



DIGIDAY
MEDIA
AWARDS

Entry Kit
2023

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	January 26, 2023	\$499 per entry
REGULAR DEADLINE	March 9, 2023	\$599 per entry
LAST CHANCE DEADLINE	April 20, 2023	\$729 per entry

Categories

Overall



Best Commerce Strategy | NEW

Awarding the commerce strategy that has most successfully achieved set goals.

Best Editorial Video Series | NEW

Awarding the editorial video series that has most successfully achieved set goals.

Best use of Emerging Tech | NEW

Awarding the best use of immersive technology in a campaign, including but not limited to, AR, VR, Metaverse, or NFT.

Best Ad Tech Platform

Awarding the ad tech platform that has most successfully achieved set goals.

Best Brand Partnership - B2B

Awarding a B2B brand/publisher partnership that has successfully promoted a brand, product or service.

Best Brand Partnership - B2C

Awarding a B2C brand/publisher partnership that has successfully promoted a brand, product or service.

Categories

Overall



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 Contextual Targeting Offering

Awarding the contextual advertising offering that is most effective in helping clients achieve business objectives.

Best Custom Advertising

Awarding non-standard advertising options that best serve user experience and commercial goals.

Best Digital Product Innovation

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

Best Editorial Package

Awarding the best editorial package created by a newsroom.

Categories

Overall



Best Event

Awarding the virtual, hybrid and/or live event that most successfully achieved set goals.

Best First-Party Data Strategy

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

Best Newsletter

Awarding the newsletter that has been most successful in achieving set goals.

Best Podcast

Awarding a podcast that has most successfully achieved set goals.

Best Publisher Platform

Awarding a technology that is most successful in helping publishers achieve set goals.

Best Story

Awarding the best single editorial article created by a newsroom.

Categories

Overall



Best Subscription or Membership Product

Awarding a paid subscription/membership product that has most successfully achieved set goals.

Best Use of Audience Insights

Awarding a strategy that has successfully deployed audience insights to grow set KPIs.

Best Use of Social

Awarding a social media strategy that has most successfully achieved set goals.

Best Use of Video

Awarding the video strategy that most successfully achieved set goals.

Best Video Distribution and Programming Strategy

Awarding the video distribution and programming strategy that has most successfully achieved set goals.

Best Video Platform

Awarding the video platform that has most successfully helped publishers achieve set goals.

Most Engaged Community

Awarding the publisher that has consistently achieved high audience engagement and a strong sense of community.

Categories

Grand Prix



Content Studio of the Year

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

Editorial Team of the Year

Awarding the editorial team that has delivered the highest quality reporting.

Media Brand of the Year

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

Media Company of the Year

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

Video Team of the Year

Awarding the video team that has produced the highest quality video and visual journalism.

Entry Tips



Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

Submission Questions



How do I start my submission?

[Submit here.](#) You will be brought to the Digiday Media Awards submission platform where you will be asked to register if not already.

Am I eligible to enter this program?

Case studies must be relevant to January 2022 to April 2023.

How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

Submission Questions



Can I make changes to my entry once it's been submitted?

Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

When and how will finalists be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not.

What methods of payment are accepted?

The platform accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.



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Contact
awards@digiday.com
