

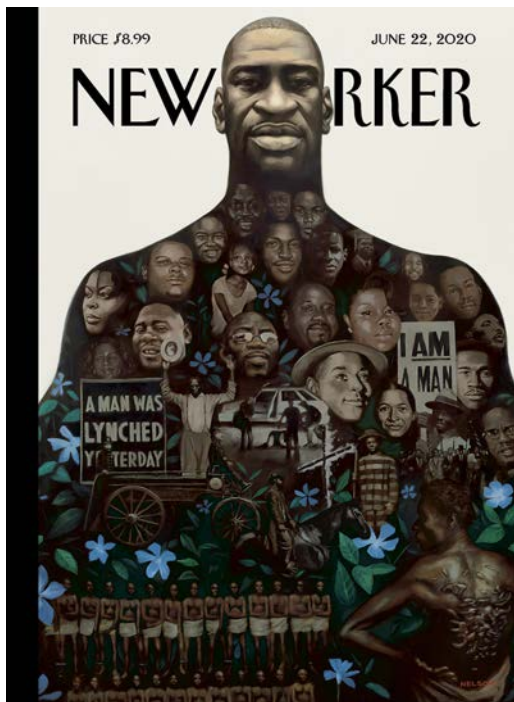


BEST COVER CONTEST 2022

CALL FOR ENTRIES

ENTRY DEADLINE: **DECEMBER 15**

2021 BEST COVER CONTEST WINNERS



COVER OF THE YEAR



READERS' CHOICE AWARD

See the 2021 ASME Best Cover Contest Finalists and Winners at asme.media

{ASMe} BEST COVER CONTEST 2022

The deadline for entry is December 15, 2021

The 2022 ASME Best Cover Contest honors the best magazine covers of 2021. Digital images that serve the same purposes as print covers may also be entered.

Established in 2006, the contest is sponsored and administered by the American Society of Magazine Editors. ASME members choose finalists and winners in 10 categories. The ASME Board of Directors chooses the Cover of the Year. Covers are also posted on Facebook, where media consumers choose the winners of the ASME Readers' Choice Awards. Finalists receive certificates of recognition. Winners receive awards displaying the winning cover.

Magazines and websites edited and published in the United States are eligible to enter the ASME Best Cover Contest. Covers from magazine special-interest and newsstand-only publications may be entered. 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 image may be entered without the approval of the magazine or website that published it. The contest administrators reserve the right to determine if a publication qualifies for entry.

Entry fees for ASME members are \$95 per entry. Entry fees for nonmembers are \$195. Late entries are subject to an additional \$45 fee per entry. Editors who join ASME before December 15, 2021, are entitled to pay ASME-member entry fees for the 2022 ASME Best Cover Contest. To apply for ASME membership, visit asme.media/membership.

To submit content published after the deadline for entry, email asme@asme.media or call 212.872.3737. Entry fees will not be refunded under any circumstances.

ASME BEST COVER CONTEST AND READERS' CHOICE AWARDS CATEGORIES

Five finalists, including a winner, will be chosen in each of 10 categories. The 2022 categories are:

- **Best News and Politics Cover**
- **Best Entertainment and Celebrity Cover**
- **Best Business and Technology Cover**
- **Best Sports and Adventure Cover**
- **Best Health and Fitness Cover**
- **Best Fashion and Style Cover**
- **Best Food and Travel Cover**
- **Best City and Regional Magazine Cover**
- **Best Conceptual Cover**
- **Best Illustrated Cover**

Category names are intended to describe cover subjects, not magazine genres. Any magazine or website can enter any category, subject to the approval of the contest administrators.

TO ENTER, GO TO asmeBESTCOVERcontest.org

UNCERTAIN ABOUT WHICH CATEGORY TO ENTER?

Email asme@asme.media or call 212.872.3737

RULES AND ELIGIBILITY

- Print entries must be dated 2021 (entries dated December 2021/January 2022 or an equivalent, such as Fall 2021/Winter 2022, are eligible; entries dated December 2020/January 2021 are not).
- Digital entries must have been largely produced in 2021. Screenshots may be requested to verify publication dates.
- An entry consists of one print or digital image, including GIFs. Print and digital versions of the same cover may also be submitted as one entry.
- Split covers may be entered but, for the purposes of the contest, will be considered as one cover. An additional fee will be charged for entries consisting of split covers.
- The same image, in original or adapted form, cannot be submitted in more than one category.
- Publications can submit no more than four entries in any category.
- The nomination of any publication more than once in any category is subject to the approval of the ASME Board of Directors.
- Each entry must include a statement no longer than 100 words explaining why the entry merits recognition. Entries must include the name of the chief editor, the art director, the photography editor if applicable and the photographer or illustrator.

How the Winners of the ASME Best Cover Contest Are Chosen

Judging groups composed of leading editors, art directors and photo editors choose five finalists, including a winner, in each category. A list of the judges is published when the winners of the awards are announced. The ASME Board of Directors chooses the ASME Cover of the Year from the winners in the 10 ASME Best Cover Contest categories. 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.

How the Winners of the ASME Readers' Choice Awards Are Chosen

All ASME Best Cover Contest entries are posted on Facebook for four weeks. The cover receiving the most likes is deemed the winner of the ASME Readers' Choice Award. Winners are also recognized in each of the 10 categories. In 2022, covers will be posted on Facebook from Tuesday, February 1, to Monday, February 28 (covers are rotated to ensure maximum visibility).

For more information, email asme@asme.media or call 212.872.3737

To apply for ASME membership, visit asme.media/membership

HOW TO ENTER

- **All entries must be submitted online at asmebestcovercontest.org.**
- Images must be formatted as high-resolution JPEGs. Links to the image in context may also be required.
- Barcodes should be removed from print covers.
- Entrants are advised to visit the website before preparing submissions.

Entry fee for ASME members: \$95 per entry

Entry fee for nonmembers: \$195 per entry

Deadline for Entry: 9:00 p.m. EST, December 15, 2021

Late entries will be accepted until 9:00 p.m. EST on Wednesday, December 22, 2021, subject to an additional \$45 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 \$95 late fee. Entries consisting of content published after December 15, 2021, will be accepted without penalty until Tuesday, January 4, 2022.

AWARDS TIMELINE

- DEC. 15** **Deadline for Entry** 9:00 p.m. EST
- DEC. 22** **Late-Entry Deadline** 9:00 p.m. EST
- FEB. 1** Readers' Choice Awards **Voting Begins** on Facebook
- FEB. 28** Readers' Choice Awards **Voting Ends** on Facebook
- MAR. 24** **Finalists and Winners Announced** on Twitter

Questions or Concerns?

Email asme@asme.media or call 212.872.3737

DISCLAIMER All entries are property of the American Society of Magazine Editors, which reserves the right to use the material for presentation and promotion purposes. The entrant grants permission to ASME to show or duplicate entries and information provided as ASME deems appropriate. ASME shall not be held liable for the loss of any entry for any reason whatsoever. Any entry which does not contain all the information requested will be disqualified.



About ASME The American Society of Magazine Editors is the principal organization in the United States for the editorial leaders of magazines and websites. Founded in 1963, ASME strives to defend the First Amendment, support the development of journalism and promote the editorial integrity of print and digital publications. ASME sponsors the National Magazine Awards for Print and Digital Media in association with the Columbia Journalism School.

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