

Trade, Association, and Business Publications International presents:

# THE 2022 TABBIES

CALL FOR ENTRIES



CELEBRATE YOUR TEAM

**TABPI** TRADE ASSOCIATION BUSINESS PUBLICATIONS INTERNATIONAL

## Why we need awards programs now more than ever

I've been a b2b editor for more than a quarter century, and I have lived through media recessions, rounds of layoffs, postal rate drama, stress over the price of paper, the birth of magazine websites, the rise of social media, and many other events that have kept editors and designers around the world up at night. However, I have never been more excited for our industry's future than I am today.

Through my association work both domestically and internationally, I have interacted with an amazing array of publications in many countries that cover every industry or niche imaginable. I've met dedicated journalism professionals who have worked through the above challenges while continuing to cover their industry, often in new and surprising ways. What we've seen is that b2b publications — trade, association, and regional business publications — are resilient. The Tabbie Awards, unique for the competition's global reach, has demonstrated that journalism excellence is alive and thriving in our spaces.

The past two years have prompted many organizations to rethink their business models, including publishing companies that have been restructuring as leaner operations. The move has changed the calculus of countless numbers of employees. Here in the United States, we're facing the "Great Resignation," as people are changing their priorities, quitting their jobs and taking up whole new careers. We know that keeping valuable people on our teams is becoming increasingly difficult. Many variables are at play, including salary, work-life balance, vacation time, and recognition. All are critical factors that must be addressed in the coming months.

The core mission of the Tabbie Awards is to recognize — to honor — our professionals who help drive excellence through their passion and talent. As we near 20 years of recognizing outstanding editorial and design work through our global program, I invite your publication to nominate your best work from 2021. More details on the competition, as well as other resources for b2b professionals, are available on our website at [www.tabpi.org](http://www.tabpi.org). The early-bird deadline for the Tabbies this year is March 15th. We'd be delighted to have you participate in the 2022 season of our special program so that you may celebrate your team, wherever you are in the world.

Warm regards,



**Paul J. Heney**  
President  
TABPI



For nearly two **decades**, the Tabbie Awards has celebrated excellence in b2b journalism around the globe. Will you be one of them in 2022?

# Global AWARD WINNERS



## UNITED STATES



Pizza Today

## AUSTRALIA



Baking Business

## CANADA



BioLab Business

## FRANCE



JEC Composites

## UNITED KINGDOM



Master Photographers

## GERMANY



Automotive News Europe

## UNITED ARAB EMIRATES



Construction Week

## SOUTH AFRICA



Black Business Quarterly

## SINGAPORE



Singapore Nautilus

## NEW ZEALAND



NZ Plumber

## INDIA



Indian Architect



“The Police Association of South Australia saw the great worth of the Tabbie Awards from the moment it discovered them, around eight years ago. The potential value to its magazine, the Police Journal, as a participant in the awards was instantly obvious.

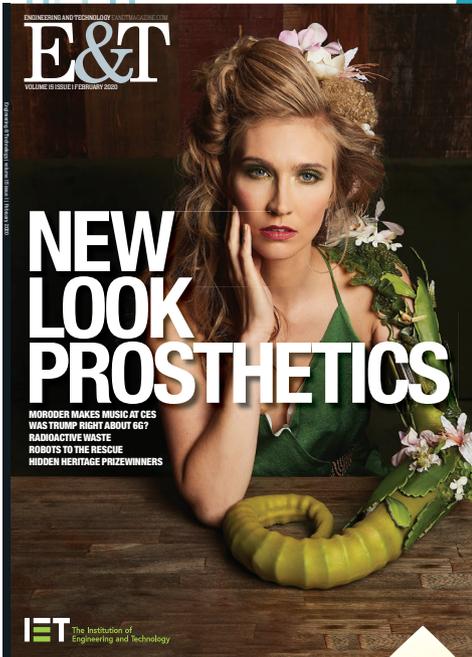
So, in 2014, the association submitted its first Police Journal entries, in a range of categories, and has kept up its participation every year since then.

The value lies in the rare opportunity for comparison with other B2B publications from around the world, and the expert assessments of the Tabbie judges.

Then there's the scope to broaden the awareness and heighten the profile of a publication way beyond its country of origin. Winning an award here provides the reassurance that, as a publisher, one has the formula right. Few, if any, other international award programmes exist to provide that critical indicator.

**Brett Williams**  
Police Journal Editor





*The Tabbie Awards is an essential magazine awards program in our staff calendar. It is a fantastic opportunity to recognise the brilliant members of the team who are too often the unsung heroes. I love how the Tabbies has all the regular categories you would expect from a leading magazine awards scheme. But there are also many other imaginative categories that no one else has. This provides the welcome chance to enter that fantastic thing your team did – that you couldn't quite find the right category for elsewhere.*

*What's more, the Tabbies is also the only awards program we enter that recognises editorial talent from all over the world.*

**Dickon Ross**  
Editor-in-Chief



# Submission Categories

## DESIGN CATEGORIES

### 1. FEATURE DESIGN

Submit one complete in-depth feature article that appeared in a single issue or online.

### 2. FRONT COVER, DIGITAL IMAGERY

Submit one cover with a computer-generated or digitally modified image as the central focus. Do not submit entire issue. Covers of print or digital-only issues are eligible.

### 3. FRONT COVER, ILLUSTRATION

Submit one cover with an illustration as the central focus. Do not submit entire issue. Covers of print or digital-only issues are eligible.

### 4. FRONT COVER, PHOTOGRAPH

Submit one cover with one or more photographic images as the central focus. Original or stock photography may be used. Do not submit entire issue. Covers of print or digital-only issues are eligible.

### 5. OPENING PAGE OR SPREAD

Submit one example of an opening page or opening spread from a feature article from print or the opening screenshot from a digital article.

## ONLINE CATEGORIES

### 6. BEST B2B WEBSITE

Submit your URL, any required passwords/logins and a short (250-word maximum) description of the site, its mission, and your readership.

### 7. E-NEWSLETTER

Submit PDFs or online links to three complete e-newsletter issues (with any required passwords/logins), along with a short (500-word maximum) description of the newsletter's mission, frequency, circulation numbers, and audience.

## EDITORIAL CATEGORIES

### 8. BEST SINGLE ISSUE

Submit one complete regular print or digital-only publication. For print issues, submit it in PDF form or provide a link to the digital issue; do not mail in hard copies.

### 9. DEPARTMENT

Submit two separate examples of any regular department that appears at least four times per year.

### 10. EDITOR'S COLUMN

Submit one example of a regular editorial/opinion piece, written by a full-time staff member.

### 11. FEATURE ARTICLE

Submit one complete in-depth feature article that appeared in a single issue or online. Multi-part online stories are eligible.

### 12. FOCUS/PROFILE ARTICLE

Submit one print or online article that focuses on a reader, individual, or company within the publication's covered industry.

### 13. HOW-TO ARTICLE

Submit one complete print or online how-to article. Entries should focus on how to solve a problem, not simply cover a technology (those should be entered in the Technical Article category, #15).

### 14. SPECIAL SECTION

Submit a special editorial section that appeared within one issue or online. No advertorials.

### 15. TECHNICAL ARTICLE

Submit one print or online technical article. Entries should focus on a technology applicable to readers, and not how to solve a technical problem (those should be entered in How-To Article, #13).

## SPECIAL CATEGORIES

### 16. COVID-19 COVERAGE

Submit one or a series of articles that cover(s) how the pandemic has affected or continues to affect your industry. Entries can be news- or feature-focused in nature.

This global awards competition is open to trade, association, and business magazines (both print and online-only) and websites published completely or partially in English. Magazines or websites must accept paid advertising. **Eligible work for the 2022 Tabbies must have been published in calendar year 2021.**

All entries become the property of TABPI, and all decisions by the judges are final. Winners will be notified on or about **August 1st, 2022**. Up to three winners in each category will receive plaques, and honorable mention certificates may be sent to additional winners. Multiple submissions in categories are permitted, but a given publication title may not win more than one award per category.

The early-bird deadline for submissions is **TUESDAY, MARCH 15th, 2021**. The entry fee is 115.00 USD per submission.

**PAYMENT NOTE:** If you will be paying by check, please use the categories that include the (Paying by check) designation and contact the TABPI office at [info@tabpi.org](mailto:info@tabpi.org) for check mailing instructions.





2022 Tabbies  
Trade, Association, and  
Business Publications International  
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# The **2022** Tabbies

## **EASY ENTRY:**

Enter online at the [TABPI.org](http://TABPI.org) website!

