

## 2025 MEDIA INDUSTRY MEMBER CLASS LIST



# Media Industry Member Class List

OPEN TO AHP MEDIA INDUSTRY MEMBERS

### READ FIRST: How to Prepare Entries Before You Submit Online

- ◆ Entries must be dated and published in 2024 in an AHP Media Industry member print or electronic publication or website, except for class 19, Public Awareness Journalism Article which accepts entries published in a non-member publication.
- ◆ Verification of publication in 2024 is required for all entries.
- ◆ Member is responsible for submitting original work first published in 2024.
- ◆ All content on a member-owned website is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Target Readership or Audience refers to the audience the entry was created to reach or engage.
- ◆ Electronic publication is defined for this contest as a multimedia publication in PDF or Digital Edition format.
- ◆ Any online content that is password-protected must include an access code or password for the judge to view the entry.
- ◆ Any foreign entries must be translated into English.
- ◆ Any entry that requires uploading an article that includes two-page spreads must be exported as a PDF as a spread, not a page.

## Editorial Content Classes (print or online)

- ◆ Editorial content entries must include the entire article as published in print, online, or electronic publications.
- ◆ **It is important that the text is clear and legible for the judges to read otherwise the entry will not be considered as a finalist.**
- ◆ Judging in editorial content classes will be based on **writing only**, not design, multimedia or rich media.
- ◆ Photographs and sidebars may be included when necessary for the comprehension of the content.

### Class 1

#### Breaking News or Investigative Reporting Single Article (print or online)

- A timely and concise account of an equine-related breaking-news event or investigative reporting.
- Entries will be judged on creative writing style, content, grammar, clarity, style, and newsworthiness.

### Class 2

#### News Reporting Related Feature Single Article (print or online)

- An equine-related feature story that is relative to a breaking-news event.
- Entries will be judged on creative writing style, content, grammar, clarity, style, and newsworthiness.

### Class 3

#### Instructional Single Article (print or online)

- An equine-related article that provides how-to information in a step-by-step format.
- Entries will be judged on creative writing style, clarity, grammar, content, and usefulness to the reader.
- Photographs and sidebars may be included when necessary for the comprehension of the content.

### Class 4

#### Association/Organization Publication Equine Media Horse Care Single Article (print or online)

- An informative article dealing with the care of horses.
- Entries will be judged on creative writing style, content, grammar, clarity, and comprehensiveness.
- Photographs and sidebars may be included when necessary for the comprehension of the content.

### Class 5

#### Self-Supported Publication Equine Media Horse Care Single Article (print or online)

- An informative article dealing with the care of horses.

- Entries will be judged on creative writing style, content, grammar, clarity, and comprehensiveness.
- Photographs and sidebars may be included when necessary for the comprehension of the content.

#### **Class 6**

##### **Association/Organization Publication Equine Media Service to the Consumer Single Article (print or online)**

- An equine-related single article that provides a service to the reader, including consumer-oriented articles, etc.
- Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.
- Photographs and sidebars may be included when necessary for the comprehension of the content.

#### **Class 7**

##### **Self-Supported Publication Equine Media Service to the Consumer Single Article (print or online)**

- An equine-related single article that provides a service to the reader, including consumer-oriented articles, etc.
- Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.
- Photographs and sidebars may be included when necessary for the comprehension of the content.

#### **Class 8**

##### **Service to the Horse Industry Single Article (print or online)**

- A single article that provides technical or specific information for the horse industry and is inclined to inform and serve the industry as a whole.
- Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.
- Photographs and sidebars may be included when necessary for the comprehension of the content.

#### **Class 9**

##### **Association/Organization Publication Equine Media Personality Profile Single Article (print or online)**

- A single article, including biographies, interviews, and Q&A, that focuses on a single individual (human or equine), organization, or group.
- Entries will be judged on creative writing style, grammar, content, and the ability to hold the reader's interest.

#### **Class 10**

##### **Self-Supported Publication Equine Media Personality Profile Single Article (print or online)**

- A single article, including biographies, interviews, and Q&A, that focuses on a single individual (human or equine), organization, or group.
- Entries will be judged on creative writing style, grammar, content, and the ability to hold the reader's interest.

#### **Class 12**

##### **Association/Organization Publication Equine Media Feature Single Article (print or online)**

- An equine-related single article that focuses on general subjects that are not technical in nature and are considered the feature article of the issue.
- Entries will be judged on creative writing style, interest to the reader, grammar, and content.

#### **Class 13**

##### **Self-Supported Publication Equine Media Feature Single Article (print or online)**

- A single article that focuses on general subjects that are not technical in nature and are considered the feature article of the issue.
- Entries will be judged on creative writing style, interest to the reader, grammar, and content.

#### **Class 15**

##### **Personal Column Single Article (print or online)**

- An equine-related single article in a column that is a personal view of the author about events and/or activities.
- Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.

#### **Class 16**

##### **Editorial Event Coverage Single Article (print or online)**

- Editorial content that covers an equestrian event defined as a horse show, conference, convention, race, symposium, anniversary, etc.
- Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.
- Timely accounts of news-breaking events and related stories should be entered in the News Reporting classes 1 and 2.

**Class 17****Editorial Series (print or online)**

- A series of equine-related articles that have a sense of continuity of subject identifying them as a series.
- Entries may also include instructional series that provide how-to information in a step-by-step format.
- Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.
- The majority of articles in a series must be published in 2024. An article in the series carried into a Winter 2025 or January 2025 issue may be submitted, however content of the 2025 article is not eligible in any other class.
- A series that is published in a single publication is eligible.
- Articles published in a personal column are not eligible for this series class. Please enter personal column single articles in class 15.

**Class 18****Human-Animal Bond Article (print or online)**

- A single editorial article that best reflects and promotes the strengthening of the human-animal bond, highlighting the relationship between horses and people.
- Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader.

**Class 19****Public Awareness Journalism Article (print or online)**

- A single editorial article that encourages and stimulates public awareness of equestrian sport and horse ownership outside the horse industry.
- Entries will be judged for exceptional quality and on ability to convey this concept and connect with the reader.
- Articles may be published in print or online and dated 2024 in **any member or non-member** print or electronic publication or website.

**Class 20****Equestrian Lifestyle Journalism Article (print or online)**

- A single article that covers equestrian-related interests such as but not limited to entertainment, fashion, travel, health and beauty, leisure, travel, food, etc. Article must be dated and published in 2024 by a Media Industry member.
- Entries will be judged on creative writing style, interest to the reader, grammar, and content.

## Multimedia Classes

- ◆ Entries must be dated 2024 and published in 2024.
- ◆ All multimedia content is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Entries must be original to the entrant (first publication of the work), dated 2024.
- ◆ Multimedia classes that require a Mission Statement include Classes 22 and 25

**Class 22****Equine Media Video\***

- Entry is one single equine-related video produced by an AHP Media Industry member or Media Professional member.
- Video will be judged on concept, quality of craft, integration, and overall end-user experience.
- Verification that the video was published in 2024 is required.
- \*Mission Statement explaining the purpose and mission of the video is required.

**Class 23 OPEN TO MEDIA INDUSTRY, AFFILIATE BUSINESS, NONPROFIT MEMBERS****Equine-Related Podcast**

- An original single episode of an equine-related podcast in digital format for download over the internet in 2024 and produced by an AHP Media Industry, Affiliate Business or Nonprofit member.
- Podcast will be judged on entertainment value, production quality, and creative content.
- Verification that podcast was published in 2024 is required.

**Class 25****Equine-related Website\* OPEN TO ALL MEMBERS**

- The website may be viewed live on desktop and mobile and judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- Entry must include three to six months analytics report.
- \*Class requires a Mission Statement that includes how the website fits into the mission.

**Class 26****Equine Media Single Issue or Multi-Issue Electronic Publication\***

- AHP has defined an Electronic Publication for this contest as a multimedia publication that is published in PDF or Digital format.
- Electronic Publication must be published by an AHP Media Industry member or published/created by a Media Professional member. Electronic Publication must be a separate publication from the Media Industry member's print publication and not an electronic or digital version of the same.
- Online publication websites should enter Class 25.
- One copy of a single-issue publication or two different issues of a multi-issue publication dated 2024 must be submitted.
- Entry will be judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the audience in meeting the electronic publication's Mission Statement.
- \*Class requires a Mission Statement.

## Visual Media Classes

- ◆ Photograph or illustration must have been published in 2024.
- ◆ Online photograph or illustration should be a static image, not rich media.
- ◆ PDF or link of the article in which the photograph or illustration was published is required to provide proof of publication only.
- ◆ Photograph or illustration used on publication front covers as editorial is eligible.
- ◆ Entries published in advertising or as part of a portfolio or image gallery are ineligible for Classes 27-30 and 32.

**Class 27****Editorial Action Photograph (print or online)**

- Performance horse(s) in competition, training or work, including extreme action sports such as rodeo, racing, jumping, obstacles, as well as horse(s) at liberty.
- Photograph must be equine-related and published as editorial on an AHP Media Industry member's print or electronic publication or website, or a Media Professional member-owned website.
- Photograph will be judged on the photographer's expertise and technique only.

**Class 28****Editorial Human-Animal Bond Photograph (print or online)**

- Photo must illustrate the bond between horse and human and include a horse with a person, or parts of horses and humans interacting in a way that illustrates a positive bonding of human and horse.
- Photograph must be equine-related and published as editorial on an AHP Media Industry member's print or electronic publication or website, or a Media Professional member-owned website.
- Photograph will be judged on the photographer's expertise and technique only.

**Class 29****Editorial Photograph (print or online)**

- Equine-related photograph that may be a portrait or scene.
- Photograph must be equine-related and published as editorial on an AHP Media Industry member's print or electronic publication or website, or a Media Professional member-owned website.
- Photograph will be judged on the photographer's expertise and technique only.

**Class 32****Editorial Illustration (print or online)**

- Illustration may be any medium including computer-generated. Entry may be a single illustration or a series of related illustrations.
- Illustration must be equine-related and published as editorial, not advertising, in an AHP Media Industry member's print or electronic publication, book, or website, or a Media Professional member-owned website or book.
- Illustration will be judged on the photographer's expertise and technique only.

# Design Classes

## PUBLISHED IN PRINT OR ELECTRONIC PUBLICATION ONLY

- ◆ Design entries must have been published in an AHP Media Industry Member print or electronic publication in 2024.
- ◆ Media Professional Members who are paid 2025 AHP members are allowed to submit entries in design classes if they are the designer of the entry.
- ◆ Any entry that requires uploading an article that includes two-page spreads must be exported as a PDF as a spread, not a page.
- ◆ AHP has defined an Electronic Publication for this contest as a multimedia publication that is published in PDF or Digital format.

**Class 33****Equine Media Single Advertisement Design (print or electronic publication)**

- Design, layout, and composition must have been created by publication staff or freelance designer, not an ad agency or advertiser.
- Entries may be any size.
- Advertising design entries will be judged on graphic design and the effectiveness of the ad to communicate and promote the message and/or product to the target audience.
- Excludes brochures, tip-ins, or inserts that are not bound into the publication.

**Class 34****Association/Organization Publication Equine Media Cover Page Design (print or electronic publication)**

- All elements of front cover, including logo, cover lines, and graphic design, will be evaluated for effectiveness.
- A flip cover or tip-on is not considered a separate cover. A wrap cover may be judged as one cover if the back cover is a continuance of the front cover, such as a spread.
- All publication formats, including magazines, tabloids and newspapers, and electronic publications are eligible.

**Class 35****Self-Supported Publication Equine Media Cover Page Design (print or electronic publication)**

- All elements of front cover, including logo, cover lines, and graphic design, will be evaluated for effectiveness.
- A flip cover or tip-on is not considered a separate cover. A wrap cover may be judged as one cover if the back cover is a continuance of the front cover, such as a spread.
- All formats, including magazines, tabloids and newspapers, and electronic publications are eligible.

**Class 36****Association/Organization Publication Equine Media Editorial Design (print or electronic publication)**

- Editorial design entries are judged on the effectiveness of the graphic design to communicate the editorial content.
- Entry may be multiple pages, one-page, and two-page editorial design; Entries may be either black and white or color.
- Entire editorial article must be submitted online as a PDF file in two-page spread as published including any ads that appear on any page of the layout.

**Class 37****Self-Supported Publication Equine Media Editorial Design (print or electronic publication)**

- Editorial design entries are judged on the effectiveness of the graphic design to communicate the editorial content.
- Entry may be multiple pages, one-page, and two-page editorial design; Entries may be either black and white or color.
- Entire editorial article must be submitted online as a PDF file in two-page spread as published including any ads that appear on any page of the layout.

# Specialty Classes

- ◆ All entries must submit an online entry form.
- ◆ Hardcopy entries for Classes 38- 40 must be shipped to the AHP office to arrive by the deadline date.
- ◆ Insert entry in envelope and ship to: AHP Equine Media Awards, 250 West Main Street, Suite 100, Charlottesville, VA 22902.

## **Class 38 OPEN TO MEDIA INDUSTRY AND MEDIA PROFESSIONAL MEMBERS**

### **Equine Media Single Issue Custom Print Publication\***

- All entries must be equine-related and published by the submitting AHP Media Industry member or published or designed by a Media Professional member. Issue must be a separate publication from subscription issues.
- Entries include show/event programs, directories, supplements, or annual publications, but not calendars or promotional publications and brochures.
- Class judged based on 40% effectiveness of editorial content, 35% graphic design and 25% meeting its Mission Statement.
- Verification of the 2024 publication date is required. The 2024 cover date takes precedence over any other date in the publication. If there is no 2024 cover date, then the folio dates must be 2024; if there is no cover or folio date, then the copyright date must be 2024.
- \*Class requires a Mission Statement.

## **Class 39 OPEN TO ALL MEMBERS**

### **Equine-related Nonfiction Book**

- Class judged based on 90% content and 10% design.
- Examples of non-fiction books include biographies, histories, memoirs, instructional, self-help, business and photography books.
- Submit as hardback or paperback edition. Electronic-book format (digital edition, eReader such as Kindle, or PDF) accepted if book is not published as print edition. Electronic books must be submitted on the entry form using a direct link to the book to view or download.
- First copyright date must be 2024; reprinted editions are ineligible.
- Entrant may be listed as publisher or author.
- The book classes will be combined if the class has no more than two entries.

## **Class 40**

### **Equine-related Fiction Book OPEN TO MEDIA INDUSTRY AND MEDIA PROFESSIONAL MEMBERS**

- Class judged based on 90% content and 10% design.
- Examples of fiction books include narratives and novels.
- Submit as hardback or paperback edition. Electronic-book format (digital edition, eReader such as Kindle, or PDF) accepted if book is not published as print edition. Electronic books must be submitted on the entry form using a direct link to the book to view or download.
- First copyright date must be 2024; reprinted editions are ineligible.
- Entrant must be listed as publisher or author.
- The book classes will be combined if the class has no more than two entries.

# General Excellence Classes

## (PRINT MEDIA INDUSTRY MEMBERS ONLY)

- ◆ General Excellence entries will be judged based on 40% effectiveness of editorial content, 35% graphic design, and 25% meeting its Mission Statement.
- ◆ \* All General Excellence entries require a Mission Statement.
- ◆ Entry must consist of two different issues published in and dated 2024.
- ◆ Proof of circulation is required. Accepted verification is postal statement or invoice showing print run on invoice dated 2024.
- ◆ All print formats including magazines, tabloids, and newspapers, are eligible.
- ◆ Only one entry per Media Industry member. Publication must be the primary title listed as member.
- ◆ Publications entered in General Excellence are not eligible for Business Division Single Issue or Multi-Issue Publication Class.
- ◆ Hardcopy entries for Classes 41-43 must be shipped to the AHP office to arrive by the deadline date.
- ◆ Insert both issues in envelope and ship to: AHP Equine Media Awards, 250 West Main Street, Suite 100, Charlottesville, VA 22902.

### **Class 41**

**General Excellence Print Publication circulation under 10,000\***

### **Class 42**

**General Excellence Print Publication circulation 10,000 to 20,000\***

### **Class 43**

**General Excellence Print Publication circulation over 20,000\***

### **Overall Publication**

Overall Publication General Excellence Award is presented to one of the winners in the General Excellence classes.