



2021 EDDIE AWARDS

Advertorial/Sponsored Content

Awarded to the most creative piece of sponsored/branded content or advertorial. Points will be given for integrating your client's message in an organic way that serves your audience's needs.

Select: Association/Nonprofit, B2B, Consumer, Custom/Content Marketing

Analysis

Awarded to a piece of journalism that adds further context or commentary to a complex topic.

Select: Association/Nonprofit, B2B, Consumer

App/Digital Edition

Recognizing editorial excellence in an app or browser-based digital edition.
(no subcategories)

Column/Blog

This category honors a unique and powerful voice of commentary that is fresh and insightful to its space. Individual posts/columns or a series of posts from one individual maybe be entered.

Select: Association/Nonprofit, B2B, Consumer, Custom/Content Marketing

Additional Selections:

- B2B: Agriculture/Farming, Banking/Business/Finance, Healthcare/Medical/Nursing, Media & Entertainment, Technology, Travel/Transportation, and Overall

Editorial Use of Data

An analytical piece of content that effectively integrates data to illustrate a clear narrative. The winner in this category will contextualize what the numbers mean beyond their superficial values.

Select: Association/Nonprofit, B2B, Consumer, Custom/Content Marketing

Essays and Criticism

Awarded to a piece of content that integrates the author's expertise and point of view on a given topic. Examples could be a film or television review, book review or general commentary on a topical issue or passion point.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing



2021 EDDIE AWARDS

Full Issue

Recognizing overall editorial excellence within your magazine's category, evaluations based on the delivery of your publication's mission or editorial statement.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Additional Selections:

- Association/Nonprofit: Alumni/University, B2- General, Consumer-General, Medical Journal, Nonprofit Charity, Professional/Membership Association
- City & Regional: Mid-West, North-East, North-West, South-East, South-West

Immersive/Interactive Storytelling

This category honors exceptional efforts in telling stories through immersive and interactive media. Examples include but are not limited to: 360 video, virtual reality, online tools, augmented reality, mixed reality, or other emerging media.

(No subcategory selection)

Instructional/How-To

Content that teaches the reader a new skill, or how to improve existing skills. Examples could include cooking, DIY crafts or home improvement, professional skills, and more.

Select: Association/Nonprofit, B2B, Consumer, Custom/Content Marketing

Investigative Journalism

Honors a single article or a series of stories that uncover major news based on the reporters' own investigations that advance and serve the publication's target audience.

Select: Association/Nonprofit, B2B, Consumer

Long-Form Feature Content

Recognizing deep, original reporting in a long-form format that embodies the best of journalism. Entries should be between 1,500-20,000 words.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing



2021 EDDIE AWARDS

Magazine Launch

Awarded for outstanding overall editorial content to a magazine that recently launched.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Magazine Section

Recognizing the best content mix within a specific section of a magazine (front or back of the book, feature well, etc.). Please submit 3-5 samples of work (samples may include full issues, articles, links to online work, etc.).

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

News Coverage

Honors exceptional coverage through an unplanned breaking or developing news event. Quality of writing, creative use of multiple platforms and relevance to your publication's mission will be considered.

Select: Association/Nonprofit, B2B, City & Regional, Consumer

Newsletter

Recognizing excellence in a single newsletter or series of related newsletters.

Select: Association/Nonprofit, B2B, City & Regional, Consumer

Planned or On-Location Coverage

Honors coverage of a single topic that was known or scheduled in advance. Examples include an Election, Royal Wedding, or The Olympics. Quality of writing, creativity in distribution and promotion of coverage and value of the coverage to your audience will be taken into account.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Podcast

Recognizing excellence in a single episode or series of podcast. Points will be given for originality of voice and creativity of storytelling.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

2021 EDDIE AWARDS

Profile or Q&A

Awarded to a piece that profiles an individual or organization and embodies the fundamentals of journalism. Or an interesting and in-depth interview.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Range of Work by a Single Author

Recognizing a collection of top-tier content creation. A winning profile should include 4-6 pieces that show the author's range and ability to tell a great story.

Select: Association/Nonprofit, B2B, City & Regional, Consumer

Series of Articles

Recognizing excellence in a series of related articles within your publication's market category.

Select: Association/Nonprofit, Association/Nonprofit (Professional/Membership Association), B2B, City & Regional, Consumer, Custom Content Marketing

Additional Selections:

- B2B: Agriculture/Farming, Education, Food & Beverage, Healthcare/Medical/Nursing, Technology, Travel/Transportation, Overall
- Consumer: Culture/Community, Enthusiast, Health/Fitness, News/General Interest, Parenting/Family, Science & Technology, Travel/Transportation, Overall

Single Article

Recognizing excellence in a single article or feature article within your publication's market category.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Additional Selections:

- Association/Nonprofit: Alumni/University, Consumer-General, B2B-General, Medical Journal, Nonprofit/Charity, Professional/Membership Association
- B2B: Architecture & Design, Automotive/Enthusiast, Banking/Business/Finance, Culture/Community, Education, Food & Beverage, Food Service/Hotel, Healthcare/Medical/Nursing, Manufacturing, Media & Entertainment, Retail, Supply Chain/Product Development, Technology, Travel/Transportation, Overall
- City & Regional: Mid-West, North-East, North-West, South-East, South-West
- Consumer: Banking/Business/Finance, Culture/Community, Enthusiast/Hobby, Epicurean, Fashion & Beauty, Health/Fitness, Healthcare/Medical/Nursing, Parenting/Family, Religious/Spiritual, Travel/Transportation, Women's Lifestyle, Youth/Teen, Overall



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Social Media/Online Community

Honoring any online community or social media network that facilitates audience engagement and interaction. Examples include but are not limited to: Facebook, Twitter, LinkedIn, Instagram, Snapchat or custom communities.

Select: Association/Nonprofit, B2B, Consumer

Supplemental, Annual or One Shot

Awarded for outstanding overall editorial of a single issue complement to an existing publication or standalone publication released once per year.

Select: Association/Nonprofit, B2B, Consumer

Video

Recognizing excellence in use of video to tell a story and enhance a user's experience. Single and/or series of videos are eligible for entry.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Website

Recognizing excellence in online content within your market category. Editorial content, layout, and functionality will be evaluated.

Select: Association/Nonprofit, B2B, City & Regional, Consumer, Custom/Content Marketing

Additional Selections:

- Association/Nonprofit: B2B, Consumer
- Consumer: Banking/Business/Finance, Health/Fitness, Overall