



Entry Kit **2026**

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.



2026

Deadlines & Entry Fees

EARLY DEADLINE	August 14, 2026	\$499 per entry
REGULAR DEADLINE	September 25, 2026	\$599 per entry
LAST CHANCE DEADLINE	November 20, 2026	\$729 per entry

**Best Direct Reader Revenue Approach** | NEW

Awarding the approach that most successfully generated revenue directly from readers through subscriptions, memberships or other paid offerings.

Best Use of Content Licensing | NEW

Awarding the most effective use of content licensing to expand reach and drive business growth.

Best Zero-Click Strategy | NEW

Awarding the strategy that most effectively engaged audiences and drove measurable outcomes across zero-click platforms amid the rise of AI-driven discovery.

Best Ad Tech Platform

Awarding the ad tech platform that most effectively helped publishers grow revenue and improve operational performance.

Best Brand Partnership - B2B

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

Best Brand Partnership - B2C

Awarding a B2C brand/media 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 media company.

Best Branded Content Program - B2C

Awarding the most outstanding B2C branded content program created by a media company.

Best Commerce Strategy

Awarding the commerce strategy that most effectively drove sales, conversion or revenue growth.

Best Contextual Targeting Offering

Awarding the contextual targeting offering that most effectively delivered relevant audience targeting and advertiser results.

Best Creator Partnership

Awarding the creator partnership that most successfully expanded reach, engaged audiences, and delivered results.

Best Digital Design

Awarding the digital design that most effectively combined creativity, usability, and audience experience.

Best Digital Product Innovation

Awarding the most innovative digital product across websites, apps, and platforms that meaningfully improved audience experience and content delivery.

Best Editorial Package

Awarding the best editorial package or series produced by a newsroom across multiple stories or formats.

Best Event

Awarding the most effective event in delivering audience and business results.

Best First-Party Data Strategy

Awarding the most effective strategy for collecting and activating first-party data to drive audience and business outcomes.

Best Gaming/Esports Brand Activation

Awarding the gaming or esports brand activation that most effectively drove audience engagement, cultural impact and business results.

Best Multichannel Campaign

Awarding the campaign that most effectively leveraged multiple platforms and channels to achieve audience and business objectives.

**Best Newsletter**

Awarding the newsletter that most effectively grew and engaged its audience while delivering measurable business impact.

Best Podcast

Awarding the podcast that most successfully built a loyal audience and delivered meaningful business impact.

Best Publisher Platform

Awarding the publisher platform that most effectively enabled publishers to grow audiences, revenue, or operational performance.

Best Subscription or Membership Product

Awarding the subscription or membership product that most effectively drove acquisition, retention, revenue growth, and delivered strong subscriber benefits.

Best Sustainability Initiative

Awarding the initiative that demonstrated meaningful progress toward environmental sustainability and business responsibility.

Best Use of AI

Awarding the most effective use of AI to improve performance across audience growth, efficiency, and revenue generation.

Best Use of AI-Generated Content

Awarding the most effective use of AI-generated content to create, scale or enhance editorial experiences.

Best Use of Audience Insights

Awarding the most effective use of audience insights to drive editorial, product or business outcomes.

Best Use of Emerging Tech

Awarding the most effective use of emerging technologies to create new storytelling and audience experiences.

Best Use of Social Media

Awarding the most effective use of social media to grow audiences, deepen engagement, and generate meaningful business impact.

Best Use of TikTok

Awarding the most effective use of TikTok through platform-native content and audience engagement.

Best Use of Video

Awarding the most effective use of video to engage audiences and drive business impact.

Best YouTube Video or Series

Awarding the most effective original video or series created for YouTube.

Content Studio of the Year

Awarding the in-house content studio that most effectively delivered outstanding branded content and client results.

Editorial Team of the Year

Awarding the editorial team that demonstrated outstanding editorial excellence, impact, and storytelling across formats.

Media Brand of the Year

Awarding the media brand that most clearly defined itself in the market through editorial excellence and audience impact.

Most Engaged Community

Awarding the media company that most successfully built and activated a deeply engaged audience community.

Most Impactful Editorial Product

Awarding the most impactful editorial product, including formats such as articles, audio, video, events and other storytelling experiences.

Sales Team of the Year

Awarding the sales team that demonstrated exceptional commercial performance and client service.

Short Form Video of the Year

Awarding the most outstanding short-form video across TikTok, Reels, Shorts and other platforms.



2023

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.



2023

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 August 2025 to November 2026.

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
