DIGIDAY MEDIA AWARDS

2021 ENTRY KIT

Last Chance Deadline: April 9, 2021

The Digiday Media Awards

The Digiday Media Awards, formerly the Digiday Publishing Awards, recognize the companies working to modernize digital media.

Over the years, the awards have honored industry-leading work from The New York Times, Dotdash, Meredith, PopSugar and more.

Deadlines & Entry Fees

EARLY DEADLINE	February 19, 2021	$449 per entry
REGULAR DEADLINE	March 12, 2021	$549 per entry
LAST CHANCE DEADLINE	April 9, 2021	$699 per entry

Categories

Best Story
Awarding the best single editorial article created by a newsroom for the reader.

Best Editorial Package - NEW
Awarding the best editorial package created by a newsroom for the reader.

Best Newsletter
Awarding the best newsletter in terms of value delivered, design and the overall ability to engage an audience.

Best Brand Partnership - B2B
Awarding a B2B brand/publisher partnership that has successfully promoted a brand, product or service across publisher channels.

Best Brand Partnership - B2C
Awarding a B2C brand/publisher partnership that has successfully promoted a brand, product or service across publisher channels.

Best Branded Content Program B2B
Awarding the most outstanding B2B branded content program created by a publisher.

Best Branded Content Program B2C
Awarding the most outstanding B2C branded content program created by a publisher.

Best Virtual Event - NEW
Awarding the best execution of a single virtual event that served as an extension of the publisher's brand.

Best Virtual Event Series - NEW
Awarding the best execution of a virtual event series that served as an extension of the publisher's brand.

Best Use of Social
Awarding a social media strategy that has most successfully achieved campaign goals on behalf of a publisher.

Best Use of Video
Awarding the video (single or series) that most successfully delivered on set goals.

Best Podcast
Awarding a podcast that has most successfully met set goals on behalf of an editorial brand.

Best Site Design
Awarding a design that is successful in delivering the best overall user experience through its display of content and advertising across devices.

Best Use of Audience Insights
Awarding a strategy that has successfully deployed audience insights to grow set KPIs.

Best Custom Advertising - NEW
Awarding non-standard advertising options that best serve a combination of user experience and commercial goals.

Best Ad Tech Platform - NEW
Awarding the ad tech platform that has most successfully helped publishers meet set goals.

Best Video Platform - NEW
Awarding the video platform that has most successfully helped publishers meet set goals.

Best Publisher Platform - NEW
Awarding a technology that is most successful in helping publishers meet set goals.

Categories

Best First-Party Data Strategy - NEW

Awarding the best strategy for collecting and organizing first-party data.

Best Commerce Partner - NEW

Awarding the publisher who has carried out the most mutually beneficial affiliate business with partners.

Best Subscription or Membership Product

Awarding a paid subscription/membership product that has successfully increased revenue and /or enhanced audience engagement.

Best Digital Product Innovation

Awarding the digital property innovation that best enhanced user experience and improved content or ad delivery.

Best Revenue Diversification Strategy

Awarding the publisher that has most successfully created opportunities for revenue growth outside of advertising.

Editorial Team of the Year - NEW

Awarding the editorial team that has delivered the highest quality reporting in pursuit of their editorial mission.

Publishing Executive of the Year

Awarding the senior publishing executive that has best displayed excellence through outstanding and inspired work at their company.

Best New Vertical or Brand

Awarding a new publishing vertical or brand that has best displayed excellence through editorial quality and growth.

Best Content Studio

Awarding the in-house content team that has successfully met set goals via innovative and engaging production and distribution.

Most Engaged Community

Awarding the publisher that has enjoyed consistently high audience engagement and a strong sense of community built around its content.

Media Brand of the Year

Awarding the media brand that has been most strategic, knowledgeable and effective in achieving their goals.

Publisher of the Year

Awarding a publisher that best displays original thinking, creativity and overall excellence in its approach to media.

Submission Questions: Overall

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overview

Provide a summary of the campaign/strategy. [200 words]

Goals

What were the goals of the initiative/strategy? [150 words]

Challenges

Were there any challenges along the way? *this could refer to environmental, bandwidth, technology issues, etc.* [150 words]

Results

Describe key results and the impact made since implementing the initiative/strategy. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

GET STARTED

Submission Questions: Team/Grand Prix

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overall Achievements

Provide a summary of the individual/team achievements throughout the year. [200 words]

Goals

What were the goals of the individual/team for the past year? [150 words]

Challenges

What challenges did the individual/team have to overcome in the last year? [150 words]

Results

Describe the individual/team results, impact on business, goals met, etc. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

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CONTACT

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