



BEST COVER CONTEST 2020 + AWARDS FOR PHOTOGRAPHY AND ILLUSTRATION

Established in 2006, the ASME Best Cover Contest honors magazine covers published between January 1, 2019, and December 31, 2019. ASME members choose the best covers in 10 categories; the ASME Board of Directors chooses the Cover of the Year. Every cover entered in the ASME Best Cover Contest is also posted on Facebook, where readers vote for the winner of the ASME Readers' Choice Award.

This year ASME is proud to introduce the ASME Awards for Photography and Illustration. Intended to honor visual excellence both in print and online, the new awards will be presented in 10 categories. Judges will include leading editors, art directors and photo editors.

Finalists will be announced April 14, 2020. Winners, including the Cover of the Year, will be announced May 5, 2020.

ENTRY DEADLINE: **MARCH 3**



BEST COVER CONTEST 2020 + AWARDS FOR PHOTOGRAPHY AND ILLUSTRATION

WHO CAN ENTER The ASME Best Cover Contest and the ASME Awards for Photography and Illustration are open to all consumer and business magazines and websites edited and published in the United States. Covers and images from magazine special-interest and newsstand-only publications may also be entered. ASME reserves the right to determine if a publication qualifies for entry.

ASME BEST COVER CONTEST CATEGORIES

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

- Best News and Politics Cover
- Best Entertainment and Celebrity Cover
- Best Business and Technology Cover
- Best Service and Lifestyle Cover
- Best Sports and Fitness Cover
- Best Fashion and Beauty Cover
- Best Travel and Adventure Cover
- Most Delicious Cover
- Best Illustrated Cover
- Most Controversial Cover

Category names are intended to describe cover subjects, not magazine genres (newsmagazines can, for example, enter covers in the Best Service and Lifestyle category). Any magazine can enter any category, subject to the approval of the administrators of the awards.

ASME AWARDS FOR PHOTOGRAPHY AND ILLUSTRATION CATEGORIES

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

- Best News, Sports and Entertainment Photograph
Includes politics, business and technology photos
- Best Service and Lifestyle Photograph
Includes food, shelter and travel photos
- Best Fashion and Beauty Photograph
- Best Profile Photograph
Includes celebrity portraits
- Best Conceptual Photograph
- Best Photo Portfolio
Includes photojournalism and photo essays
- Best Print Illustration
- Best Digital Illustration
- Best Illustrated Story
Includes cartoons and comics
- Best Infographic

Entries may have been published in print or online. Photo portfolios may include work published both in print and online.

COVER OF THE YEAR 2019



October 15, 2018
"Her Lasting Impact"

READERS' CHOICE AWARD 2019



February 17, 2018
"This Is BTS"

UNCERTAIN ABOUT WHICH CATEGORY TO ENTER?

Email asme@asme.media or call 212.872.3737

RULES AND ELIGIBILITY

- Print entries must be dated 2019 (entries dated December 2019/January 2020 are eligible; entries dated December 2018/January 2019 are not)
- Digital entries must have been largely produced in 2019. Screenshots may be requested to verify publication dates
- Editors can enter as many entries in as many categories as they want but cannot enter the same cover or photograph in more than one category
- Photographs and illustrations entered in the Photography and Illustration Awards cannot also be entered in the Best Cover Contest
- An entry consists of one cover, one photograph or one photo portfolio published in print or online; photo portfolios may include both print and digital content
- Each entry must include a statement explaining why the entry merits recognition (statements are strictly limited to 100 words)
- The entry fee is \$95 per entry for ASME members and \$195 for nonmembers

ASME members pay lower fees to participate in the Best Cover Contest and Awards for Photography and Illustration as well as the National Magazine Awards. Editors who join ASME before March 3, 2020, are entitled to pay ASME-member entry fees for the 2020 Best Cover Contest and Awards for Photography and Illustration. To join ASME, visit asme.media. For more information about ASME programs and member benefits, email asme@asme.media.

The deadline for entry is March 3, 2020

TO ENTER, GO TO asmeBESTCOVERcontest.org

HOW TO ENTER

- All entries, including photographs and illustrations, must be submitted online at asmebestcovercontest.org
- Entries must be submitted as they were published in print or online
- Covers must be formatted as high-resolution JPEGs
- Barcodes should be removed from covers

How the Winners of the ASME Best Cover Contest + Awards for Photography and Illustration Are Chosen

ASME judging groups composed of leading editors, art directors and photo editors choose five finalists, including a winner, in each category. The ASME Board of Directors chooses the ASME Cover of the Year from the winners of the 10 Best Cover Contest categories.

How the Winners of the ASME Readers' Choice Award 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 2020, covers will be posted from Wednesday, April 1, to Thursday, April 30.

AWARDS TIMELINE

March 3 **Deadline for Entry**

April 1 Readers' Choice Award **Voting Begins** on Facebook

April 30 Readers' Choice Award **Voting Ends** on Facebook

April 14 **Finalists Announced**

May 5 **Winners Announced**

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 for the editorial leaders of magazines and websites published in the United States. 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, conducts training programs for writers and editors and publishes the ASME Guidelines for Editors and Publishers.

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