



CALL FOR ENTRIES



SIXTY-FIRST ANNUAL **NATIONAL MAGAZINE AWARDS**

ASME AWARD FOR **FICTION**

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

ASME NEXT AWARDS FOR JOURNALISTS UNDER 30

Introducing New Categories for Best Magazine Covers — See Page 13

DEADLINES FOR ENTRY: October 23, 2025 | December 4, 2025

FINALISTS ANNOUNCED: February 26, 2026

NATIONAL MAGAZINE AWARDS 2026

One of the most prestigious journalism-awards programs in the United States, the National Magazine Awards honor magazines and websites for editorial and visual excellence as demonstrated by the 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 National Magazine 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 awards are currently presented in 18 categories, ranging from Reporting and Newsletters to Podcasting and Video. Finalists receive certificates of recognition. Winners receive an “Ellie,” modeled on the symbol of the awards, Alexander Calder’s “Elephant Walking.”

Solely sponsored 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. The ASME Award for Fiction honors magazines and websites for excellence as demonstrated by three examples of short fiction. The ASME Awards of Design, Photography and Illustration honor individual examples of visual achievement. The awards are currently presented in 12 categories, including 4 new awards for Best Magazine Covers. The ASME NEXT Awards honor outstanding achievement by early-career journalists. Five winners are chosen each year.

Finalists for the ASME Award for Fiction and the ASME Awards for Design, Photography and Illustration receive certificates of recognition. Winners of the ASME Award for Fiction and the ASME NEXT Awards receive medals depicting “Elephant Walking.” The ASME Awards for Design, Photography and Illustration display the prize-winning work.

Go to the next page for the National Magazine Awards; page 9 for the ASME Award for Fiction; page 10 for the ASME Awards for Design, Photography and Illustration; and the last page for the ASME NEXT Awards.

DEADLINE 1 — *for content published before October 15, 2025* | **Thursday, October 23, 2025**

DEADLINE 2 — *for content published before November 30, 2025* | **Thursday, December 4, 2025**

Submitting content published in December 2025? See page 15 for instructions.

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

To view the National Magazine Awards 2025 winners’ gallery, visit asme.media

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

WHO CAN ENTER THE NATIONAL MAGAZINE AWARDS

All consumer and business magazines and websites edited and published in the United States are invited 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 2025. Entries consisting in whole or in part of print issues may include one issue dated December 2025/January 2026 (but not December 2024/January 2025). Print issues with comparable dates, such as Fall 2025/Winter 2026, 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 2026.
- 2 Digital content must have been posted in 2025. Screenshots may be required to verify publication dates.
- 3 Any use of artificial intelligence in the creation of an entry must be described in the entry statement accompanying each submission.
- 4 No entry can duplicate an entry in another category. No article or example of work may be entered in more than one category except as part of an entry in General Excellence, Design, Photography and Single-Topic Issue or as part of an editorial package in another category.
- 5 Entries may include content from special-interest and newsstand-only publications.
- 6 Excerpts from previously published books are not eligible except as part of an entry in General Excellence, Design, Photography and Single-Topic Issue.
- 7 No magazine or website will be nominated more than once in any category except as the partner of another publication.
- 8 Only one “Ellie” will be awarded to each winner. Media organizations that fund or partner in the publication of a 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.

What You Need to Know About 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. Editors may wish to enter a single strong article rather than a series of uneven quality.

How Finalists and Winners Are Chosen 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. For information about the work of the judges and the role of the National Magazine Awards Board in the selection of finalists and winners, see the “About” page at nationalmagazineawards.org. 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.

GENERAL EXCELLENCE CATEGORIES 1 — 4

Rules and Eligibility: Magazines and websites may enter only one General Excellence category and may submit only one entry. An entry may be print only, digital only or multiplatform, combining print and digital content. Magazines that publish four or more issues a year and maintain active editorial websites must submit multiplatform entries. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | For print-only entries: three print copies each of three different print issues and a PDF of each issue. **For digital-only entries:** 10 clearly labeled links to a website. **For multiplatform entries:** three print copies each of no more than two different print issues; a PDF or PDFs of the issue or issues; and 10 clearly labeled links to a website. **The following may also be submitted:** one app; one example of a newsletter; no more than three examples of social media; and descriptions of or links to no more than three editorially driven brand extensions.

The National Magazine Award for General Excellence honors print, digital and multiplatform publications for editorial achievement 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 accomplishment 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 multiplatform 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 10 clearly labeled links to a website and may include social media and an app. Multiplatform entries consist of 10 clearly labeled links to a website and no more than two print issues and may include an app, one example of a newsletter and three examples of social media. Entries may include one special-interest or newsstand-only publication. As many as three examples of editorially driven print, digital or experiential brand extensions may also be submitted but are not required.

The National Magazine Award for General Excellence 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, who may at their own discretion place an entry in a different category. 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. An entry may be print only, digital only or multiplatform, combining print and digital content. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | For print-only entries: a PDF of each example of work, including complete print issues, and three print copies of any issue in which an example appeared. **For digital-only entries:** clearly labeled links to each example of work. **For multiplatform entries:** a PDF of each example of print work, including complete print issues; three print copies of any issue in which an example of work appeared; and clearly labeled links to each example of digital work.

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 entries in both categories. Content primarily intended for radio and television is not eligible. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | clearly labeled links to no more than three episodes of a podcast or three videos in their original context and audio or video 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 videos produced by magazines and websites. Publications must describe their role in the creation of the work in the entry statement accompanying each submission. Entries may include user-generated content. Judges will evaluate entries based on the inventiveness 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 in each category. Depending on the category, an entry may be print only, digital only or multiplatform, combining print and digital content. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | For print-only entries: a PDF of each article or example of work and a separate PDF of the cover of the issue in which each article or example appeared. **For digital-only entries:** clearly labeled links to each article or example of work, which in Single-Topic Issue, Service Journalism, Lifestyle Journalism, Reporting and Public Interest may include social media. **For multiplatform entries:** a PDF of each print article or example of print work; a separate PDF of the cover of the issue in which each article or example appeared; and clearly labeled links to each digital article or example of digital work, which in Single-Topic Issue, Service Journalism, Lifestyle Journalism, Reporting and Public Interest may include social media.

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 and service and lifestyle, and may use content aggregation. Judges will evaluate entries based on the quality of the reporting, writing and packaging; 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 on topics including but not limited to health care, personal relationships, parenting, career planning and personal finance. 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. Digital-only and multiplatform entries will also be judged based on user accessibility. 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 topics such as fashion, food, travel, design, entertainment and leisure. 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. Digital-only and multiplatform entries will also be judged based on user accessibility. 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, a series of articles or an editorial package. 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. 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 by judges of the submission.

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.** 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 by judges of the submission.

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 multi-article entry totaling more than 12,000 words may be submitted.

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, topic or format.** No multi-article entry totaling more than 12,000 words may be submitted.

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, topic or format.** No multi-article entry totaling more than 12,000 words may be submitted.

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. 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 by judges of the submission.

THE ASME AWARD FOR FICTION 2026



2025 WINNER ZOETROPE: ALL-STORY

Michael Ray, Editor
"Seven Stories About Tammy,"
by Elizabeth McCracken,
"Countdown," by Anthony Marra,
and "Town," by Alan Murrin

Established by the American Society of Magazine Editors in 2017 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. Five finalists, including a winner, are traditionally selected by a panel of judges chosen by the administrators of the awards in consultation with the members of the ASME Board of Directors. For information about the work of the judges, see the "About" page at asmeawards.org.

Rules and Eligibility: Any magazine or website edited and distributed in the United States is eligible to enter the ASME Award for Fiction. No entry may be submitted without the approval of the editors of the publication in which the work appeared. Publications edited by ASME members may submit two entries. Nonmembers may submit one entry. No magazine or website will be nominated more than once except as the partner of another publication. Excerpts from previously published books are not eligible. An entry may be print only, digital only or multiplatform, combining print and digital content. Content must be dated 2025 except that one story may be dated January 2026 or an equivalent, such as Winter 2026. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | For print-only entries: a PDF of each example of work and a separate PDF of the cover of the issue in which each example appeared. **For digital-only entries:** clearly labeled links to each example of work. **For multiplatform entries:** a PDF of each example of print work; a separate PDF of the cover of the issue in which each example appeared; and clearly labeled links to each example of digital work.

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



ASME AWARDS FOR DESIGN, PHOTOGRAPHY AND ILLUSTRATION

With Four New Best Magazine Cover Categories

Established in 2019, the ASME Awards for Design, Photography and Illustration honor magazines and websites for individual examples of visual excellence. The awards also recognize the unique importance of design, photography and illustration to the practice of magazine journalism and celebrate the visual heritage of magazines and websites.

The ASME Awards for Design, Photography and Illustration now include four categories for print and digital magazine covers. The Best Social Media category has been discontinued; social media may instead be entered in categories 1 to 8. The Best Still Illustrations and Best Animated Illustrations categories have been consolidated into one category.

For the National Magazine Awards for Design and Photography, which honor magazines and websites for overall excellence, see page 5.

WHO CAN ENTER | All consumer and business magazines and websites edited and published in the United States are invited 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 2025. Entries consisting of one example of work may include content dated December 2025/January 2026 or an equivalent, such as Fall 2025/Winter 2026 (content dated December 2024/January 2025 or an equivalent is not eligible). Entries consisting of two or more examples of work may include one example dated January 2026 or an equivalent, such as Winter 2026.
- 2 Digital content must have been posted in 2025. 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 accompanying each submission.
- 4 No entry can duplicate an entry in another category. No example of work may be entered in more than one category except as part of an entry in another category.
- 5 Content entered in the National Magazine Awards may also be entered in the ASME Awards for Design, Photography and Illustration.
- 6 Entries may include content from special-interest and newsstand-only publications.
- 7 Excerpts from previously published fiction and nonfiction books are not eligible except as part of an entry.
- 8 No magazine or website will be nominated more than once in any category except as the partner of another publication.
- 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.

How Finalists and Winners Are Chosen 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. For information about the work of the judges and the role of the ASME Board of Directors in the selection of finalists and winners, see the “About” page at asmeawards.org. 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.

PRINT AND DIGITAL CATEGORIES 1 – 8

Rules and Eligibility: Publications edited by ASME members may submit four entries in each of these categories. Nonmembers may submit two entries in each category. Depending on the category, entries may be print only, digital only or multiplatform, combining print and digital content. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | For print-only entries: a PDF of each example of work, including complete print issues (photographs and illustrations submitted individually or as part of an editorial package should be shown in context). **For digital-only entries:** clearly labeled links to each example of work. **For multiplatform entries:** a PDF of each example of print work, including complete print issues, and clearly labeled links to each example of digital work (photographs and illustrations from print publications should be shown in context).

Judging Criteria: Judges will evaluate entries in categories 1 to 8 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.

1 BEST NEWS AND INFORMATION DESIGN

This category honors the art direction of stories or packages, including work created for social-media platforms, covering topics such as politics, business, science, technology, society and culture.

2 BEST ENTERTAINMENT AND CELEBRITY DESIGN

This category honors the art direction of stories or packages, including work created for social-media platforms, covering topics such as popular culture and professional sports as well as entertainment and celebrity news.

3 BEST SERVICE AND LIFESTYLE DESIGN

This category honors the art direction of stories or packages, including work created for social-media platforms, covering topics such as fashion, food, travel, design, health, parenting, personal finance and active sports.

Entries in categories 1 to 3 consist of one or as many as three examples of work. An entry may include an article, a series of as many as three related articles or a series of no more than 10 related social-media posts; 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 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.

5 BEST ENTERTAINMENT AND CELEBRITY PHOTOGRAPHY

This category honors the visual coverage of topics such as popular culture and professional sports, including celebrity portraiture.

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.

Entries in categories 4 to 6 consist of one or as many as three examples of work. An entry may include one or as many as three photographs or photo illustrations; an article, a series of as many as three related articles or a series of no more than 10 related social-media posts; or a clearly branded editorial package. Entries may include work by more than one photographer. A related magazine cover may be submitted in support of an entry.

7 BEST STILL AND ANIMATED ILLUSTRATIONS

This category honors images published in print or on a digital platform.

8 BEST ILLUSTRATED STORIES

This category honors visual narrative published in print or on a digital platform.

Entries in categories 7 and 8 consist of one or as many as three examples of work. An entry may include one or as many as three related illustrations or articles. Entries may include work by more than one illustrator or writer. A related magazine cover may be submitted in support of an entry.

MAGAZINE COVER CATEGORIES 9 – 12

Rules and Eligibility: Publications edited by ASME members may submit four entries in each of these categories. Nonmembers may submit two entries in each category. Entries may be print only, digital only or multiplatform, combining print and digital content. For deadlines, fees and instructions, see page 14.

WHAT TO SUBMIT | For print-only entries: a JPEG of the cover (barcodes should be removed). **For digital-only entries:** a JPEG, GIF or MP4 of the work. **For multiplatform entries:** a JPEG of the print cover (barcodes should be removed) and a JPEG, GIF or MP4 of the digital work.

Judging Criteria: Judges will evaluate entries in categories 9 to 12 based on the achievement of editorial and visual excellence as demonstrated by the quality of the cover image, editorial copy and art direction as well as the timeliness and relevance of the work. Digital-only and multiplatform entries may also be judged based on functional excellence and user accessibility.

The ASME Award for Best Magazine Covers honors print and digital work, including home pages and landing pages. **Print- and digital-only entries consist of one example of work. Multiplatform entries consist of one print and one digital example of work.** An entry may consist of a gatefold cover or split covers. Conceptual photographs and illustrated covers may be entered in any category.

The ASME Award for Best Magazine Covers is presented in the following four categories:

9 BEST NEWS AND INFORMATION COVERS

Honors print and digital covers on topics including but not limited to politics, business, science, technology, society and culture

10 BEST ENTERTAINMENT AND CELEBRITY COVERS

Honors print and digital covers on topics including but not limited to popular culture and professional sports

11 BEST SERVICE AND LIFESTYLE COVERS

Honors print and digital covers on topics including but not limited to fashion, food, travel, design, health, parenting, personal finance and active sports

12 BEST INDEPENDENT MAGAZINE COVERS

Honors print and digital covers of publications serving highly defined reader communities, including city and regional titles, as well as the covers of magazines and websites on topics including but not limited to literature, science, politics, media and the arts. Independent magazines and websites may also enter categories 9 to 11.

ASME READERS' CHOICE AWARDS

With the introduction of the ASME Awards for Best Magazine Covers, the ASME Best Cover Contest has been discontinued, but the ASME Readers' Choice Awards, in which media consumers choose the best covers, will continue to be conducted on social media. Every ASME Award for Best Magazine Covers entry will be posted on Instagram in March 2026. The 10 covers receiving the most likes will be deemed to be the finalists. The cover receiving the most likes will be deemed the winner. Each finalist will receive a certificate of recognition. The winner will receive an award displaying the winning image.



To enter the National Magazine Awards, go to nationalmagazineawards.org

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

See the online entry forms at nationalmagazineawards.org or asmeawards.org for category-specific instructions before preparing submissions

For Entries Containing Print Content PDFs of individual articles or examples of work, including editorial packages and complete print issues, 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.

Print-only and multiplatform entries in the National Magazine Awards' General Excellence, Design and Photography categories require the submission of print issues. Print issues are not required or accepted in other categories. Print issues submitted in General Excellence, Design and Photography should be bundled with a copy of the entry-confirmation email attached (print issues in one entry should be bundled separately from print issues in another entry) and mailed or shipped to:

ASME
23 Barnabas Road, Suite 34
Hawleyville, CT 06440-0034

Print issues must be mailed or shipped no later than one week after the date of entry. No hand deliveries will be accepted.

For Entries Containing Digital Content Entries containing digital content require the submission of web links or app-specific instructions, including usernames and passwords enabling judges to access content free of charge. Submissions that do not include usernames and passwords or contain error-prone credentials may be deemed ineligible.

ENTRY STATEMENTS

Each entry must include a three-part statement describing the publication, the full-time staff of the publication and the entry. The same copy may be used for multiple entries.

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 asked to describe in Part 2 any efforts at their publications to encourage diversity 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. Entries in Video also require a description of the role of the publication 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. Part 3 may include direct links to supplemental materials or may include a link to a file-hosting service where supplemental materials are located. Supplemental materials may include articles and social media 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 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 membership must be current as of the date of entry.

HOW TO ENTER — CONTINUED

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.

Entry fees must be paid on or before December 31, 2025, 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, 2025, but no entry fees will be refunded after that date.

National Magazine Awards

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

ASME members who edit magazines with print circulations under 100,000 or websites with average monthly unique visitors of less than 1 million are entitled to pay an entry fee of \$295 for each entry. New members who edit eligible publications are also entitled to pay reduced entry fees.

ASME Award for Fiction

The entry fee for each entry is \$95.

ASME Awards for Design, Photography and Illustration

The entry fee for ASME members in all categories is \$245 for each entry. The entry fee for nonmembers is \$50 higher for each entry. An additional \$50 fee will be charged for gatefold covers and split covers entered in the Best Magazine Covers categories.

ASME members who edit magazines with print circulations under 100,000 or websites with average monthly unique visitors of less than 1 million are entitled to pay an entry fee

of \$195 for each entry. New members who edit eligible publications are also entitled to pay reduced entry fees.

ENTRY DEADLINES

Entries should be submitted as early as possible to ensure that they can be fully evaluated by judges before judges meet in person or on Zoom in mid-January.

DEADLINE 1, for content published on or before October 15, 2025, is 9:00 p.m. ET on Thursday, October 23, 2025.

Late entries will be accepted until 9:00 p.m. ET on Thursday, October 30, subject to an additional \$95 fee per entry. Entries received after October 30 consisting solely of content published on or before October 15 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, 2025, is 9:00 p.m. ET on Thursday, December 4, 2025.

Entries may incorporate but not consist solely of content published on or before October 15. Late entries will be accepted until 9:00 p.m. ET on Thursday, December 11, subject to an additional \$95 fee per entry. Entries received after December 11 consisting solely of content published on or before November 30 may be accepted at the discretion of the administrators of the awards but will be subject to a \$195 late fee.

Entries consisting in whole or in part of content published after November 30, 2025, will be accepted at nationalmagazineawards.org and asmeawards.org until 3:00 p.m. ET on Wednesday, December 31, 2025.

For assistance, or to revise entries to include new content, email asme@asme.media or call 212.872.3737




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

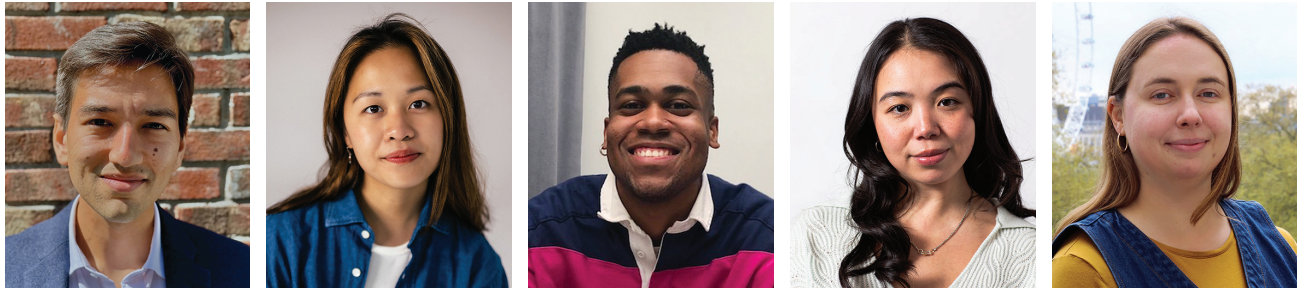


Jelani Cobb | Dean and Ira A. Lipman Professor of Journalism
Abi Wright | Executive Director, Professional Prizes
journalism.columbia.edu

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{ASMe} next awards FOR JOURNALISTS UNDER 30



ASME NEXT AWARDS 2025 RECIPIENTS — **Andrew Aoyama** Deputy Managing Editor, The Atlantic; **Marella Gayla** Associate Editor, The New Yorker; **Alphonse Pierre** Senior Writer, Pitchfork; **Mia Sato** Feature Writer, The Verge; **Kylie Warner** Associate Editor, 1843 Magazine

Sponsored by the American Society of Magazine Editors, the ASME NEXT Awards for Journalists Under 30 were established in 2015 to support the development of print and digital media by honoring 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. Eligible candidates must be under the age of 30 on December 31, 2025.



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
- the candidate's résumé
- 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

**To submit nominations, go to asmeawards.org
See the online entry form at asmeawards.org for instructions
before preparing submissions**

Processing Fee: \$95

Nomination Deadline: 9:00 p.m. ET on Thursday, December 4, 2025

**For assistance, or to submit content published after December 4, 2025,
email asme@asme.media or call 212.872.3737**