



FIPP Insight Awards 2017 ENTRY FORM

Entries and enquiries should be submitted to FIPP's Head of Insight, [Helen Bland \(helen@fipp.com\)](mailto:helen@fipp.com).

Deadline for entries: Tuesday 2 May 2017
Presentation of Awards: FIPP World Congress in London, 9-11 October 2017

The FIPP Insight Awards recognise the best research studies published in 2016 or early 2017 that promote the use of magazine media as an advertising medium, anywhere in the world. The Awards give public recognition to research campaigns and insight studies and their sponsoring companies and research agencies. FIPP and the judges would also like to give public recognition to the key individuals behind the studies. Entries should list the key decision-making personnel involved from the sponsors, the research agencies and/or any other relevant organisation in order to acknowledge them. Full criteria for eligibility at the end of this entry form.

The overall winner of the Insight Awards will be invited to present their winning project at the [FIPP World Congress](#) in London, taking place 9-11 October 2017 at Tobacco Dock. More than 800 international magazine media delegates are expected to attend FIPP's flagship event.

The nominated individuals on the winning entries will receive personal certificates.

PROJECT

Title:	
Commissioning company/agency/consultancy:	
Owner/organiser/agency:	
Time period:	Date of first publication/presentation:
Main goals:	
Method:	
Main findings & implications:	
Any indication of impact on the market or other feedback:	
550-600 max. word synopsis of the study:	
Names and affiliations of key decision-making individuals involved in the project:	

SUBMITTING THIS ENTRY

First name:	Family name:
Job Title:	Department:
Email:	Direct telephone:
Company Name:	
Address:	
Country:	Company telephone:

SUPPORTING MATERIAL

Please include (separate attachments, as necessary) supporting material – in English, the published report, presentation or other published materials, sufficient to explain the study in detail.

SMALL PRINT

The synopsis must be in English. The supporting material is preferred in English, and if the study is short-listed for the Awards, sufficient material must be made available in English (in electronic form if possible) for the judges to be able to reach a conclusion.

Tick box:
It is a condition of entry that FIPP may publish on its website or elsewhere the synopsis of each entry. The synopses may be published in early October 2017, shortly before the FIPP World Congress in London, so that delegates are able to read them prior to the announcement of the winners. Entering for the Insight Awards indicates acceptance of this.

There is no entry fee for the FIPP Insight Awards.

SUBMISSION & DEADLINE

Please submit your Award entries to [Helen Bland](#) by **Tuesday 2 May 2017**

See last year's winning entries [here](#).

Register soon for the best rates for the FIPP World Congress 2017 in London, 9-11 October: www.fippcongress.com

Helen Bland
Company Secretary & Head of Insight
helen@fipp.com
Tel: +44 (0) 207 404 4169
www.fipp.com

CRITERIA FOR ELIGIBILITY

To be eligible, the research:

- May deal with any aspect of the power of magazine media
- May cover any magazine platform, including websites, tablets, smartphones, social media, print, and any other relevant publisher channel
- May cover a magazine or magazines of any kind, including consumer and B2B magazines, paid-for and free titles
- May cover magazine media only, or magazines compared with or in combination with other media
- May be qualitative or quantitative
- May use any data collection method, or be a re-analysis or modelling of existing data
- May have been commissioned by any kind of organisation, including but not limited to publishers, publishing associations, advertising/media agencies, research agencies and academic institutions
- May come from any country or combination of countries
- Must have been first published/presented no earlier than January 2016
- Continuous projects which were entered in previous years may be entered again but need to show that there was significant new material which was first published no earlier than January 2016

WHAT THE JUDGES WILL BE LOOKING FOR

The FIPP Insight Awards will be given for the research projects which, in the opinion of the judges, best demonstrate the effectiveness of magazine media. Among the judges' considerations will be:

- The strength of the evidence presented
- The significance of the topic(s) studied
- Technical excellence and innovation in methods, new research tools, or analyses
- The extent to which the research helps to sell the magazine medium
- The reception and use of the study in the marketplace
- The applicability of the study elsewhere (including in other countries), either in terms of the study's results or its methodology