

**EDITORIAL CRITERIA ONLY
FOR CATEGORIES #114–115**

Please read the editorial profiles for 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 single score for each entry in the "score" box on your judging sheet.

114–115 Best Media Kit

- Is the editorial calendar and/or media planner laid out so the advertiser can easily see benefits, closings, circulation information and other pertinent information?
- Is the editorial calendar and/or media planner comprehensive but creative in design?
- Are reader demographics clearly stated and organized?
- Are stats appropriately documented?
- Are facts/claims substantiated by independent research?
- Is the info provided in ways that are easily understood?
- Are other marketing opportunities presented successfully, such as list rentals, annuals, special sections, supplements, card decks, trade shows, sponsorships, buyer's guides, online, sister pubs, etc.