



**Call for entries**



## **The 2010 Newspaper Awards**

IN ASSOCIATION WITH PRODUCTION JOURNAL AND FUJIFILM

The industry awards dedicated to news media production  
Wednesday 21 April 2010, Grand Ballroom, London Hilton,  
Park Lane, London W1

**Closing date for entries 15 February 2010**

[www.newspaperawards.co.uk](http://www.newspaperawards.co.uk)

All categories are open to entries from the United Kingdom and the Republic of Ireland except The International Newspaper of the Year Award which is open to all overseas published newspapers



### **The Fujifilm Grand Prix** for the most significant contribution to future newspaper success

#### **The Fujifilm Grand Prix for the most significant contribution to future newspaper success**

**For all printers, publishers and suppliers to the newspaper industry in the UK and Ireland**

The winner of the Grand Prix will be an organisation or individual responsible for a project/innovation initiated since January 2009 which has influenced, or is set to influence and improve newspaper sales and readership in the future. Judges will consider a wide range of criteria including: evidence of commercial success, how the entry supports the printed newspaper, how the entry might influence the newspaper industry in general, evidence of newspaper sales and readership improvement, impact on Corporate Social Responsibility (CSR) and Environmental issues and evidence of business innovation. **Six copies of the entry are required.**



### **Newspaper Printer of the Year**

#### **The Agfa Premier Award for all printers of newspapers printed coldset web offset**

Open to all newspaper printers, the judges will be looking for consistent quality from a maximum of three different newspaper titles from a printer's or publisher's portfolio. Three consecutive issues of each newspaper is required (three days running for a daily or three weeks running for a weekly) of a newspaper printed between 1 October 2009 and 14 February 2010.



### **Environmental Newspaper Company of the Year**

#### **The UPM Premier Award for all newspaper printers and publishing centres**

The UPM Environmental Award aims to recognise businesses which can demonstrate they have improved the environmental performance of their processes or the environmental credentials of their product, or which have championed increased environmental awareness and behaviour amongst their readers. Entries to this category are encouraged from any business or partnership which can demonstrate a measurable environmental benefit from an initiative which has been completed or substantially started during 2009. **Six copies of the entry are required.** For more detailed judging criteria visit: <http://www.newspaperawards.co.uk/docs/environment.pdf>



### **National Newspaper of the Year (weekdays only)**

#### **The manroland Premier Award for national weekday (Monday – Friday) daily newspapers**

Three consecutive issues of the newspaper published between 1 October 2009 and 14 February 2010 must be submitted for judging. Required is a maximum 300-word summary which focuses on the presentation, quality and customer appeal of your newspaper together with information on any sales and marketing initiatives.



### **Regional Newspaper of the Year (weekdays only)**

#### **The Goss International Premier Award for all regional weekday (Monday – Friday) daily newspapers**

Three consecutive issues of the newspaper published between 1 October 2009 and 14 February 2010 must be submitted for judging. Required is a maximum 300-word summary which focuses on the presentation, quality and customer appeal of your newspaper together with information on any sales and marketing initiatives. Sales/distribution figures (ABC/VFD or otherwise audited) for the January-June 2008 and January-June 2009 periods are also required.



### **International Newspaper of the Year**

#### **The AbitibiBowater Premier Award for all international daily and weekly newspapers**

Judges will be looking for consistent quality over three issues of a newspaper printed between 1 October 2009 and 14 February 2010. Design, use of colour and photography will also be taken into consideration by the judges.



### **Weekend Newspaper of the Year (Saturday and Sunday only)**

#### **The OneVision Award for all national and regional weekend (Saturday/Sunday) newspapers**

Three consecutive issues of the newspaper published between 1 October 2009 and 14 February 2010 must be submitted for judging. Required is a maximum 300-word summary which focuses on the presentation, quality and customer appeal of your newspaper together with information on any sales and marketing initiatives.



### **Best Use of Colour – Newspapers**

#### **The Flint Group Award for all newspapers printed coldset web offset**

Judges will be looking for the best application of colour in any format that has enhanced your newspaper's presentation, quality and customer appeal. Three consecutive issues of the newspaper published between 1 October 2009 and 14 February 2010 are required.



### **Best Use of Colour – Niche**

#### **The Flint Group Award for all specialist newspapers printed coldset web offset**

Judges will be looking for the best application of colour in any format that has enhanced the publication's presentation, quality and customer appeal. Three consecutive issues of the title published between 1 October 2009 and 14 February 2010 are required.



### **Newspaper Design of the Year**

#### **The Papermule Award for all newspapers**

In addition to production values, the judges will be looking for excellence of page layout, interesting use of photography, and ease of readability. Three different issues of the newspaper published since 1 January 2009 are required.

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ferag...

### Weekly Newspaper of the Year

#### The Ferag, WRH Marketing Award for all paid-for and free weekly newspapers (except national/regional Sunday titles)

Three consecutive issues of the newspaper published between 1 October 2009 and 14 February 2010 must be submitted for judging. Please mark clearly on your envelope whether your newspaper is paid-for or free. Required is a maximum 300-word summary which focuses on the presentation, quality and customer appeal of your newspaper. Sales/distribution figures (ABC/VFD or otherwise audited) for the January-June 2008 and January-June 2009 periods are also required



### Digital News Service of the Year

#### The Press Computer Systems Award for all digital news services

Judges require 300 words to support the entry. The entry should include a brief history/strategy; evidence of technology innovation designed to encourage/enhance visitor interaction; incorporation of multiple platforms such as Twitter, Facebook, blogging, video, mobile; evidence of monetisation of the digital news service. **Entries to be emailed to [helen@newspaperawards.co.uk](mailto:helen@newspaperawards.co.uk)**



### National Colour Supplement of the Year

#### The Precision Colour Printing Award for all national newspaper colour supplements printed any method (except coldset)

In addition to production values, judges will consider any information that shows how the supplement has enhanced the main newspaper. Required is a maximum 300-word summary which focuses on the presentation, quality and customer appeal of your supplement.

The entry must include three different issues of the supplement printed between 1 October 2009 and 14 February 2010.

*\*A supplement must be a separate section of the publication or a separate publication, pre-printed, which is inserted in, or distributed with, the main newspaper*



### Regional Supplement/Magazine of the Year

#### The Precision Colour Printing Award for all regional newspaper colour supplements or stand-alone magazines printed any method (except coldset)

In addition to production values, judges will consider any information that shows how the publication has been used to boost the sales/commercial success of the company's overall newspaper output. Required is a maximum 300-word summary which focuses on the entry's presentation, quality and customer appeal. The entry must originate from a newspaper publishing environment but can be a stand-alone publication. Required are three different issues of the supplement/magazine printed since 1 January 2009.

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### Best Use of New Media

#### The Atex Award for all news media businesses

Judges will be looking for entries that demonstrate the most innovative, creative or commercial implementation of New Media introduced since 1 January 2009 that has brought added-value production and quality improvements within your news publishing or printing environment. New media covers many different areas including internet, podcasting, videocasting, Twitter, Facebook, streaming audio and video, mobile devices, blogs and virtual reality. Judges require a 300-word summary to accompany the entry which can be enhanced with diagrams, photographs and examples. **All entry material must be submitted on DVD or CD. Six copies are required.**



### Coldset Colour Supplement of the Year

#### The Sun Chemical Award for all newspaper colour supplements printed coldset web offset

In addition to production values, judges will consider any information that shows how the supplement has enhanced the main newspaper. Required is a maximum 300-word summary which focuses on the presentation, quality and customer appeal of your supplement.

The entry must include three different issues of the supplement printed between 1 October 2009 and 14 February 2010.

*\*A supplement must be a separate section of the publication or a separate publication, pre-printed, which is inserted in, or distributed with, the main newspaper*



### Niche Market Newspaper of the Year

#### The Newsprinters Award for all niche market (special interest) newspapers

The judges will be looking for consistent quality over three different issues of a newspaper published since 1 January 2009. Printers can enter this category on behalf of contract customers providing they have their permission.

### Best Use of Citizen/Community Journalism

#### For all news media businesses

Judges will be looking for examples of how digital and print news organisations have incorporated Citizen/Community Journalism (User Generated Content) into their media outlets since January 2009. In particular, judges will want to see evidence of how technology has been used to manage and deliver citizen journalism news stories. These technologies can include mobile phones, video, audio, photos, text, Twitter, social networking sites, email and blogs. Judges will also want to see evidence of how news media outlets are actively encouraging participation of Citizen/Community Journalists. Required is a 300-word summary together with any relevant examples.

**All entry material must be submitted on DVD or CD. Six copies are required.**



### Personality of the Year

#### The Production Journal Award

The Personality of the Year will be an individual who has played a key influential role in the newspaper industry. Nominations must be accompanied by 300 words giving reasons for your choice of candidate. The editor of Production Journal will make the final choice.

### Rules and regulations

- Only newspapers published since 1 January 2009 are eligible – except where specified
- A newspaper may enter any number of categories
- Separate entry forms and newspapers are required for each category
- Photocopies of the entry form are acceptable – please fill out the form clearly and accurately
- Envelopes containing newspapers for the Weekly Newspaper of the Year category must clearly state whether the newspaper is paid-for or free
- A newspaper may submit only one entry per category
- **Each entry must be accompanied by the requirements outlined under the category heading – otherwise the entry will be ineligible and will be excluded by the judges**
- Only one entry per envelope
- Presentation folders will not be accepted, except for the Environmental Newspaper Company of the Year category
- Entries will not be returned unless specifically requested at the time of sending
- Newspapers from Northern Ireland, Scotland, The Republic of Ireland and Wales may enter either the national or regional awards but not both
- Closing date for receipt of entries is 15 February 2010
- Entry is free of charge
- The decision of the judges is final

### The following section must be completed for every entry – please fill out the form clearly and accurately

Newspaper

Name

Position

Telephone

Email

Signature

### Category entered – please tick relevant box

- |                                                                      |                                                                   |
|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Grand Prix                                  | <input type="checkbox"/> Best Use of Colour – Niche               |
| <input type="checkbox"/> Newspaper Printer of the Year               | <input type="checkbox"/> Weekly Newspaper of the Year             |
| <input type="checkbox"/> Environmental Newspaper Company of the Year | <input type="checkbox"/> National Colour Supplement of the Year   |
| <input type="checkbox"/> National Newspaper of the Year              | <input type="checkbox"/> Regional Supplement/Magazine of the Year |
| <input type="checkbox"/> Weekend Newspaper of the Year               | <input type="checkbox"/> Coldset Colour Supplement of the Year    |
| <input type="checkbox"/> Regional Newspaper of the Year              | <input type="checkbox"/> Newspaper Design of the Year             |
| <input type="checkbox"/> International Newspaper of the Year         | <input type="checkbox"/> Best Use of New Media                    |
| <input type="checkbox"/> Digital News Service of the Year            | <input type="checkbox"/> Best Use of Citizen/Community Journalism |
| <input type="checkbox"/> Niche Market Newspaper of the Year          | <input type="checkbox"/> Personality of the Year                  |
| <input type="checkbox"/> Best Use of Colour - Newspapers             |                                                                   |

### Please complete the following:

Newspaper name

Publishing company

Printer/production plant

Printing method e.g. coldset/flexo/gravure etc.

Publishing frequency

### Return this form together with all other entry requirements to:

**Gary Cullum, Editor, Production Journal, 8 Sovereign Park, Cleveland Way, Hemel Hempstead, Herts HP2 7DA**

**Please note: entries for Digital News Service of the Year to be emailed to [helen@newspaperawards.co.uk](mailto:helen@newspaperawards.co.uk)**

For queries please contact: Helen Hargreaves, Tel +44 (0)1869 340788, email: [helen@newspaperawards.co.uk](mailto:helen@newspaperawards.co.uk)