



2027 ASME AWARDS

CALL FOR ENTRIES

SIXTY-SECOND ANNUAL

NATIONAL

MAGAZINE

AWARDS

DEADLINES FOR ENTRY: Nov. 5 | Dec. 3 | Dec. 31, 2026

Finalists Announced March 16, 2027

*For new categories for podcasting and video, see page 5.
For the reintroduction of the National Magazine Awards for Fiction
and Columns and Commentary, see pages 6 and 7.*

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The most prestigious journalism awards for magazines and websites published in the United States, the National Magazine Awards honor print and digital publications 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. Awards are currently presented in 22 categories, ranging from Reporting and Newsletters to Design and Photography. Finalists receive certificates of recognition. Winners receive an “Ellie,” modeled on the symbol of the awards, Alexander Calder’s “Elephant Walking.” The winners of the 62nd annual National Magazine Awards will be announced at the ASME Editorial Conference in May 2027.

Among the notable changes this year are the reintroduction of the National Magazine Awards for Fiction and Columns and Commentary and the addition of new categories for podcasting and video. The requirements for entry have been simplified; entry statements are no longer required for most magazines and websites except to describe the editorial mission of the publication and its audience; and the first deadline for entry is two weeks later than in previous years.

View the 2026 finalists’ and winners’ gallery at asme.media

Who Can Enter All consumer and business magazines and websites edited or 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. ASME reserves the right to determine if a media organization qualifies for entry.

Entries are also subject to the following conditions:

- 1** Print content must be dated 2026. Entries consisting in whole or in part of print issues may include one issue dated December 2026/January 2027 (but not December 2025/January 2026). Print issues with comparable dates, such as Fall 2026/Winter 2027, may also be included. Entries consisting of two or more articles or examples of work may include one article or example dated January 2027 or an equivalent, such as Winter 2027.
- 2** Digital content must have been posted in 2026. Screenshots may be requested to verify publication dates.
- 3** 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 a series or editorial package in another category.
- 4** Excerpts from previously published books are not eligible except as part of an entry in General Excellence, Design, Photography and Single-Topic Issue.
- 5** No magazine or website will be nominated more than once in any category except as the partner of another publication.
- 6** 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.
- 7** 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.
- 8** The administrators of the National Magazine Awards may at their own discretion extend the deadline for entry in any category.

How Finalists and Winners Are Chosen Five to seven finalists 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. See the “About” page at nationalmagazineawards.org for information about the selection of the winners. 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 ASME.

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 instructions, fees and deadlines, go to page 8.

Entries in Categories 1 to 4 consist of one of the following:

- **three print issues**
- **an editorial website**
- **an editorial website and as many as two print issues**

Entries may include one clearly branded single-topic issue or special-interest publication. An entry may also include off-platform podcasts, videos and social media produced by editorial staff.

What to submit for print-only entries: Three print copies each of three different print issues. Also required is a PDF of each issue. **For digital-only entries:** As many as 10 links to content representative of the achievements of the publication, which must include one or more links to an editorial website and may include links to off-platform podcasts, videos and social media produced by editorial staff.

For multiplatform entries: Three print copies each of as many as two different print issues and as many as 10 links to content representative of the achievements of the publication, which must include one or more links to an editorial website and may include links to off-platform podcasts, videos and social media produced by editorial staff. Also required is a PDF or PDFs of the print issue or issues.

Judging Criteria: Judges will evaluate entries in these categories based on the achievement of editorial and visual excellence in print and online and the editors' success in serving the interests of their readers. Digital-only and multiplatform entries will also be judged based on user accessibility and the outstanding use of digital technologies.

The National Magazine Award for General Excellence honors print, digital and multiplatform publications for editorial achievement and audience engagement. The award is presented in four categories organized by audience and content. Publications may choose which category to enter. 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 each of these categories. Nonmembers may submit one entry in each category. An entry may be print only, digital only or multiplatform, combining print and digital content. For instructions, fees and deadlines, go to page 8.

Entries in Categories 5 and 6 consist of three examples of work, which may include any of the following:

- **one or more articles or clearly branded editorial packages**
- **one or more examples of regularly published editorial sections**
- **one print issue or special-interest publication**

Entries may not consist exclusively of content from one print issue or SIP. Examples of work may include no more than two links to off-platform podcasts, videos and social media produced by editorial staff.

What to submit for print-only entries: PDFs of each example. Also required are three print copies of any issue in which an example appeared and a PDF of the cover of each of the issues. **For digital-only entries:** Links to each example. **For multiplatform entries:** PDFs of each print example and links to each digital example. Also required are three print copies of any issue in which a print example appeared and a PDF of the cover of each of the issues.

Judging Criteria: Judges will evaluate entries in these categories based on the quality and consistency of the visual content of the magazine or website; the ambition, resourcefulness and skill of art and photography staff and contributors; and the use of design and photography 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.

5 Design

This category honors overall excellence in the art direction of magazines and websites as demonstrated by three examples of work.

6 Photography

This category honors overall excellence in the photo direction of magazines and websites as demonstrated by three examples of work.

PODCASTING AND VIDEO CATEGORIES 7 — 10

Rules and Eligibility: Publications edited by ASME members may submit three entries in each of these categories. Nonmembers may submit two entries in each category. For instructions, fees and deadlines, go to page 8.

Except as noted, entries in Categories 7 to 10 consist of as many as three examples of work, which may include one of the following:

- **one or more episodes of one podcast**
- **one or more videos linked by producer, director, participant, topic or format**

Entries in Category 10 (News and Entertainment Videos) may also consist exclusively of as many as five vertical videos published on one or more social media platforms.

Entries in these categories may include off-platform content but may not include content primarily intended for broadcast or transmission on radio or television or exhibited or released before its publication by the entrant.

What to Submit: Links to each video or podcast in its original context. Also required are uploads of audio or video files of the same content.

Judging Criteria: Judges will evaluate entries in these categories based on the quality and consistency of the reporting and storytelling; the expressiveness and insight of the participants; the ambition, creativity and skill of the editorial and production teams; and the use of audio or video to fulfill the editorial mission of the publication.

7 Narrative Podcasts

This category honors audio content distinguished by the traditional characteristics of magazine storytelling, including original reporting, stylish narrative and informed analysis.

8 News and Entertainment Podcasts

This category honors the use of audio by magazines and websites to provide occasional or regularly scheduled coverage of or conversations about topics including but not limited to politics, technology, sports, entertainment and service and lifestyle. Entries may include or consist exclusively of video podcasts.

9 Narrative Videos

This category honors video content distinguished by the traditional characteristics of magazine storytelling, including original reporting, stylish narrative and informed analysis.

10 News and Entertainment Videos

This category honors the use of horizontal or vertical video by magazines and websites to provide occasional or regularly scheduled coverage of or interviews about topics including but not limited to politics, technology, sports, entertainment and service and lifestyle.

PRINT AND DIGITAL CATEGORIES 11 — 22

Rules and Eligibility: Publications edited by ASME members may submit four entries in each of these categories. Nonmembers may submit two entries in each of these categories. Depending on the category, an entry may be print only, digital only or multiplatform, combining print and digital content. For instructions, fees and deadlines, go to page 8.

Except as noted, entries in Categories 11 to 22 consist of as many as three examples of work, which may include one of the following:

- **one or more articles linked by writer, topic or format**
- **one clearly branded editorial package**
- **one or more examples of regularly published editorial sections**

Entries in Categories 14 (Service Journalism) and 15 (Lifestyle Journalism) may also consist exclusively of one clearly branded single-topic issue or special-interest publication.

Entries in other categories may include content from single-topic issues or SIPs but may not include an entire single-topic issue or SIP. Examples of work may include no more than two links to off-platform podcasts, videos and social media produced by editorial staff. No multi-article entry totaling more than 18,000 words may be submitted in Categories 18 (Profile Writing), 20 (Columns and Commentary) and 21 (Reviews and Criticism) without the approval of the administrators of the awards.

What to submit for print-only entries: PDFs of each example. Also required are separate PDFs of the covers of any issues in which examples appeared. **For digital-only entries:** Links to each example.

For multiplatform entries: PDFs of each print example and links to each digital example. Also required are separate PDFs of the covers of any issues in which print examples appeared.

Judging Criteria: Judges will evaluate entries in these categories based on the criteria relevant to the category, which may include but are not limited to the accuracy and thoroughness of the reporting; the vividness and perceptiveness of the writing; the depth of analysis and insight; the originality of perspective and expression; the enterprise and skill of staff and contributors; and the degree to which the entry serves the interests of the readers of the publication. Entries may be judged based on the use of design and photography to achieve editorial goals. Digital-only and multiplatform entries may also be judged based on user accessibility and the innovative use of digital technologies.

11 Fiction

This category honors fiction first published by a magazine or website. **An entry consists of one short story or no more than three short stories by one or more writers.** Entries may include excerpts from soon-to-be-published books and recent translations into English. All entrants are entitled to pay a special entry fee of \$195 in this category.

12 Newsletters

This category honors newsletters published on a regular schedule and in a consistent format by magazines, websites and independent creators. **An entry consists of three issues of one newsletter.** Newsletters and newsletter articles may also be entered in other categories. Independent creators are entitled to pay a special entry fee of \$195 in this category.

13 Single-Topic Issue

This category, traditionally called Single-Topic Issue despite the eligibility of digital media, honors a single print issue or a major digital package devoted to the comprehensive examination of one subject or topic.

An entry consists of one clearly branded single-topic issue, special-interest publication or digital package. Single-topic issues and SIPs may also be entered in Service Journalism and Lifestyle Journalism.

14 Service Journalism

This category honors magazine storytelling that addresses readers' needs and aspirations while providing instruction and advice. Entries in this category may include but are not limited to coverage of topics such as health care, personal relationships, parenting, career planning and personal finance. Special weight will be given to innovative editorial packaging.

15 Lifestyle Journalism

This category honors magazine storytelling that explores readers' interests or pursuits 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, personal entertainment and leisure activities. Special weight will be given to innovative editorial packaging.

16 Reporting

This category honors magazine storytelling distinguished by original reporting, compelling narrative and insightful analysis.

17 Feature Writing

This category honors magazine storytelling distinguished by stylishness and originality. **An entry consists of one article.** Entries may have been published in multiple parts in more than one issue.

18 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. Special weight will be given to concision and timeliness.

19 Essays

This category honors examples of analytical or interpretative journalism, including but not limited to articles about historical events, current affairs or the personal experience of the writer. **An entry consists of one article.** Content entered in this category may not be submitted as part of an entry in Columns and Commentary.

20 Columns and Commentary

This category honors a series of articles by one or more writers or a regularly published editorial section, either of which conveys the views of the writer or writers or provides coverage of topics important to readers of the publication.

21 Reviews and Criticism

This category honors commentary on the arts and reviews of products and services, the latter of which may include but are not limited to articles about fashion, food, travel, design, consumer technology and personal entertainment.

22 Public Interest

This category honors magazine storytelling that illuminates issues of local, national or international importance. Special weight will be given to the potential of the work to affect public or private policies or practices.

INSTRUCTIONS AND FEES

To enter the National Magazine Awards, go to nationalmagazineawards.org
See the online entry forms at nationalmagazineawards.org before preparing submissions
For assistance with entries, email asme@asme.media or call 212.872.3737

Entries Containing Print Content require the submission of PDFs. Each example of work, including editorial packages and print issues, must be uploaded as a single PDF in correct page order. Advertisements may be included. Pages in editorial spreads should be shown together. Barcodes should be removed from covers. High-resolution files are preferred.

Print-only and multiplatform entries in General Excellence, Design and Photography require the submission of print issues. Print issues are not required or accepted in other categories. Each entry should be bundled separately. A copy of the entry-confirmation email should be attached to each bundle.

Print issues should be mailed or shipped to:

ASME
23 Barnabas Road
PO Box 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.

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. Promotional codes in lieu of usernames and passwords are not acceptable.

Entry Statements Each entry must include a statement limited to 100 words describing the editorial mission of the publication and its audience. The same copy may be used for multiple entries. An optional statement limited to 300 words describing the entry may be added to assist the judges in their evaluation of the entry. As entries are often considered self-explanatory, a statement describing the entry is not required except to note significant challenges to the accuracy or fairness of an entry or to disclose the use of artificial intelligence in the creation of work submitted as part of an entry. Links to supplemental materials may also be provided in optional statements. Supplemental materials may include but are not limited to articles, social media, reader correspondence or media coverage related to the entry. Links to file-sharing services are not acceptable.

Entry Fees ASME provides significant financial support for the administration and presentation of the National Magazine Awards, entitling ASME members who are enrolled 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 only one magazine or website. To receive this benefit, chief editors' ASME membership must be current as of the date of entry.

New members who join ASME and remit dues 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, 2026, 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, but no entry fees will be refunded after that date.

Except as noted, the entry fee for ASME members enrolled as chief editors is \$395 for each entry. The entry fee for nonmembers is \$100 higher for each entry.

ASME members enrolled as chief editors who edit magazines with print circulations under 100,000 or websites with less than 1 million average monthly unique visitors are entitled to pay an entry fee of \$295 for each entry in any category other than General Excellence, Design and Photography. Eligible members are entitled to pay an entry fee of \$345 for each entry in General Excellence, Design and Photography. New members who edit eligible publications are also entitled to pay reduced entry fees.

The entry fee for all entrants in Fiction and for independent creators in Newsletters is \$195 for each entry.

Special Offer ASME members who submit five or more entries before the first deadline for entry on November 5, 2026, are entitled to submit an entry in General Excellence for only \$95. To apply for this members-only benefit, you must email asme@asme.media before October 22. All entries subject to this special offer except entries in General Excellence must be submitted before November 5. Entries in General Excellence may be submitted at any time before December 31 but are subject to late fees if not submitted on or before the applicable deadline. Applications for this special offer will not be accepted by ASME after October 22.

DEADLINES FOR ENTRY

Entries may be submitted online beginning September 24, 2026

Entries should be submitted on or before the applicable deadline to ensure that entries can be distributed to and evaluated by judges in advance of their meetings in January 2027. Because the deadlines are later than in the past, exceptions to the deadlines will not be permitted.

DEADLINE 1 for content published on or before October 1 is 9:00 p.m. ET on Thursday, November 5

Late entries consisting solely of content published on or before October 1 will be accepted until 9:00 p.m. on Thursday, December 3, subject to an additional \$95 fee per entry. Late entries submitted after December 3 consisting solely of content published on or before October 1 will be accepted until 3:00 p.m. on Thursday, December 31, subject to an additional fee of \$195 per entry.

DEADLINE 2 for content published on or before November 30 is 9:00 p.m. ET on Thursday, December 3

Entries may include but not consist solely of content published on or before October 1. Late entries will be accepted until 3:00 p.m. ET on Thursday, December 31, subject to an additional \$95 fee per entry.

DEADLINE 3 for content published after November 30 is 3:00 p.m. ET on Thursday, December 31

Entries may include but not consist solely of content published on or before November 30. No entries will be accepted after December 31.

{ASMe} next awards

FOR JOURNALISTS UNDER 30

The ASME NEXT Awards honor outstanding achievement by early-career journalists. Five winners are chosen each year based on their talent, skill and potential to make significant contributions to print and digital journalism. The 2026 ASME NEXT Awards recipients were:



Paula Aceves
New York Magazine



Isabella Cueto
STAT



Charlotte Klein
New York Magazine



Chris Panicker
GQ and Pitchfork



Matteo Wong
The Atlantic

2027 NOMINATION DEADLINE: Nov. 19, 2026

Any full-time or freelance writer, photographer, illustrator, editor, social-media journalist, graphic designer or photo editor is eligible for nomination. Candidates must be nominated or endorsed by an ASME member. Visit asmenextawards.org to download or view the call for nominations.

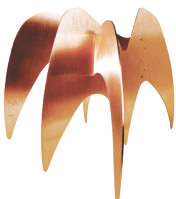
Judged and presented with the National Magazine Awards, the **ASME Awards for Design, Photography and Illustration** honor individual examples of visual excellence, including magazine covers. New categories this year are Best Magazine Design, Best Website Design and Best Feature Design. Visit asmeawards.org for more information.



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



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



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