

## Trade Non-Fiction

*The Trade Non-Fiction Book of the Year Award is awarded to a book of non-fiction published primarily for the trade or bookstore market*

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### Criteria

Books will be judged on the following criteria; the exact instructions given to the judges.

#### **Innovation of Content (5 Points)**

Points will be awarded for the creative execution of the work's literary, entertainment or educational purpose or mission, for novel ways of communicating the content of the work, for excellence in wrap-around components of the work such as graphics or book design, for presentation of content in a way which best serves the needs of the specific audience(s) targeted.

#### **Quality of Text (Editing) (5 Points)**

Points will be awarded for the comprehensiveness of the editing, the lack of mistakes and errors, correct grammatical forms, proper flow of the text and a consistent stylistic voice, for editing that maintains the validity of the content (such as factual accuracy in an academic work or character development/context in a literary work).

#### **Promotional Activity Undertaken/Market Acceptance (5 Points)**

Points will be awarded for the quality of the marketing campaign to support the title including: creativity in execution of traditional and digital marketing, strength of social media campaign, efforts made to have the author meet potential audiences at readings, book signings etc., effective use of multimedia including audio/video clips, video book trailers, podcasts etc., activities to effectively reach both local and national / international audiences, activities directed at specific niches appropriate to the book.

Points will also be awarded for proven interest on social media, and for any other metrics of acceptance by the market (such as positive reviews or evidence of strong reader interest) that the publisher wishes to provide.

**Excellence in Design and Illustration and Production (5 Points)**

Points will be awarded for design and illustrative elements that support the mission and goals of the content, that are examples of best in class execution of design principles, that stand up as elements of legitimate artistic merit in their own right.

Points will be awarded for production values that best support the mission and goals of the content, that are innovative and creative and that represent best in class production principles.

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Supporting documentation should include information on promotion and publicity to support their applications. This can include: information on author tours, book launches, other promotional events, and copies of reviews and details of media coverage. Any other information that pertains to the above categories may be included.