



**SNDS**

## **Call for entries**

Best of Scandinavian  
News Design 2017

Deadline:

**5 February 2017**

# Deadline

for both print and digital categories:

## 5 February 2017

Work submitted for the competition must be published in 2016.



### IMPORTANT NOTICE

#### Print categories

#### Don't send print-outs!

Only the original pages as they were delivered to your reader will be accepted.

Don't mount your pages on cardboard or carton.

Only whole pages will be accepted. This applies in ALL categories.

Submitted material in the print categories will not be returned.



### IMPORTANT NOTICE

#### Digital categories

#### Entries in the digital categories **MUST** be submitted at

**[www.snds.org/best-digital](http://www.snds.org/best-digital)**

Desktop, tablet or mobile solutions can be submitted in all categories – please state which platform the submission was designed for.



### Publishing the results

SNDS will publish the results of the competition and reserves the right to reproduce the winning entries in publications and in various electronic publications. These include (but are not limited to) the printed and PDF catalogue; SNDS Magazine; the organisation's website [snds.org](http://snds.org) and social media channels. (See also "Awards" on p.3+10)

# Best of Scandinavian News Design 2017

## About the competition

The competition is open to any Nordic and Baltic media which is published from one to seven days a week and which is a member of SNDS or one of the publishers' organisations. If you are not a member of SNDS, you can still enter your work in the competition if you sign up for membership at the time of submitting your work.

The entry/entries must have been published during the period 1 January 2016 to 31 December 2016.

The competition also covers **digital publications**. A special jury will review/evaluate the digital publications (see page 10).

Only whole pages can be submitted, and whole pages will be evaluated, also in the Visual communication category.

Photo copies, printouts or PDF files of pages will not be accepted for evaluation in the competition.

There is no limit to the number of entries that can be submitted. The media are free to submit as many entries as they wish.

The jury reserves the right to move an entry from one category to another.

Individual persons cannot submit material for evaluation in the competition.

## Judging

The submitted material in the print categories will be evaluated by a jury consisting of six members who have been appointed by the publishers' associations in Norway, Sweden, Finland and Denmark and by SNDS.

The digital publications will be evaluated by a special jury whose members have specialised knowledge of digital publications. This jury consists of six members appointed by Mediebedrifternes Landsforening, Norway, Tidningarnas Förbund, Finland, and SNDS.

**Please send your entries no later than 5 February 2017 to:**

SNDS  
c/o Jyllands-Posten  
Grøndalsvej 3  
DK-8260 Viby J.  
Denmark

Letters/parcels must be marked "Best of Scandinavian News Design".

**NB:** If you're sending from a non-EU country please write: "No commercial value" on the customs papers and please mark on the payment form if you wish to be notified when your package has arrived.

## Awards

The jury will award Gold, Silver, and "Honourable Mention" diplomas. The "Scandinavia's Best Designed Newspaper" award will be given to the best overall designed newspaper in the competition – one award for small newspapers (up to 20.000 in circulation), one award for larger newspapers (circulation 20.001 or more).

In addition, the jury may award a "Best of Show" award as well as a "Best Detail" award for a very well-made design detail.

As soon as the jury has completed the evaluation process, winning media will be informed that they have been granted an award, but not which one. At this point, we will also ask winners to send information about the people who should be credited for the award.

The award presentation will take place as part of the SNDS conference in October 2017. See more about the conference on [snds.org](http://snds.org)

Good luck to you all – and thanks for participating!



Flemming Hvidtfeldt  
Competition Chairman  
SNDS President

# Print categories

**P1**

## **SCANDINAVIA'S BEST DESIGNED NEWSPAPER**

Submit three copies from three different days of the newspaper/section that is to be evaluated.

Evaluation is **free** for one subject per media house when participating in one or more of the other categories.

Entire newspaper  
All newspaper and magazine formats

**P1Aa** 20.000 and below € 300\*

**P1Ab** 20.001 and above € 400\*

\*Fee only to be paid if you do not enter other categories, or if you enter more than one product per media house for evaluation.

**P2**

## **REDESIGN**

Submit one copy of the newspaper/section/magazine from each of **the last three publication dates** before the redesign and three copies from the period after. Please enclose a short description of the redesign.

*Entire newspaper*

All newspaper and magazine formats

**P2Aa** 20.000 and below € 250

**P2Ab** 20.001 and above € 400

*Section*

(E.g. feature section, business section or sports section)

**P2Ba** 20.000 and below € 200

**P2Bb** 20.001 and above € 350

**P3**

## **FRONT PAGES/ FIRST PAGES**

Submit front pages (not section front pages)  
All newspaper and magazine formats

**P3Aa** 20.000 and below € 30

**P3Ab** 20.001 and above € 70

**P4**

## **BREAKING NEWS**

Submit inside international and national news pages as well as pages with news reports or news features.

*Prepared news pages*

Pages that were planned and laid out before the publication date, e.g. pages about the opening of parliament, the budget and election.

*Breaking news pages*

So-called telegram pages which have been made during the last 24 hours before publication, preferably pages that include ads.

Single pages:

**P4Aa** 20.000 and below € 30

**P4Ab** 20.001 and above € 70

Consecutive pages:

**P4Ba** 20.000 and below € 40

**P4Bb** 20.001 and above € 80

**P5**

## **LOCAL PAGES**

Submit inside local news pages, which contain information about time and place, police news, municipal news and which may contain ads.

Single pages:

**P5Aa** 20.000 and below € 30

**P5Ab** 20.001 and above € 70

Consecutive pages:

**P5Ba** 20.000 and below € 40

**P5Bb** 20.001 and above € 80

**P6**

## **FEATURE PAGES**

Submit feature pages in which the articles continue over one or more pages. The entire page/pages must be submitted.

Single pages:

All newspaper and magazine formats

**P6Aa** 20.000 and below € 30

**P6Ab** 20.001 and above € 70

Consecutive pages:

**P6Ba** 20.000 and below € 40

**P6Bb** 20.001 and above € 80

**P7**  
**SUPPLEMENT/SECTION**  
**FRONT PAGES**

(However, **not magazine** front pages). Submit first pages from daily, weekly or periodical supplements/sections.

All newspaper and magazine formats

**P7Aa** 20.000 and below € 30

**P7Ab** 20.001 and above € 70

**P8**  
**VISUAL**  
**COMMUNICATION**

In this category, the following may participate:

- pages with photo reports (photos must take up at least 66 % of the format);
- black-and-white or four-colour news graphics or visualisations;
- illustrations; or
- a combination of photos, graphics and illustrations.

It must be emphasised that it is not only the pictures, graphics or illustrations that will be evaluated. It is the page in its entirety that is being evaluated, and emphasis is given to the fact that the illustrative elements work well with the headlines and text.

Single pages:

All newspaper and magazine formats

**P8Aa** 20.000 and below € 30

**P8Ab** 20.001 and above € 70

Consecutive pages:

**P8Ba** 20.000 and below € 40

**P8Bb** 20.001 and above € 80

**P9**  
**NEWSPAPER**  
**MAGAZINES**

Magazines published as a supplement to a newspaper. For this class, magazine front pages, articles and series of articles may be submitted.

Front pages

**P9Aa** 20.000 and below € 30

**P9Ab** 20.001 and above € 70

Articles or series of articles

**P9Ba** 20.000 and below € 40

**P9Bb** 20.001 and above € 80

**P10**  
**SPORTS PAGES**

Submit sports pages including section front pages, pages with sports news reports or sports features. The entire page/pages must be submitted.

Single pages:

All newspaper and magazine formats

**P10Aa** 20.000 and below € 30

**P10Ab** 20.001 and above € 70

Consecutive pages:

**P10Ba** 20.000 and below € 40

**P10Bb** 20.001 and above € 80

**P11**  
**OPEN CLASS**

Submit pages or publications that were published with the newspaper, but which do not fit into any of the other categories.

Single pages:

All newspaper and magazine formats

**P11Aa** 20.000 and below € 30

**P11Ab** 20.001 and above € 70

Consecutive pages:

**P11Ba** 20.000 and below € 40

**P11Bb** 20.001 and above € 80

# Payment form, print

This form must be taped onto the upper left corner of the top envelope (see page 9).

Name of newspaper/media: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Town/City: \_\_\_\_\_ Country: \_\_\_\_\_

Responsible submitter: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

Web site: \_\_\_\_\_

Circulation weekdays: \_\_\_\_\_ Circulation Sundays: \_\_\_\_\_

## Mark with an x:

- YES, I am a member of SNDS
- NO, I am not a member of SNDS
- YES, please notify me by email when my package has arrived.

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## Participant fee:

Membership fee (if submitter is not already an SNDS member) @ € 105 ..... € \_\_\_\_\_

Category

<b>P1</b>	___ pc. design free of charge (max. 1)	_____	€ _____
<b>P1A</b>	___ pc. design (additional) <b>a:</b> € 300 or <b>b:</b> € 400 each	_____	€ _____
<b>P2A</b>	___ pc. redesign (entire newspaper) <b>a:</b> € 250 or <b>b:</b> € 400 each	_____	€ _____
<b>P2B</b>	___ pc. redesign (section/supplement) <b>a:</b> € 200 or <b>b:</b> € 350 each	_____	€ _____
<b>P3</b>	___ pc. front pages <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P4A</b>	___ pc. news pages (single) <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P4B</b>	___ pc. news pages (consecutive) <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>P5A</b>	___ pc. local pages (single) <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P5B</b>	___ pc. local pages (consecutive) <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>P6A</b>	___ pc. feature pages (single) <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P6B</b>	___ pc. feature pages (consecutive) <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>P7</b>	___ pc. section front pages <b>a:</b> € 30 or <b>b:</b> € 70	_____	€ _____
<b>P8A</b>	___ pc. visual communication (single) <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P8B</b>	___ pc. visual communication (consecutive) <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>P9A</b>	___ pc. newspaper magazine front pages <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P9B</b>	___ pc. newspaper magazine articles or series <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>P10A</b>	___ pc. sports pages (single) <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P10B</b>	___ pc. sports pages (consecutive) <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>P11A</b>	___ pc. open class <b>a:</b> € 30 or <b>b:</b> € 70 each	_____	€ _____
<b>P11B</b>	___ pc. open class <b>a:</b> € 40 or <b>b:</b> € 80 each	_____	€ _____
<b>TOTAL AMOUNT</b>	_____	_____	€ _____

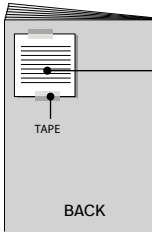
Transfer the TOTAL AMOUNT to:

Danske Bank, Rådhuspladsen 3, DK-8100 Aarhus C, Registration no.: **4620** · Account no.: **4813 068125**

SWIFT code: **DABADKXX** · IBAN: **DK10 3000 4813068125**

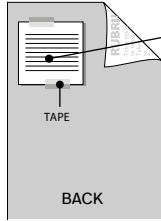
# Participant form Print entries only

On the back of all submitted entries, the upper left corner must be fitted with a type-written participant form (see this page, below). Copy the form and attach it with sticky tape on the submitted newspaper/pages as shown here:



**Participant form**

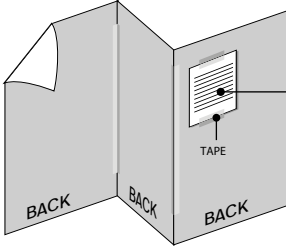
**Entire newspapers/sections**  
Only category 1 and 2.  
Attach the participant form on the back of each newspaper/section.



**Participant form**

**Single pages**  
Attach the participant form on the back of the page in the upper left corner.

**Consecutive pages**  
Attach the participant form in the upper left corner of the last page. Place the pages in the publication order and attach them with sticky tape on the back. After that, fold the pages like an accordion.



**Participant form**



Best of Scandinavian News Design 2017  
**Participant form**

Category number and letter:

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Name of newspaper/media:

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Main article headline:

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Copy and fill in the form.

The form must be attached to the back of each entry that is submitted to the competition as shown above.

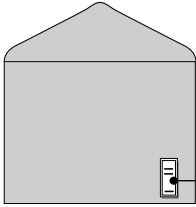
Please write clearly, preferably in block letters.

The full combination of Category number and letter must be included, e.g. **P5Aa** for entering a Local page (circulation below 20.000).



# Packing and payment Print entries only

Please prepare the packaging of your entries following these guidelines:

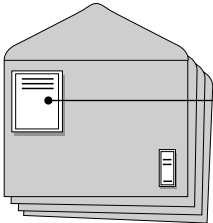


Category coupon

**1: Category envelopes**  
 Entries for each category must be packed in individual envelopes. Please do not fold the pages (considering the display of winning pages). Furnish the envelope with the category coupon in the lower right corner.

**2: Payment form**  
 Please copy or print and carefully fill in the Payment Form (on page 6-7) and transfer the total amount to:

**Danske Bank**  
**Rådhuspladsen 3**  
**DK-8000 Århus C**  
**Registration no.: 4620**  
**Account no.: 4813 068125**  
**SWIFT code: DABADKKK**  
**IBAN: DK10 3000 4813068125**



Payment form

**3: Attach the payment form**  
 Please sort the category envelopes in numerical order before packing and shipping. Attach the payment form (p. 6-7) to the upper left corner on the top category envelope.

**4: Ship to SNDS**  
 Pack all envelopes in one parcel and mail to this address:

**SNDS**  
**c/o Jyllands-Posten**  
**Grøndalsvej 3**  
**DK-8260 Viby J.**  
**Denmark**

If you send more than one parcel, please state it on the front page of each parcel.  
 Write: "Parcel no. X of X parcels".

Please make copies and attach one of these coupons to **each** category envelope.

Category number and letter: _____  Number of entries: _____	Category number and letter: _____  Number of entries: _____	Category number and letter: _____  Number of entries: _____	Category number and letter: _____  Number of entries: _____
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# Best of Scandinavian News Design 2017

## Digital design

An entry can belong to more than one category and can be awarded in any category that the jury may seem fit. The judges do not have to give a prize in each category.

The judges can choose to re-arrange submitted entries into other categories as they see fit, and if all judges agree upon this.

The competition is open to any Nordic and Baltic media.

## Criteria

The digital entries are judged according to how well these four criteria are being used in the specific categories:

- Visual design
- Interactivity
- Usability and structure
- Journalism/editing.

## Evaluation

The digital publications will be evaluated by a special jury whose members have specialised knowledge of digital publications. This jury consists of six members appointed by Mediebedrift-ernes Landsforening, Norway, Tidningarnas Förbund, Finland and SNDS.

Submit your information and password in order to let the jury evaluate the entries during the period 1 February–1 October 2017.

A fee will be paid per unit, which is submitted for evaluation.

Only work from 2016 is accepted. Entries regarding redesign, special events or specific articles must be from 2016. Please attach screendumps if appropriate.

## Awards

The jury will award Gold, Silver, and “Honorable Mention” diplomas. The “Scandinavia’s Best Designed Digital Media” awards will be given to the best overall designed entry in the competition.

In addition, the jury may award a “Best Detail Award” for a very well-made design detail.

When the jury has completed the evaluation process, winning media will be informed that they have been granted an award, but not which one. At this point, we will also ask winners to send information about the people who should be credited for the award.

The award presentation will take place at the SNDS conference in October 2017. See more about the conference on [snds.org](http://snds.org)



## IMPORTANT NOTICE

### Digital categories

**Entries in the digital categories CAN ONLY be submitted at**

**[www.snds.org/best-digital](http://www.snds.org/best-digital)**

Desktop, tablet or mobile solutions can be submitted in all categories – please state which platform the submission was designed for.

Good luck to you all – and thanks for participating!



Kim Bjørn  
Chairman of the  
Digital Competition

# Digital categories

## **D1** **REDESIGN**

A digital redesign of a whole site or parts of a site. It should be documented in screen-dumps how the site looked before the redesign.

**D1 ... € 300**

## **D2** **WEBSITE**

(Desktop and/or tablet)  
The overall website whether it is tailored to desktop and/or tablet.

**D2 ... € 300**

## **D3** **FRONT PAGE**

(For whole site or section)  
The frontpage of a whole website or the frontpage of a section/theme. Only one page is judged.

**D3 ... € 100**

## **D4** **ARTICLE PAGE**

(Generic article layout/template) The generic layout/template for articles – NOT specific articles.

**D4 ... € 100**

## **D5** **STORYTELLING/ FEATURE**

(Planned coverage)  
Planned coverage of subjects/stories, longform, shortform, articles, series of articles, themes etc. One or more urls.

**D5 ... € 100**

## **D6** **NEWS COVERAGE**

(Non-planned coverage and/or Breaking news)  
Non-planned coverage – presentation on site/frontpage and specific articles.

**D6 ... € 100**

## **D7** **DATA-PROJECT**

Data projects can be anything from infographics to database driven journalism in articles or themes.

**D7 ... € 100**

## **D8** **TV-EXPERIENCE**

TV-experience can be anything from a TV section frontpage a TV subsite, TV clips integrated in articles, programs, whole series of programs, visual identity of programs(series), etc.

**D8 ... € 100**

## **D9** **APPS**

(Tablet/mobile)  
Apps is any kind of news-related apps tailored to mobile and/or tablets.

**D9 ... € 100**

## **D10** **INNOVATION**

Innovative digital solutions in regards to business, design, development or editorial.

**D10 ... € 100**

## **D11** **EDITORIAL PROMOTION**

Clever digital marketing of editorial initiatives to the users.

**D11 ... € 100**

**Entries in the digital categories can only be submitted at**

**[snds.org/best-digital](https://snds.org/best-digital)**



in cooperation with



[www.snds.org](http://www.snds.org)