



DIGIDAY
MEDIA
AWARDS

Entry Kit **2025**

Digiday Media Awards

The **Digiday Media Awards** recognize the companies modernizing digital media. Over the years, the awards have honored industry-leading work from The New York Times, Dotdash Meredith, PopSugar and more.



2025

Deadlines & Entry Fees

EARLY DEADLINE	January 10, 2025	\$499 per entry
REGULAR DEADLINE	February 07, 2025	\$599 per entry
LAST CHANCE DEADLINE	March 14, 2025	\$729 per entry



Best Gaming/Esports Brand

Activation | NEW

Awarding the brand activation that has most successfully tapped into the esports or gaming community, creating meaningful engagement and delivering business results for the brand and publisher.

Best Influencer Partnership | NEW

Awarding the partnership between a publisher or media company and an independent content creator that has most successfully achieved shared goals and driven results.

Best Interactive Content Campaign | NEW

Awarding a campaign that has incorporated interactive content (quizzes, polls, interactive video) to boost audience engagement and deliver business results.

Best Multichannel Campaign | NEW

Awarding a campaign that has effectively engaged audiences across multiple platforms (e.g., web, social, video, podcasts) to drive awareness and achieve business objectives.

Best Use of AI | NEW

Awarding the most effective use of AI in revenue generation.

Best Use of YouTube | NEW

Awarding the YouTube strategy that has most successfully achieved stated objectives.



Editor of the Year | NEW

Awarding the editor whose leadership, vision and editorial excellence have most significantly contributed to the success of their publication, delivering impactful stories that resonate with audiences.

Sales Team of the Year | NEW

Awarding the sales team that has most successfully achieved commercial objectives through innovation, collaboration and client service, driving measurable business growth for their media company.

Short Form Video of the Year | NEW

Awarding the short form video that has most successfully achieved stated objectives.

Best Ad Tech Platform

Awarding the ad tech platform that has most successfully achieved stated objectives.

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.



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 Commerce Strategy

Awarding the commerce strategy that has most successfully achieved stated objectives for a publisher or brand partner

Best Contextual Targeting Offering

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

Best Custom Advertising

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

Best Design

Awarding the design work that has been most creative, cohesive and effective for a publisher or media company across products and platforms



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.

Best Event

Awarding the virtual, hybrid and/or live event that most successfully achieved stated objectives.

Best First-Party Data Strategy

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

Best Newsletter

Awarding the newsletter that has been most successful in achieving both audience and business goals.

Best Podcast

Awarding a podcast that has most successfully achieved stated objectives.



Best Publisher Platform

Awarding a technology provider that is most successful in helping publishers achieve stated objectives.

Best Story

Awarding the best single editorial article created by a newsroom.

Best Subscription or Membership Product

Awarding a paid subscription/membership product that has most successfully achieved stated objectives.

Best Sustainability Initiative

Recognizing the media organization that excels in promoting eco-friendly practices and environmental awareness.

Best Use of AI-Generated Content

Awarding an AI-generated content strategy that has most successfully achieved stated objectives.

Best Use of Audience Insights

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



Best Use of Emerging Tech

Awarding the best emerging technology strategy, including but not limited to, AR, VR and the metaverse.

Best Use of Livestreaming

Awarding a livestreaming strategy that most successfully achieved stated objectives.

Best Use of Social

Awarding a social media strategy by a publisher or media company that has most successfully achieved stated objectives.

Best Use of TikTok

Awarding a TikTok strategy for a publisher or media company that most successfully achieved stated objectives.

Best Use of Video

Awarding the video strategy by a publisher or media company that most successfully achieved stated objectives.

Best Website

Awarding the site that has been most innovative and effective in both delivering a high-quality user experience and achieving business objectives.

Content Studio of the Year

Awarding the in-house content team that has successfully achieved client objectives and delivered high-quality media products.

Editorial Team of the Year

Awarding the editorial team that has delivered the best reporting in terms of originality, depth and overall quality.

Media Brand of the Year

Awarding the media property that has established the strongest and most differentiated brand.

Media Company of the Year

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

Most Engaged Community

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

Product Team of the Year

Awarding the publisher product team that has been most effective in developing products that achieve both user experience and business goals.



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 results back to your campaign objectives.

Tell us what problems inspired your work, discuss how they were solved and provide KPIs to build your case.

Remember, "the how" and "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 you haven't already created an account.

Am I eligible to enter this program?

Case studies must be relevant to January 2024 to May 2025.

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 participate in the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. If you enter the same campaign into multiple categories, as many of our entrants do, you will be charged the entry fee per each category entered.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com.



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Contact awards@digiday.com
