



CALL FOR ENTRIES

ASME AWARDS

A large, light gray '2025' is in the background. In the center, overlapping the '0', is a 3D rendering of a golden, abstract sculpture that resembles a stylized 'M' or a series of curved, overlapping planes.

SIXTIETH ANNUAL NATIONAL MAGAZINE AWARDS

ASME AWARD FOR **FICTION**

ASME AWARDS FOR **DESIGN, PHOTOGRAPHY AND ILLUSTRATION**

TENTH ANNUAL **ASME NEXT AWARDS** FOR JOURNALISTS UNDER 30

New Categories for Newsletters and Social Media — See Pages 7 and 12

NATIONAL MAGAZINE AWARDS 2025

Intended to advance the practice of journalism and promote the value of magazines and websites to readers and advertisers, the National Magazine Awards honor print and digital publications that consistently demonstrate superior execution of editorial objectives, innovative techniques, noteworthy enterprise and imaginative design. Originally limited to print magazines, the awards now recognize magazine storytelling published in any medium, including newspapers and newsletters. First presented in 1966, the awards are sponsored by the American Society of Magazine Editors in association with the Columbia University Graduate School of Journalism and are administered by ASME. The ASME Award for Fiction, the ASME Awards for Design, Photography and Illustration and the ASME NEXT Awards for Journalists Under 30 are judged and presented with the National Magazine Awards.

National Magazine Awards 2025 finalists and winners will be honored at the annual presentation of the ASME Awards at Terminal 5 in New York, from 5:30 p.m. to 9:00 p.m. on Tuesday, April 8, 2025. Finalists in each category will receive certificates of recognition. Winners will receive an “Ellie,” modeled on the symbol of the awards, Alexander Calder’s stabile “Elephant Walking.” Winners of the ASME Award for Fiction, the ASME Awards for Design, Photography and Illustration and the ASME NEXT Awards will be honored at the same time.

THE OSBORN ELLIOTT-NATIONAL MAGAZINE AWARDS SCHOLARSHIP

National Magazine Awards entry fees and ticket sales provide support for the Osborn Elliott Scholarship at the Columbia University Graduate School of Journalism. Named in honor of the former editor in chief of Newsweek, who also served as president of ASME and dean of the Columbia University Graduate School of Journalism, the Osborn Elliott Scholarship is awarded to students who intend to pursue careers in magazine journalism. For more information about the scholarship or to make a direct contribution, visit journalism.columbia.edu.

DEADLINE 1 — *for content published before October 15, 2024* | **Thursday, October 24, 2024**

DEADLINE 2 — *for content published before November 30, 2024* | **Thursday, December 5, 2024**

Submitting content published in December 2024? Email asme@asme.media for instructions.

For instructions, fees and an explanation of the deadlines, see Page 14
National Magazine Awards 2025 Finalists Announced: Thursday, February 13, 2025

To view the National Magazine Awards 2024 winners’ gallery, visit asme.media

For assistance, email asme@asme.media or call 212.872.3737

WHO CAN ENTER THE NATIONAL MAGAZINE AWARDS

Any magazine or website edited and published in the United States is eligible to enter the National Magazine Awards. Other creators and publishers of magazine-like content, including newspapers, newsletters, independent newsrooms, audio and video production companies and websites associated with radio and television stations and networks, are eligible to enter every category except General Excellence. Marketing and promotional magazines and websites are not eligible. No entry may be submitted without the approval of the editors of the publication in which the work appeared. The administrators of the awards reserve the right to determine if a media organization qualifies for entry.

The following conditions also apply:

- 1** Print content must be dated 2024. Entries consisting in whole or in part of print issues may include one issue dated December 2024/January 2025 (but not December 2023/January 2024). Print issues with comparable dates, such as Fall 2024/Winter 2025, may also be included. Entries consisting of two or more articles or examples of work may include one article or example dated January 2025 or an equivalent, such as Winter 2025.
- 2** Digital content must have been largely produced in 2024. Screenshots may be requested to verify publication dates.
- 3** Any use of artificial intelligence in the creation of an entry must be described in the entry statement that is part of each submission.
- 4** No entry can duplicate an entry in another category. An article or example of work may, for example, be entered alone in one category and as part of an editorial package in a second category but may not be entered alone or as part of the same package in still another category.
- 5** Entries may include content from special-interest and newsstand-only publications.
- 6** Excerpts from previously published fiction and nonfiction books are not eligible except as part of an entry in General Excellence, Design, Photography and Single-Topic Issue.
- 7** A website channel may submit entries separately from its parent site if the channel has an independent brand identity.
- 8** Only one “Ellie” will be awarded to each winner. Media organizations that fund or partner in the publication of a finalist or winner will receive certificates of recognition.
- 9** Entries found to be in violation of commonly accepted editorial standards, including the ASME Guidelines for Editors and Publishers, may be disqualified at any time.
- 10** The administrators of the National Magazine Awards may at their own discretion extend the deadline for entry in any category.

See the Rules and Eligibility section for each category for more information.

Selection of Finalists and Winners Five finalists, including a winner, are traditionally selected in each category by a panel of judges chosen by the administrators of the awards in consultation with the members of the ASME Board of Directors. Seven finalists will, however, be chosen in Reporting, Feature Writing, Profile Writing, Columns and Essays, Reviews and Criticism, and Public Interest. No magazine or website will be nominated more than once in any category except as the partner of another publication. Judges include the chief editors, art directors and photo editors of leading magazines and websites. Most are members of ASME. A list of the judges is published when the winners of the awards are announced.

Judging results are subject to the approval of the National Magazine Awards Board, which is composed of current and former officers of ASME, representatives of the Columbia University Graduate School of Journalism and veteran judges. Awards may be withheld in any category in which the entries fall below the standard of excellence set by the ASME Board of Directors or in which the number of entries is deemed insufficient by the administrators of the awards. PDFs of or links to finalists and winners are distributed to all entrants and judges after the announcement of the awards.

Multipart Entries Entries in some categories may consist of as many as three thematically linked articles. Articles published under a common rubric such as “Health” or “Money” do not qualify as thematically linked unless the articles address a specific topic, such as ways to stop smoking or saving for retirement. Entries composed of two or more articles are judged in part on their consistency. Magazines and websites may wish to enter a single strong article rather than a series of uneven quality.

GENERAL EXCELLENCE CATEGORIES 1 – 4

Rules and Eligibility: Magazines and websites may enter only one General Excellence category and may submit only one entry. Magazines that publish four or more issues a year and maintain active editorial websites must submit multiplatform entries. **WHAT TO SUBMIT FOR PRINT-ONLY ENTRIES:** three print copies each of three different print issues and a PDF of each issue. **WHAT TO SUBMIT FOR DIGITAL-ONLY ENTRIES:** 10 clearly labeled links to a website. **WHAT TO SUBMIT FOR MULTIPLATFORM ENTRIES:** 10 clearly labeled links to a website, three print copies each of no more than two different print issues and PDFs of the issue or issues. **THE FOLLOWING MAY ALSO BE SUBMITTED:** no more than three examples of social media (screenshots or video files may be substituted for content that is no longer accessible online); instructions for accessing one app; and descriptions of or links to no more than three brand extensions.

This award honors print, digital and multiplatform publications for editorial excellence and audience engagement. The award also recognizes the importance of editorially driven brand extensions, including conferences and events. Judges will evaluate entries based on the achievement of editorial and visual superiority in print, online and in person; the cross-platform integration of print, digital and experiential content; and the editors’ success in serving the interests of their readers. Digital-only and cross-platform entries will also be evaluated based on the outstanding use of digital technologies and the overall quality of the mobile experience.

Print-only entries consist of three print issues. Digital-only entries consist of website content and may include social media and an app. Multiplatform entries consist of website content and no more than two print issues and may include social media and an app. Entries may include one special-interest or newsstand-only publication or one example of a newsletter. As many as three examples of editorially driven print, digital or experiential brand extensions may also be submitted but are not required.

The General Excellence award is presented in four categories organized by audience and content. Publications may choose which category to enter, subject to the approval of the administrators of the awards. ASME will email recommended categories to past General Excellence entrants before the first deadline for entry on October 24, 2024. The four categories are:

1 NEWS, SPORTS AND ENTERTAINMENT

Honors publications covering topics including but not limited to society, culture, politics, business, technology and professional sports

2 SERVICE AND LIFESTYLE

Honors publications covering topics including but not limited to fashion, food, travel, design, health, parenting, personal finance and active sports

3 SPECIAL INTEREST

Honors publications serving highly defined reader communities, including city and regional magazines

4 LITERATURE, SCIENCE AND POLITICS

Honors publications covering topics including but not limited to literature, science, news analysis, political and social commentary, media and the arts

DESIGN AND PHOTOGRAPHY CATEGORIES 5 – 6

Rules and Eligibility: Publications edited by ASME members may submit two entries in Design and two entries in Photography. Nonmembers may submit one entry in both categories. Entries may be submitted as print or digital content or as a combination of print and digital content. **WHAT TO SUBMIT FOR ENTRIES CONTAINING PRINT CONTENT:** a PDF of each example of work that is part of the entry and three print copies of any issue in which an example appears. **WHAT TO SUBMIT FOR ENTRIES CONTAINING DIGITAL CONTENT:** clearly labeled links to each example that is part of the entry.

5 DESIGN

This category honors overall excellence in the art direction of magazines and websites as demonstrated by three examples of work representative of the achievements of the publication. Judges will evaluate entries based on the quality and effectiveness of the visual content of the magazine or website and on the ambitious use of graphic design to fulfill the editorial mission of the publication. Digital-only and multiplatform entries will also be judged based on design innovation, functional excellence and user accessibility. **An entry consists of three examples of work, which may include but are not limited to single articles and social-media posts, clearly branded editorial packages, magazine covers and complete print issues.** No more than two magazine covers or complete print issues may be submitted as part of an entry.

6 PHOTOGRAPHY

This category honors overall excellence in the photo direction of magazines and websites as demonstrated by three examples of work representative of the achievements of the publication. Judges will evaluate entries based on the quality and effectiveness of the photo content of the magazine or website and on the inventiveness and skill with which photography is used to inform and entertain readers. Digital-only and multiplatform entries will also be judged based on user accessibility and the use of photography that explores the unique capabilities of digital media. **An entry consists of three examples of work, which may include but are not limited to single articles and social-media posts, clearly branded editorial packages, magazine covers and complete print issues.** No more than two magazine covers or complete print issues may be submitted as part of an entry.

For categories honoring individual examples of visual excellence, see the ASME Awards for Design, Photography and Illustration on Page 10

PODCASTING AND VIDEO CATEGORIES 7 — 8

Rules and Eligibility: Publications edited by ASME members may submit four entries in Podcasting and four entries in Video. Nonmembers may submit two. Content primarily intended for radio and television is not eligible. **WHAT TO SUBMIT:** links to no more than three videos or episodes of a podcast in their original context and video or audio files of the same content.

7 PODCASTING

This category honors the outstanding use of audio content by media organizations. Judges will evaluate entries based on the originality and creativity of the production, the expressiveness and insight of the participants and the quality and depth of the reporting and storytelling. Special weight will be given to entries that display the traditional characteristics of magazine storytelling, notably stylishness and concision. **An entry consists of one episode of a podcast or a series of no more than three episodes linked by host or topic.** Podcasts may also be entered in Single-Topic Issue, Service Journalism, Lifestyle Journalism, Reporting and Public Interest.

8 VIDEO

This category honors the outstanding use of video by media organizations, including user-generated content. Judges will evaluate entries based on the originality and creativity of the production and on the quality and consistency of the reporting and storytelling. Special weight will be given to entries that display the traditional characteristics of magazine storytelling, notably stylishness and concision. **An entry consists of one video or no more than three thematically linked videos.** Videos may also be entered in Single-Topic Issue, Service Journalism, Lifestyle Journalism, Reporting and Public Interest.

PRINT AND DIGITAL CATEGORIES 9 — 18

Rules and Eligibility: Publications edited by ASME members may submit four entries in each of these categories. Nonmembers may submit two. Entries may be submitted as print or digital content or as a combination of print and digital content. **WHAT TO SUBMIT FOR ENTRIES CONTAINING PRINT CONTENT:** a PDF of each article or example that is part of the entry with a separate PDF of the cover of the issue in which each article or example appeared. **WHAT TO SUBMIT FOR ENTRIES CONTAINING DIGITAL CONTENT:** clearly labeled links to each article or example that is part of the entry, which in Single-Topic Issue, Service Journalism, Lifestyle Journalism, Reporting and Public Interest may include social media (screenshots or video files may be substituted for social-media content that is no longer accessible online).

9 SINGLE-TOPIC ISSUE

This category, traditionally called Single-Topic Issue despite the eligibility of websites, honors publications that have devoted a single print issue or a major digital package to the comprehensive examination of one subject or topic. Judges will evaluate entries based on the quality and consistency of the reporting, writing and artwork and on the ambition and originality of the issue or package as a whole. **An entry consists of a clearly branded special issue; a clearly defined digital package; or a special-interest or newsstand-only publication.** Entries may include but not consist exclusively of podcasts, videos and social media. Single-topic issues may also be submitted in Service Journalism and Lifestyle Journalism; digital packages may be submitted in Service Journalism, Lifestyle Journalism, Reporting and Public Interest.

10 NEWSLETTERS

This category honors newsletters published on a regular schedule and in a consistent format. Newsletters entered in this category may be written by one or more journalists and cover one or more areas of interest, including but not limited to politics, business, technology, entertainment, service and lifestyle, while fulfilling the editorial promise made to subscribers. Judges will evaluate entries based on the quality of the reporting, writing and packaging, including the use of design, photography and illustration to improve the reader experience; the depth of analysis; and the originality of perspective. Special weight will be given to entries that display the traditional characteristics of magazine storytelling, notably topicality and stylishness. **An entry consists of three examples of one newsletter.** Content from newsletters may also be submitted in other categories, including Service Journalism, Lifestyle Journalism, Reporting, Columns and Essays, Reviews and Criticism, and Public Interest.

11 SERVICE JOURNALISM

This category honors magazine journalism that addresses readers' needs and aspirations while providing instruction and advice. Judges will evaluate entries based on the quality of the reporting and writing, the value and usefulness of the content and the originality of perspective. Special weight will be given to skillful, innovative editorial packaging. **An entry consists of one or no more than three thematically linked articles; a clearly branded editorial package; or a single-topic issue or special-interest or newsstand-only publication.** Entries may include or consist exclusively of no more than three thematically linked videos or episodes of a podcast. Entries may also include or consist exclusively of social media.

12 LIFESTYLE JOURNALISM

This category honors magazine journalism that celebrates readers' interests while providing inspiration or instruction. Entries in this category may include but are not limited to generously illustrated coverage of leisure and entertainment as well as fashion, food, travel and design. Judges will evaluate entries based on the quality of the reporting and writing, the value and usefulness of the content and the originality of perspective. Special weight will be given to skillful, innovative editorial packaging. **An entry consists of one or no more than three thematically linked articles; a clearly branded editorial package; or a single-topic issue or special-interest or newsstand-only publication.** Entries may include or consist exclusively of no more than three thematically linked videos or episodes of a podcast. Entries may also include or consist exclusively of social media.

13 REPORTING

This category honors reporting excellence as exemplified by one article or a series of articles. Judges will evaluate entries based on the enterprise and skill of the reporter or reporters and reward entries for original reporting, insightful analysis and compelling narrative. Special weight will be given to the innovative use of digital media. **An entry consists of one or no more than three thematically linked articles or a clearly branded editorial package.** Entries may include but not consist exclusively of podcasts, videos and social media. Articles published in a single-topic issue may be entered, but an entire single-topic issue is not eligible. To facilitate the work of the judges, the administrators of the awards may request the submission of excerpts from entries longer than 18,000 words, such excerpts to be used only for preliminary evaluation of the entry.

14 FEATURE WRITING

This category honors the best feature stories of the year. Judges will evaluate entries based on the accuracy and depth of reporting but primarily on the vividness and perceptiveness of the writing. Stylishness and originality will be favored over mere length. **An entry consists of one article, which may have been published in multiple parts.** To facilitate the work of the judges, the administrators of the awards may request the submission of excerpts from entries longer than 18,000 words, such excerpts to be used only for preliminary evaluation of the entry.

15 PROFILE WRITING

This category honors news or feature stories that explore the character and background of an individual or a group of closely linked individuals. Judges will evaluate entries based on the accuracy and depth of the reporting and on the vividness and perceptiveness of the writing. Special weight will be given to concision and timeliness. **An entry consists of one article or no more than three articles linked by writer or format.** No entry longer than 12,000 words in aggregate may be submitted without the approval of the administrators of the awards.

16 COLUMNS AND ESSAYS

This category honors interpretative journalism, including but not limited to news analysis, political and social commentary and essays on the personal experience of the writer. Judges will evaluate entries based on the expressiveness and insight of the writer or writers and on the value of the work to the readers of the publication. **An entry consists of one article or no more than three articles linked by writer or format.** No entry longer than 12,000 words in aggregate may be submitted without the approval of the administrators of the awards.

17 REVIEWS AND CRITICISM

This category honors commentary on the arts, such as literary criticism and movie reviews, as well as reviews of products and services, including but not limited to writing about fashion, food, travel and design. Judges will evaluate entries based on the expressiveness and insight of the writer or writers and on the value of the work to the readers of the publication. **An entry consists of one article or no more than three articles linked by writer or format.** No entry longer than 12,000 words in aggregate may be submitted without the approval of the administrators of the awards.

18 PUBLIC INTEREST

This category honors magazine storytelling that illuminates issues of local, national or international importance. Judges will evaluate entries based on the quality of the reporting, analysis, writing and graphics and on the potential of the article or articles to affect public or private policies or practices. Special weight will be given to the innovative use of digital media. **An entry consists of one or no more than three thematically linked articles or a clearly branded editorial package.** Entries may include but not consist exclusively of podcasts or videos. Entries may also include or consist exclusively of social media. Articles published in a single-topic issue may be entered, but an entire single-topic issue is not eligible. To facilitate the work of the judges, the administrators of the awards may request the submission of excerpts from entries longer than 18,000 words, such excerpts to be used only for preliminary evaluation of the entry.

THE ASME AWARD FOR FICTION 2025



2024 WINNER THE PARIS REVIEW

Emily Stokes, Editor
"This Is Everything There Will Ever Be,"
by Rivers Solomon,
"Helen," by James Lasdun, and "My Good Friend,"
by Juliana Leite, translated by Zoë Perry

Established by the American Society of Magazine Editors in 2018 to celebrate the historic link between literary fiction and magazine journalism, this award honors magazines and websites for excellence in the publication of fiction as demonstrated by three examples of short fiction. Any publication edited and distributed in print or online in the United States is eligible for entry. Publications may submit only one entry. Print and digital editions of the same publication may not submit entries separately. Excerpts from previously published books are not eligible. Entries may be submitted as print or digital content or as a combination of print and digital content. Content must be dated 2024 except that one story may be dated January 2025 or an equivalent, such as Winter 2025. Finalists will receive certificates of recognition. The winner receives a medal bearing the likeness of Alexander Calder's "Elephant Walking." The ASME Award for Fiction is judged and presented with the National Magazine Awards.

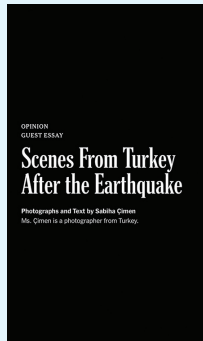
DEADLINE 1 — *for content published before October 15, 2024* | **Thursday, October 24, 2024**

DEADLINE 2 — *for content published before November 30, 2024* | **Thursday, December 5, 2024**

Submitting content published in December 2024? Email asme@asme.media for instructions.

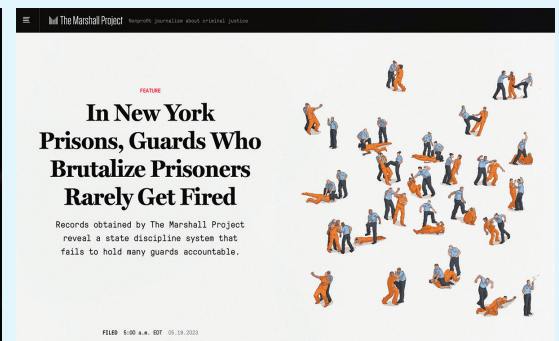
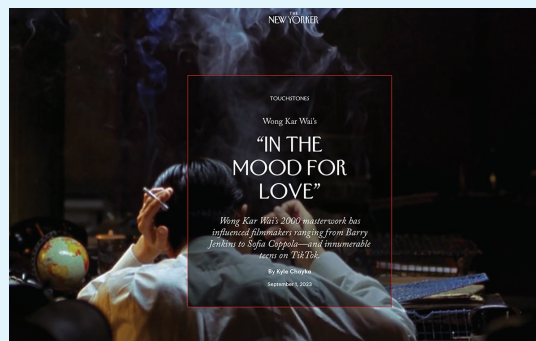
For instructions, fees and an explanation of the deadlines, see Page 14

Finalists and Winner Announced: Thursday, February 13, 2025



ASME AWARDS FOR DESIGN, PHOTOGRAPHY AND ILLUSTRATION

To view the ASME Awards for Design, Photography and Illustration 2024 winners' gallery, visit asme.media



Established in 2020, the ASME Awards for Design, Photography and Illustration honor magazines and websites for visual excellence. The awards also recognize the unique importance of design, photography and illustration to the practice of magazine journalism both in print and online and celebrate the visual heritage of magazines and websites. Finalists receive certificates of recognition. Winners receive awards displaying images of their award-winning work. The ASME Awards for Design, Photography and Illustration are judged and presented with the National Magazine Awards.

The ASME Awards for Design, Photography and Illustration categories have been significantly revised this year to honor a broader range of work and clarify submission requirements. The ASME Awards for Design, Photography and Illustration celebrate the individual achievements of art directors and photo editors as well as photographers and illustrators, whereas the National Magazine Awards for Design and Photography honor magazines and websites for overall excellence. Entry fees for the ASME Awards for Design, Photography and Illustration are significantly lower than entry fees for the National Magazine Awards. The ASME Awards for Design, Photography and Illustration are judged at the same time and in the same way as the National Magazine Awards. Finalists and winners receive recognition at the annual ASME Awards presentation.

For the National Magazine Awards for Design and Photography, see Page 5

Any magazine or website edited and published in the United States is eligible to enter the ASME Awards for Design, Photography and Illustration. Other creators and publishers of magazine-like content, including newspapers and newsletters, are also eligible. Marketing and promotional magazines and websites are not eligible. No entry may be submitted without the approval of the editors of the publication in which the work appeared. The administrators of the awards reserve the right to determine if a media organization qualifies for entry.

Entries are subject to the following conditions:

- 1** Print content must be dated 2024. Entries consisting of one example of work may include content dated December 2024/January 2025 or an equivalent, such as Fall 2024/Winter 2025 (content dated December 2023/January 2024 or an equivalent is not eligible). Entries consisting of two or more examples of work may include one example dated January 2025 or an equivalent, such as Winter 2025.
- 2** Digital content must have been largely produced in 2024. Screenshots may be requested to verify publication dates.
- 3** Any use of artificial intelligence in the creation of an entry must be described in the entry statement that is part of each submission.
- 4** No entry can duplicate an entry in another category. An image may, for example, be entered alone in one category and as part of an editorial package in a second category but may not be entered alone or as part of the same package in still another category.
- 5** Entries may include content from special-interest and newsstand-only publications.
- 6** Excerpts from previously published fiction and nonfiction books are not eligible except as part of an entry in Category 1, Best News and Entertainment Design, and Category 2, Best Service and Lifestyle Design.
- 7** A website channel may submit entries separately from its parent site if the channel has an independent brand identity.
- 8** Content entered in the National Magazine Awards may also be entered in the ASME Awards for Design, Photography and Illustration.
- 9** Entries found to be in violation of commonly accepted editorial standards, including the ASME Guidelines for Editors and Publishers, may be disqualified at any time.
- 10** The administrators of the ASME Awards for Design, Photography and Illustration may at their own discretion extend the deadline for entry in any category.

See the category descriptions for more information.

Selection of Finalists and Winners Five finalists, including a winner, are expected to be chosen in each category by a panel of judges chosen by the administrators of the awards in consultation with the members of the ASME Board of Directors. No magazine or website will be nominated more than once in any category except as the partner of another publication. Judges include the chief editors, art directors and photo editors of leading magazines and websites. Most are members of ASME. A list of the judges will be published when the ASME Awards are presented in April 2025. Judging results are subject to the approval of the ASME Board of Directors. Awards may be withheld in any category in which the entries fall below the standard of excellence set by the ASME Board of Directors or in which the number of entries is deemed insufficient by the administrators of the awards. PDFs of or links to finalists and winners are distributed to all entrants and judges after the announcement of the awards.

Judging Criteria Judges will evaluate entries in each of the nine categories listed below based on the achievement of visual excellence as demonstrated by the quality and consistency of the content submitted; the ambition, resourcefulness and skill of art and photography staff and contributors; and the use of design, photography and illustration to fulfill the editorial mission of the publication. Digital-only and multiplatform entries may also be judged based on functional excellence and user accessibility. Special weight will be given to creative and technical innovation.

PRINT AND DIGITAL CATEGORIES 1 — 9

Rules and Eligibility: Publications edited by ASME members may submit four entries in each of these categories. Nonmembers may submit two. Entries may be submitted as print or digital content or as a combination of print and digital content. **WHAT TO SUBMIT FOR ENTRIES CONTAINING PRINT CONTENT:** a PDF of each complete article that is part of the entry; each image must be clearly identified in the entry statement that is part of each submission. **WHAT TO SUBMIT FOR ENTRIES CONTAINING DIGITAL CONTENT:** clearly labeled links to each article or post that is part of the entry or includes a photograph or illustration that is part of the entry (screenshots or video files may be substituted for social-media content that is no longer accessible online); each image must be clearly identified in the entry statement.

1 BEST NEWS AND ENTERTAINMENT DESIGN

This category honors the art direction of print, digital or multiplatform stories or packages covering topics such as politics, business, science, technology, entertainment and professional sports. **An entry consists of an article or a series of as many as three related articles; a clearly branded editorial package; a website as represented by as many as 10 links; or a complete print issue.** A related magazine cover may be submitted as part of an entry.

2 BEST SERVICE AND LIFESTYLE DESIGN

This category honors the art direction of print, digital or multiplatform stories or packages covering topics such as fashion, food, travel, design, health, parenting, personal finance and active sports. **An entry consists of an article or a series of as many as three related articles; a clearly branded editorial package; a website as represented by as many as 10 links; or a complete print issue.** A related magazine cover may be submitted as part of an entry.

3 BEST SOCIAL MEDIA

This category honors the art and photo direction of work created specially for social platforms. **An entry consists of one or as many as three posts on one or more platforms, including but not limited to Facebook, Instagram, LinkedIn, Snapchat, TikTok and YouTube.** One or as many as three related magazine or website articles may be submitted in support of an entry.

4 BEST NEWS AND DOCUMENTARY PHOTOGRAPHY

This category honors the visual coverage of topics such as politics, business, science, technology, society and culture as well as news events and news makers. **An entry consists of one or as many as three photographs or photo illustrations published together or separately; an article or a series of as many as three related articles; or a clearly branded editorial package.** Entries may include work by more than one photographer. One or as many as three magazine covers may be submitted as an entry or as part of an entry.

5 BEST ENTERTAINMENT AND CELEBRITY PHOTOGRAPHY

This category honors the visual coverage of topics such as entertainment and professional sports as well as celebrity portraiture. **An entry consists of one or as many as three photographs or photo illustrations published together or separately; an article or a series of as many as three related articles; or a clearly branded editorial package.** Entries may include work by more than one photographer. One or as many as three magazine covers may be submitted as an entry or as part of an entry.

6 BEST SERVICE AND LIFESTYLE PHOTOGRAPHY

This category honors the visual coverage of topics such as fashion, food, travel, design, health, parenting, personal finance and active sports. **An entry consists of one or as many as three photographs or photo illustrations published together or separately; an article or a series of as many as three related articles; or a clearly branded editorial package.** Entries may include work by more than one photographer. One or as many as three magazine covers may be submitted as an entry or as part of an entry.

7 BEST STILL ILLUSTRATIONS

This category honors still images published in print or on a digital platform. **An entry consists of one or as many as three related illustrations by the same or different illustrators published together or separately.** One or as many as three magazine covers or landing pages by the same or different illustrators may be submitted as an entry or as part of an entry.

8 BEST ANIMATED ILLUSTRATIONS

This category honors animated images published on a digital platform. **An entry consists of one or as many as three related illustrations by the same or different illustrators published together or separately.** One or as many as three magazine covers or landing pages by the same or different illustrators may be submitted as an entry or as part of an entry.

9 BEST ILLUSTRATED STORIES

This category honors visual narrative published in print or on a digital platform. **An entry consists of one or as many as three related articles, which may include work by more than one illustrator or writer.** One or as many as three related magazine covers or landing pages may be submitted as part of an entry.

DEADLINE 1 — *for content published before October 15, 2024* | **Thursday, October 24, 2024**

DEADLINE 2 — *for content published before November 30, 2024* | **Thursday, December 5, 2024**

Submitting content published in December 2024? Email asme@asme.media for instructions.

For instructions, fees and an explanation of the deadlines, see Page 14

Finalists and Winners Announced: Thursday, February 13, 2025

HOW TO ENTER



National Magazine Awards 2025 entries must be submitted online at
nationalmagazineawards.org

To enter the 2025 ASME Award for Fiction and ASME Awards for Design, Photography
and Illustration, go to asmeawards.org

**Entrants are advised to visit nationalmagazineawards.org or asmeawards.org
for category-specific instructions before preparing submissions**

Entries containing content originally published in print require the submission of PDFs. PDFs of individual submissions should be converted to a single file in correct page order before uploading. Advertisements should not be included. Pages in editorial spreads should be shown together. High-resolution files are preferred.

Entries containing digital content require the submission of web links or app-specific instructions, including usernames and passwords. Entries submitted by publications that fail to include usernames and passwords enabling judges to access digital content free of charge may be deemed ineligible.

The submission of print issues is required for print-only and multiplatform entries in General Excellence and the National Magazine Awards' Design and Photography categories (the submission of print issues or other content in print is otherwise not required or permitted in any category). Three copies of each issue must be submitted. Print issues should be bundled with a copy of the entry-confirmation email attached. Magazines should be shipped (no hand deliveries) to ASME, 23 Barnabas Road, Suite 34, Hawleyville, CT 06440-0034.

ENTRY STATEMENTS

Each entry in the National Magazine Awards, the ASME Award for Fiction and the ASME Awards for Design, Photography and Illustration must include a three-part statement describing the publication and the entry. **PART 1** should describe the editorial mission of the publication and include information about audience size and reader demographics. Part 1 should be no longer than 100 words. **PART 2** should provide information about the overall size of

the full-time staff as well as its composition by gender and ethnicity. Editors are also encouraged to describe in Part 2 any efforts at their publications to address issues of diversity and inclusion, including representation of the LGBTQ community, in both hiring and assigning. Information about staff size and composition will be provided to judges, who are authorized to use this information when choosing finalists and winners. Disaggregated information will not be disclosed publicly. Part 2 should be no longer than 200 words. **PART 3** should describe the entry and explain why it deserves to be recognized by the judges. Entries published in partnership with other media organizations must include a description of each partner's role in the creation of the work. The use of artificial intelligence must be reported. Any significant challenge to the accuracy or fairness of an entry, including corrections or retractions, must be noted. Entries in the National Magazine Awards may include links to supplemental materials, such as articles related to the entry, as well as reader correspondence or media coverage attesting to the significance of the entry. Part 3 should be no longer than 500 words.

ENTRY AND PROCESSING FEES

ASME provides significant financial support for the administration and presentation of the National Magazine Awards and the ASME Awards for Design, Photography and Illustration, entitling ASME members who are registered and remit dues as chief editors to pay lower entry fees. Chief editors of publication groups may apply their membership discount to entries submitted by no more than one magazine or website. To receive this benefit, chief editors' ASME

HOW TO ENTER — CONTINUED

membership must be current as of the date of entry. Journalists who join ASME as chief editors before the date of entry are also entitled to pay lower fees. To apply for ASME membership, visit asme.media/membership.

NATIONAL MAGAZINE AWARDS

The entry fee for ASME members in all categories except General Excellence is \$375 for each entry. The entry fee for ASME members in General Excellence is \$395. The entry fee for nonmembers in all categories is \$100 higher for each entry.

ASME AWARD FOR FICTION

The entry fee for all entries is \$95.

ASME AWARDS FOR DESIGN, PHOTOGRAPHY AND ILLUSTRATION

The entry fee for ASME members is \$195 for each entry. The entry fee for nonmembers is \$100 higher for each entry.

Entry fees must be paid on or before December 31, 2024, or entries will be deemed ineligible. ASME members whose dues are past due as of the date of entry will be charged nonmember entry fees. Entry fees will be refunded for entries withdrawn on or before December 31, 2024, but no entry fees will be refunded after that date. ASME members who edit publications with print circulations under 100,000 or average monthly unique visitors of less than 1 million may be eligible for reduced entry fees for the National Magazine Awards and the ASME Awards for Design, Photography and Illustration. ASME will notify members eligible for such reductions before the first deadline for entry on October 24, 2024.

ENTRY DEADLINES

Entries will be accepted beginning September 19, 2024. Publications are encouraged to submit entries early to ensure that they can be reviewed by judges before their mid-January meetings.

DEADLINE 1, for content published on or before October 15, 2024, is 9:00 p.m. ET on Thursday, October 24, 2024.

Late entries will be accepted until 9:00 p.m. ET on Thursday, October 31, subject to an additional \$95 fee per entry. Entries received after that date may be accepted at the discretion of the administrators of the awards but will be subject to a \$195 late fee.

DEADLINE 2, for content published on or before November 30, 2024, is 9:00 p.m. ET on Thursday, December 5, 2024.

Entries may incorporate content published on or before October 15 but may not consist solely of content published before that date. Late entries will be accepted until 9:00 p.m. ET on Thursday, December 12, subject to an additional \$95 fee per entry. Entries received after that date may be accepted at the discretion of the administrators of the awards but will be subject to a \$195 late fee.

To submit entries consisting in whole or in part of content published after November 30, 2024, or to revise entries to include new content, email asme@asme.media.

For assistance, email asme@asme.media or call 212.872.3737



Sidney Holt | Executive Director
Nina Fortuna | Director of Operations
asme.media
nationalmagazineawards.org
asmeawards.org



Jelani Cobb | Dean and Ira A. Lipman Professor of Journalism
Abi Wright | Executive Director, Professional Prizes
journalism.columbia.edu

The National Magazine Award is a reproduction of Alexander Calder's "Elephant Walking," 1942, the copyright for which is held by the Calder Foundation and used with permission.

Copyright © 2020 Calder Foundation, New York. Calder® is a registered trademark of and  is a trademark of Calder Foundation, New York.

{ASMe} next awards FOR JOURNALISTS UNDER 30



ASME NEXT AWARDS 2024 RECIPIENTS — **Rebecca Alter** Staff Writer, Vulture; **Lovia Gyarkye** Arts and Culture Critic, The Hollywood Reporter; **Haley Kluge** Creative Director, Variety; **Isabela Quintero** Photo Editor, New York; **Zeyi Yang** Reporter, China and East Asia, MIT Technology Review

Sponsored by the American Society of Magazine Editors, the ASME NEXT Awards for Journalists Under 30 were established in 2016 to support the development of print and digital media. The awards honor outstanding achievement by early-career journalists.

Any full-time or freelance writer, photographer, editor, social-media journalist, designer or photo editor is eligible for nomination. Candidates must be nominated or endorsed by a member of ASME and must be employed by or associated with a magazine or website edited by an ASME member. Publications are asked to submit no more than two nominations. Eligible candidates must be under the age of 30 on December 31, 2024. Five award winners are chosen each year and receive medals bearing the likeness of Alexander Calder's "Elephant Walking." The ASME NEXT Awards are judged and presented with the National Magazine Awards.



Nominations must include:

- an application form, including a video statement by the candidate no longer than two minutes, preferably recorded on a mobile device, explaining why they are pursuing a career in magazines or websites
- a nomination statement no longer than 300 words
- no more than 10 examples of the candidate's work from any time in the candidate's career; each example must be accompanied by a statement no longer than 100 words describing the candidate's role in the creation of the work
- the candidate's résumé

To submit nominations, go to ASMEAwards.org
Please visit the website for instructions before preparing submissions
Processing Fee: \$95

Nomination Deadline: 9:00 p.m. ET on Thursday, December 5, 2024
Winners Announced: Thursday, February 13, 2025