



PRINT ONLY PUBS
EDITORIAL CRITERIA FOR
CATEGORIES 001 – 052, 110 – 113, 116 – 131

Please read the editorial profiles attached to each magazine before evaluating the overall editorial quality based on the questions below.

Score your responses on a scale of one to ten, in which:

1=unacceptable
7=above average

3=below average
9=very good

5=average
10=excellent

Do not use 0. Use whole numbers only. No fractions, decimals, pluses or minuses.

Place your score in each column corresponding to the areas listed below:

- Column 1. **EDITORIAL PACKAGE (1 to 10)**
How well do the editorial components (features, sections, departments, columns, etc.) work together to meet the magazines' objectives? Is the magazine's editorial focus clear?
- Column 2. **READABILITY (1 to 10)**
How well does the writing communicate the content to the reader? Do the articles have interesting, attention-getting leads? Is the text clear, easy-to-read and grammatically correct? Does each story have a distinct "voice," or is the editorial tone repetitive?
- Column 3. **RESEARCH (1 to 10)**
How well are the articles researched? Are obvious questions about the topics answered? Are sources of facts and figures readily identified?
- Column 4. **COVER (1 to 10)**
How well does the cover (image and copy) meet the editorial objectives?
- Column 5. **EDITORIAL DEVICES (1 to 10)**
How successful are the editorial devices (table of contents, titles, subtitles, call-outs, sidebars, captions, etc.) at drawing the reader into the editorial and clarifying content?

***SPECIAL NOTE FOR MOST IMPROVED CATEGORIES (116-125)**

In judging the categories of "Most Improved," judges should evaluate entries strictly in terms of the *improvement* shown. For example, if magazine A is judged 2 on the issues before the changes and 6 after the changes, it should receive a better score than if magazine B is judged 8 before the changes and 9 after them.

The *change*, not the relative excellence, is judged.