q1. Describe the sales challenge and your solution. How did your solution leverage the strengths of your brand and meet the objectives.	75%	750
Q2. How well did you succeed? Your answer may include engagement, attitudinal/behavioural change, sales results, client feedback.	25%	250

Please provide the following as supporting evidence:

- **Supporting documents** | may include visual, graphical, or numerical information that supports your entry – please use sparingly
- **Physical copies** | NO - unless relevant to entry

BEST PHOTOGRAPHER

Awarded to the photographer who best demonstrates excellence in magazine photography.

Tell us why this is a winning entry by answering the question below. Provide three pieces of work that demonstrate your case. Each of these may be a multi-image feature or single shot. The single shot may be taken from a feature. The pieces may all be from the same title, or from different titles.	Weighting	Word count
Q1. Tell us about your photographic approach and what challenges you encountered.	100%	500

Please provide the following as supporting evidence:

- **Supporting documents** | include PDFs of the THREE pieces of work. PDFs should be high resolution (200 dpi or higher)
- **Physical copies** | Include ONE copy of EACH print magazine featuring the work entered.



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BRANDS BY CATEGORY

CONSUMER SPECIAL INTEREST

Magazine brand/title	Publishing company
Adventure	Pacific Media
Boating New Zealand	Boating New Zealand Ltd
Bride & Groom Magazine	The Fusion Group
Dairy News	Rural News Group
Destinations	Destination Publishing Parkside Media
D-Photo	Parkside Media
Fish & Game	BDMA Revolution
Juno	Opes Media
Landscape Architecture NZ	AGM Publishing
Mindful Parenting	Lovatts Publishing
New Zealand Performance Car	Parkside Media
New Zealand Truck & Driver	Allied Publishing
New Zealand Trucking	Long Haul Publications
New Zealand Weddings	Ground Up Media
New Zealand Wilderness	Lifestyle Publishing
NZ 4WD magazine	Adrenalin Publishing
NZ Autocar	NZ Autocar
NZ Classic Car	Parkside Media
NZ Fishing News	NZ Fishing Media
NZ Horse & Pony	Manaia Media
NZ Lifestyle Block	Lifestyle Magazine Group
NZ Logger Magazine	Allied Publishing
NZ Rugby World	Dark Horse
NZV8	Parkside Media
OHBaby!	OHbaby! Ltd
Parenting Magazine	Parents Inc
Rugby News	Star Media
Rural News	Rural News Group
Scout	School Road
Shepherdess	Kristy McGregor
The Cut	Hope Publishing
The Shed	Cadenza
Motorhomes, Caravans & Destinations	MCD Media
1964 Magazine	1964



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CURRENT AFFAIRS & BUSINESS

Magazine brand/title	Publishing company
Idealog	ICG Media
Marketing Magazine	ICG Media
Metro	Metro
New Zealand Listener	Are Media
North & South	Richter & Hasel
NZ Business	Adrenalin Publishing
NZ Geographic	Kowhai Media
NZ Management	Adrenalin Publishing

CUSTOM PUBLICATIONS

Magazine brand/title	Publishing company
Kia Ora	Are Media
Habitat	ICG Media
Black & White	ICG Media
Beauty NZ	Dianne Turgis
AA Directions	AA
66 Magazine	Vermeulen Officer Media
NZ Plumber	Master Plumbers, Gasfitters & Drainlayers NZ Inc
Board Room Magazine	Institute of Directors in New Zealand
Liquorland Toast	ICG Media

DIGITAL

Magazine brand/title	Publishing company
Homed	Stuff
Homes to Love	Are Media
Food to Love	Are Media
Now to Love	Are Media
Ensemble	Ensemble
The Register	ICG Media
Stop Press	ICG Media
Archipro	Archipro
Capsule	Capsule



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HOME & FOOD

Magazine brand/title	Publishing company
Cuisine	Slick & Sassy Publishing
Dish	ICG Media
Healthy Food Guide	Healthy Life Media
HOME NZ	Parkside Media
Homestyle	The Pluto Group
Houses New Zealand	AGM Publishing
Kiwi Gardener Quarterly	Star Media
Nourish	Lovatts
Kiwi Gardener	Star Media
New Zealand Gardener	Stuff
NZ House & Garden	Stuff
Your Home & Garden	AreMedia
Archipro	Archipro
Homed	Stuff
Here	Simon Farrell Publishing
Haven	School Road Publishing

LIFESTYLE

Magazine brand/title	Publishing company
Avenues	27 Publishers
Breathe	Lovatts
Capital	Capital Publishing
Fashion Quarterly	Parkside Media
Good	ICG Media
Latitude	Latitude Media
M2 Magazine	M2 Magazine
MiNDFOOD	McHugh Media
Remix Magazine	Remix
Nadia	Lifestyle Magazine Group
Now to Love	Pacific Magazines
NZ Life & Leisure	Lifestyle Magazine Group
The Denizen	The Denizen
Thrive	School Road
Verve	Mitchell and Ninow
Woman	School Road



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TRADE

Magazine brand/title	Publishing company
Architecture New Zealand	AGM Publishing
Beauty NZ	Dianne Turgis
Build Magazine	BRANZ
Country-Wide	Farm Life Media
Deals on Wheels	TWR Media
DEMM Engineering & Manufacturing	Adrenalin Publishing
Dairy Exporter	Farm Life Media
Exporter Today	Adrenalin Publishing
Energy NZ	Contrafed Publishing
Franchise NZ	Franchise NZ
Farm Trader	TWR Media
FMCG Business	Intermedia Group
Food New Zealand	Peppermint Press
Hardware	Marketplace Media
Hospitality Business	Intermedia Group
NZ Marketing Magazine	ICG Media
Motor Equipment News	Adrenalin Publishing
New Zealand Dairy Exporter	Farm Life Media
NZ Company Vehicle	Adrenalin Publishing
NZ Corporate Traveller	Destinations Media
NZ Local Government	NZ Local Government
NZ Logger	Allied Publications
NZ Trucking	Allied Publications
Progressive Building	AGM Publishing
Rural Contractor	Agrimedia
The New Zealand Mortgage Mag	Tarawera Publishing
Tourism Business Magazine	Tourism Business Magazine NZ
NZ Trade-A-Boat	TWR Media
Travel Digest	Method Media
Wares	Marketplace Media
Wine NZ	Wine NZ/Spinc Media
EG Magazine	Engineering New Zealand
NZ Plumber	Master Plumbers, Gasfitters & Drain-layers NZ Inc

MASS MARKET

Magazine brand/title	Publishing company
Australian Women's Weekly	Are Media
New Zealand Woman's Day	Are Media
New Zealand Woman's Weekly	Are Media
TV Guide	Stuff



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NON-NEWSSTAND

Magazine brand/title	Publishing company
AA Directions	AA
Beauty NZ	Dianne Turgis
Habitat	ICG Media
Kia Ora	Are Media
Rural News	Rural News Group
Dairy News	Rural News Group
Build Magazine	BRANZ
EG magazine	Engineering NZ
Juno	Opes Media
Liquorland Toast	ICG Media
66 Magazine	Vermeulen Officer Media
Wine NZ	Wine NZ/Spinc Media
NZ Plumber	Master Plumbers, Gasfitters & Drain-layers NZ Inc

REGIONAL

Magazine brand/title	Publishing company
Metro	Metro
Junction (Matakana)	Junction
Channel	Benefitz
The Hobson	The Hobson Ltd
Ponsonby News	Ponsonby News
Capital Magazine	Capital Publishing
UNO Magazine	Spectre Publishing
Plenty	Plenty
Henry Magazine	Henry
Metropol	Metropol Publishing
Cityscape	Cityscape
Avenues	27 Publishers
Latitude	Latitude Media
Wild Tomato	Wild Tomato Media Ltd
Nelson Magazine	Nelson
QT Magazine	QT
Style	Star Media



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