

21 CONTEST IDEAS FOR MAGAZINES



Create Fun, Meaningful Relationships with Your Readers

Whether your magazine is geared towards a specific city or region or you're aimed at fans of a specific topic, creating meaningful relationships with your readers is important.

Digital promotions like sweepstakes, quizzes, photo contests, and ballots are the perfect opportunity to pull your audience into your magazine. Contests can turn the content of your magazine into an interactive experience. They educate and excite readers and tell stories in meaningful ways. Plus, with vast opportunities for sponsorships, they can become a huge driver of new revenue as well.

Skim through this guide to see how other magazines are using contests to create richer content, drive deeper audience relationships, and increase their revenue.





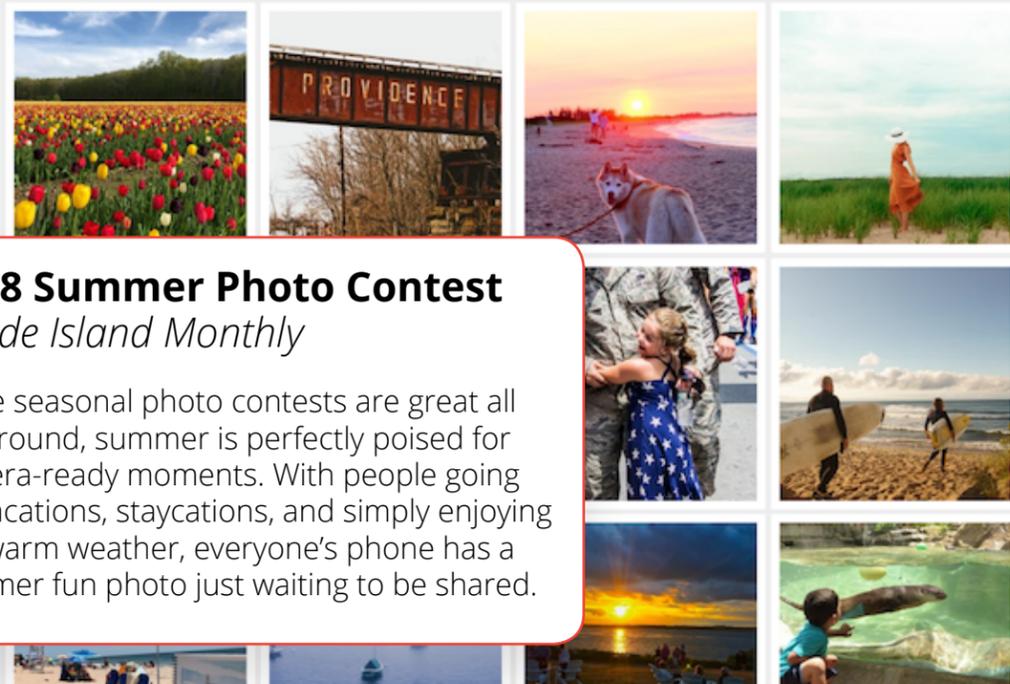
Submit your ultimate Rhode Island summer photo for a chance to win a VIP cabana for you and your friends with food and drink at Ballard's on Block Island!

Entrants are able to submit multiple photos. Photo submissions will be accepted June 1 - July 18th. Voting for the top 20 photos, as chosen by Rhode Island Monthly and Providence Picture Frame, will be open starting August 1. The grand prize winner will be announced in September.

Have a great summer!

Already Entered?

The Promotion has Ended



2018 Summer Photo Contest Rhode Island Monthly

While seasonal photo contests are great all year round, summer is perfectly poised for camera-ready moments. With people going on vacations, staycations, and simply enjoying the warm weather, everyone's phone has a summer fun photo just waiting to be shared.

MOVING GIVEAWAY!

UP TO \$1,000



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Moving Giveaway
The Pitch

This sweepstakes spotlighted a local moving company in Kansas City, MO by offering a moving giveaway up to \$1,000. Looking to identify locals who would soon be in the market for their services, the magazine asked the lead-gen question, "Are you planning on moving in the next 3-6 months?" on the entry form. Combined with the email opt-in, *The Pitch* was able to hand over a list of highly qualified potential customers to the moving company.

Ultimate Wedding Ballot
Pittsburgh Magazine

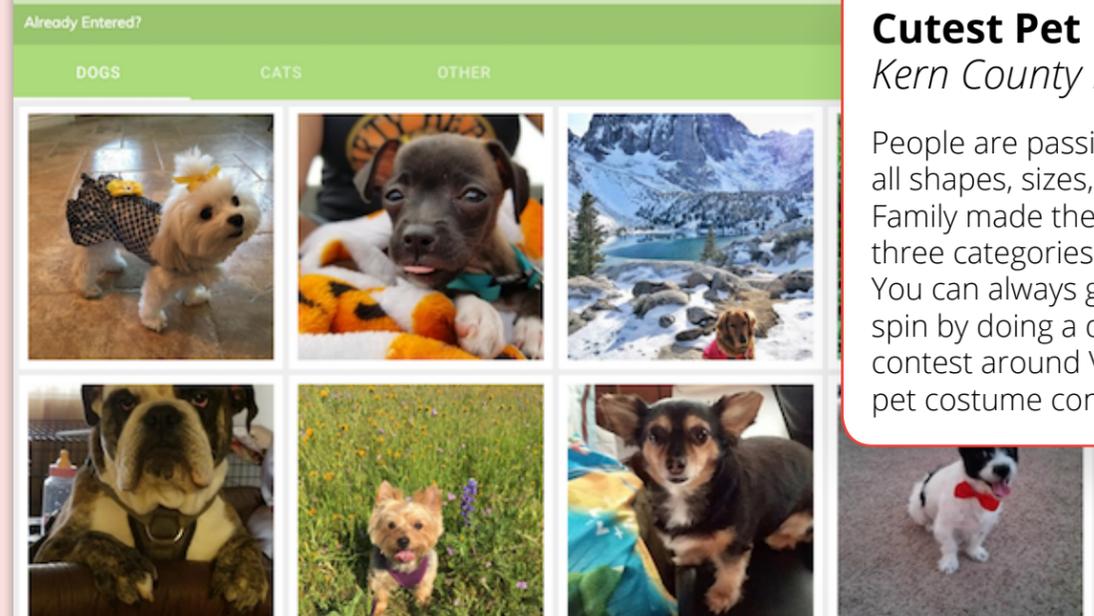
If you have a bridal special section, a Best of Weddings ballot is a great promotion to add to what you are already doing. Check out our Best of Weddings [ready-to-run turnkey ballot](#) to make things even simpler. Be sure to include a Winner's Directory afterwards so future brides in your area can use your publication as a go-to resource for their wedding planning.





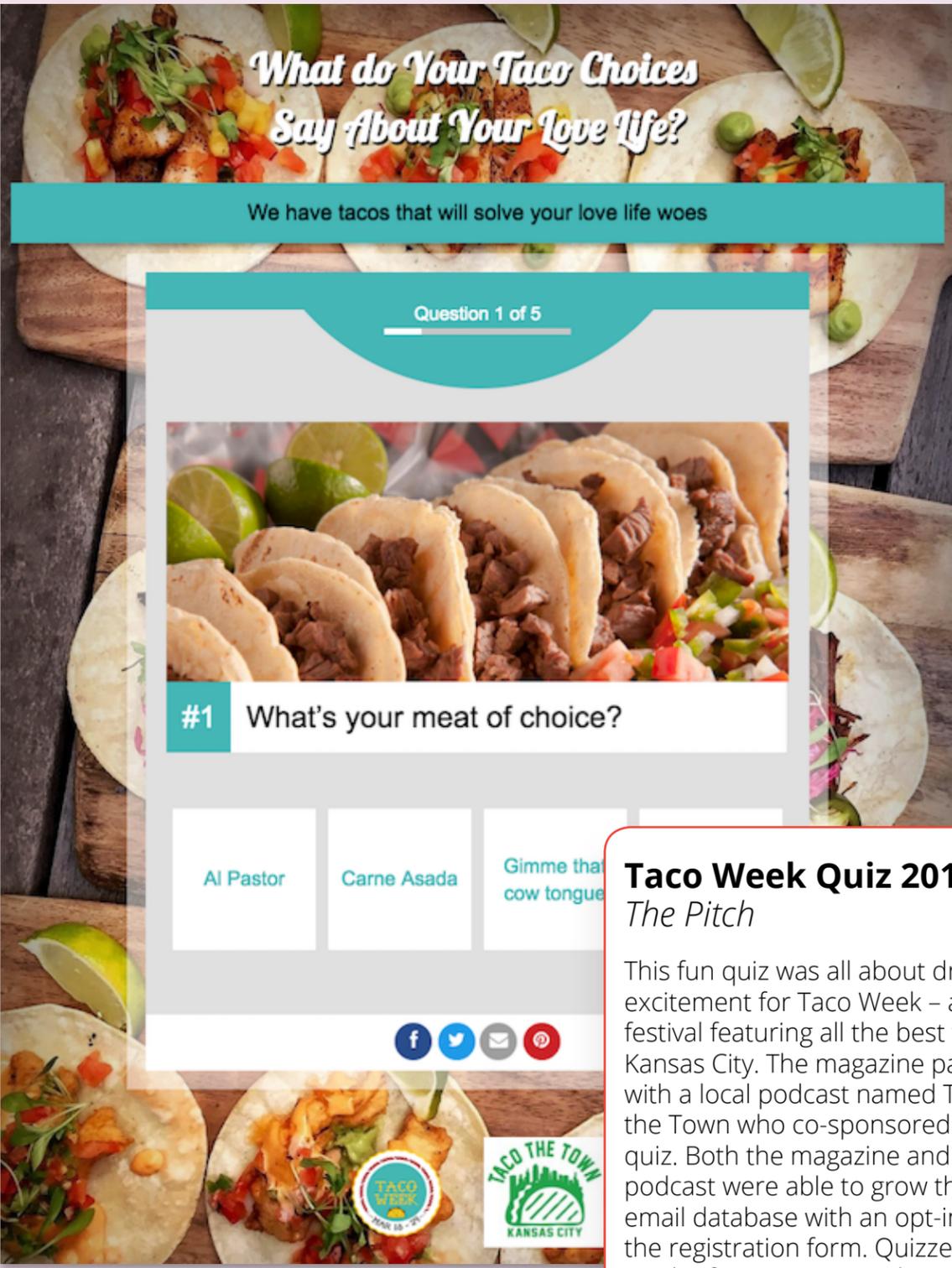
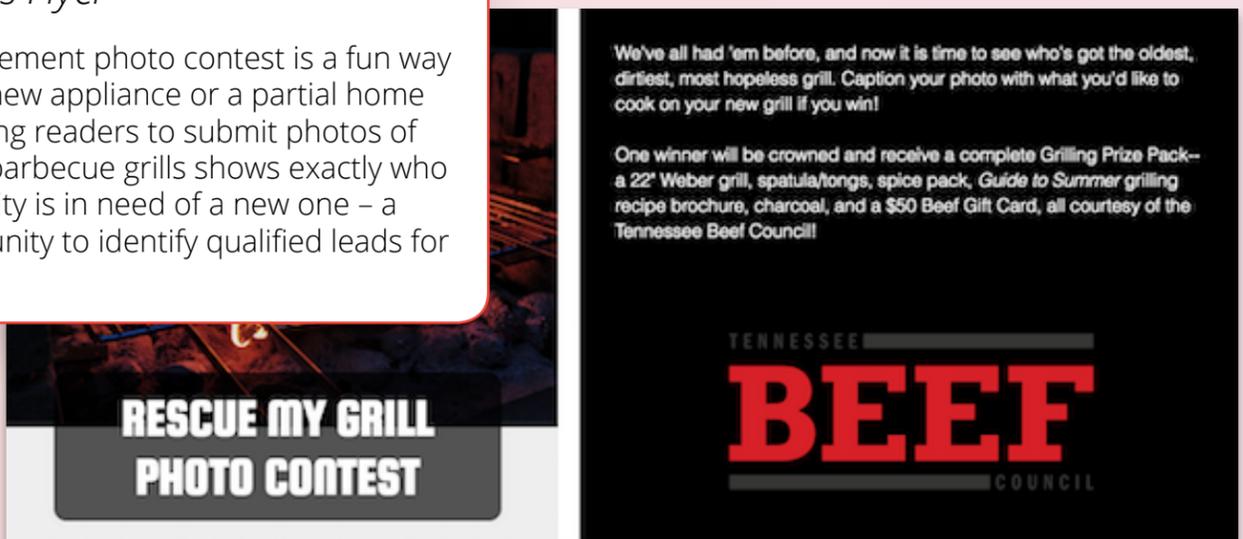
Cutest Pet Photo Contest *Kern County Family*

People are passionate about their pets – of all shapes, sizes, and breeds. Kern County Family made their Cutest Pets Contest with three categories for dogs, cats, and others. You can always give this traditional idea a fun spin by doing a doggie dating profile photo contest around Valentine's Day, a Halloween pet costume contest, and more.



Rescue My Grill Photo Contest *The Memphis Flyer*

A home improvement photo contest is a fun way to give away a new appliance or a partial home makeover. Asking readers to submit photos of their old, dirty barbecue grills shows exactly who in the community is in need of a new one – a perfect opportunity to identify qualified leads for your advertiser.



Taco Week Quiz 2019 *The Pitch*

This fun quiz was all about driving excitement for Taco Week – a local festival featuring all the best tacos in Kansas City. The magazine partnered with a local podcast named Taco the Town who co-sponsored the quiz. Both the magazine and the podcast were able to grow their email database with an opt-in on the registration form. Quizzes can be fun, creative, and grow the personality of your brand.

The Planet S Patio Guide presents:

How well do you know Saskatoon patios?

Win \$500 to spend on Saskatoon's best patios! Take the quiz to enter.

Question 1 of 6



#1

They won Best Restaurant in Planet S' Best of Saskatoon Food & Drink this year!



Crazy Cactus



Las



Saskatoon

How Well Do You Know Saskatoon Patios?

Planet S Magazine

This quiz highlighted six local patios in the area and offered a \$500 prize to spend at the featured restaurants. A quiz like this highlights your city's food and drink scene and is a creative way for sponsors to work with your magazine and promote their business.

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Gayest and Greatest 2018

OutSmart

The best thing about ballots is that you can tailor them to your niche audience. *OutSmart*, a monthly magazine for Houston's LGBT community, had categories such as 'Favorite LGBTQ Educator/Teacher' and 'Favorite Trans Community Hero' to celebrate those who are doing great things in their own community. See how you can add personalization to your Best Of that your audience will love.



ALONG THE GULFSHORE

VOTE: SWFL GUIDE TO THE ARTS COVER CONTEST

YOU GET TO DECIDE WHICH IMAGE WILL MAKE THE COVER OF OUR ANNUAL ARTS GUIDE. ADDED BONUS: EVERYONE WHO VOTES GETS ENTERED TO WIN A \$100 GIFT CARD TO DIVIETO RISTORANTE.

SWFL Guide to the Arts Cover Contest Ballot

Gulfshore Life

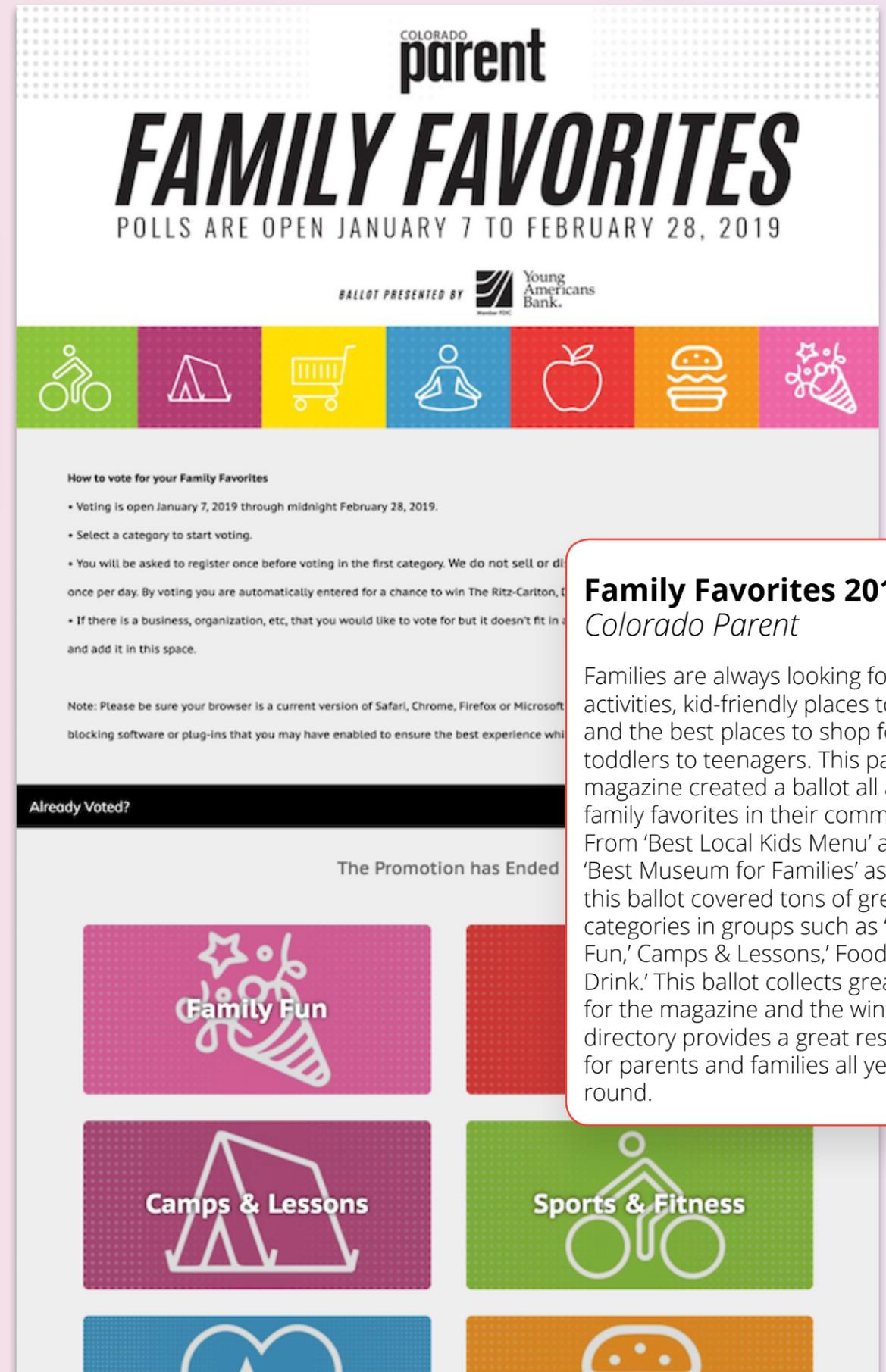
Consider running a ballot giving your readers the chance to weigh-in on the next cover of your magazine. Whether it's choosing their favorite cover image or which stories should get top-billing in your next issue, a ballot is a great way to make your readers feel like their opinion matters. To encourage participation, include a sweepstakes for all voters like this cover contest offering a \$100 gift card to a local restaurant.



Best of KC 2018

The Pitch

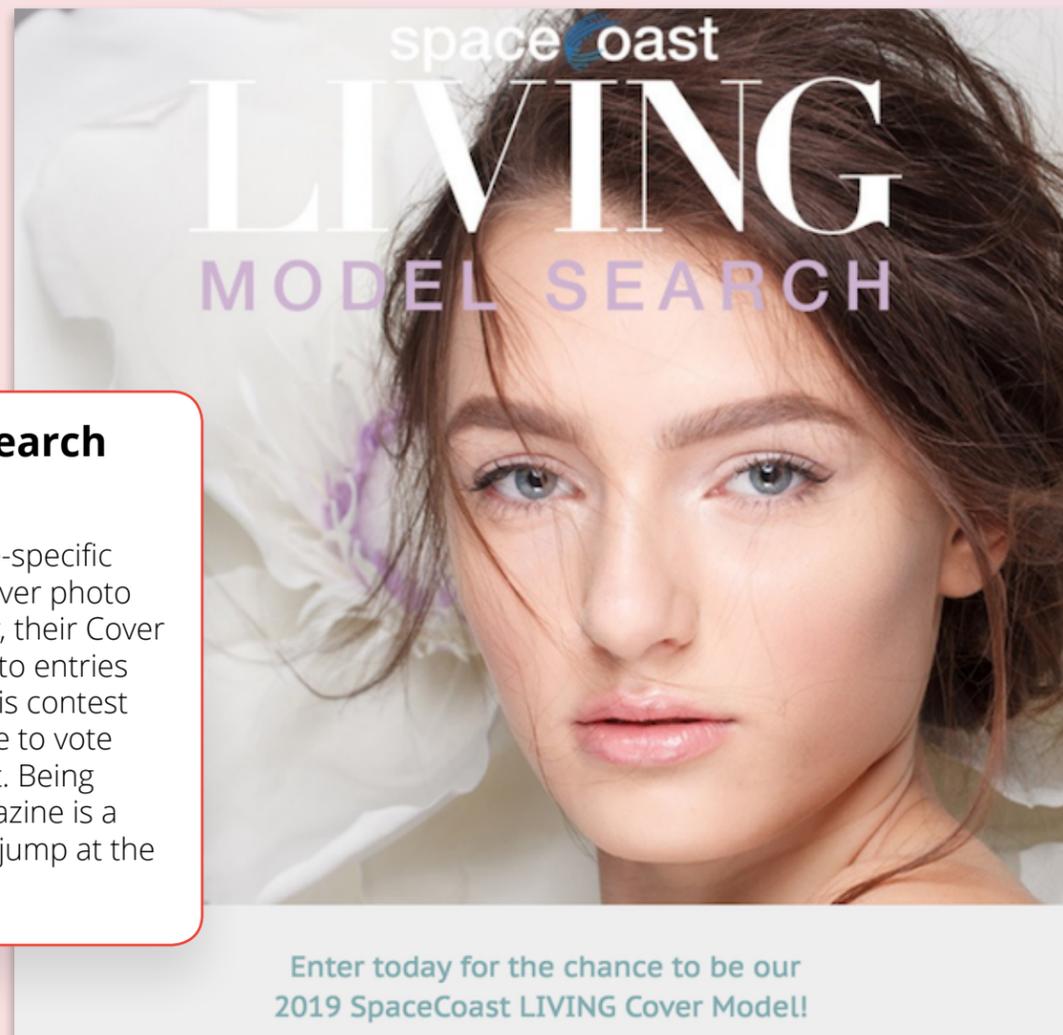
The Pitch in Kansas City, MO put a fun twist on their Reader's Choice ballot. The magazine gave this year's ballot a western theme and searched for the best food, shopping, people, and places. With a different theme each year, it makes your ballot always feel new and exciting. This citywide ballot surely hit the mark with more than 35,000 nominations and more than 336,000 votes.



Family Favorites 2019

Colorado Parent

Families are always looking for fun activities, kid-friendly places to eat, and the best places to shop for toddlers to teenagers. This parenting magazine created a ballot all about family favorites in their community. From 'Best Local Kids Menu' and 'Best Museum for Families' as this ballot covered tons of great categories in groups such as 'Family Fun,' 'Camps & Lessons,' 'Food & Drink.' This ballot collects great info for the magazine and the winner's directory provides a great resource for parents and families all year round.



2019 Cover Model Search

Spacecoast Living

One of our favorite magazine-specific photo contest themes is a cover photo contest. For *Spacecoast Living*, their Cover Model Search landed 72 photo entries and more than 400 votes. This contest gave the community a chance to vote on their local modeling talent. Being the cover photo of your magazine is a great honor and readers will jump at the chance to win.



How many of the things on our St. Louis bucket list have you done?

101 Things Every St. Louisan Must Do

St. Louis Magazine

This fun quiz highlighted 101 must-see locations in St. Louis. From landmarks and seasonal favorites to restaurants and sports arenas, this quiz had something for everyone. With outcomes such as "Out-of-Towner," "Budding St. Louisan," "Local," and "True St. Louisan," this quiz inspired people to do and see more of their city.

Question 2 of 101



#2

Have you watched a Cardinals game at Busch Stadium?

Yes!

Not yet



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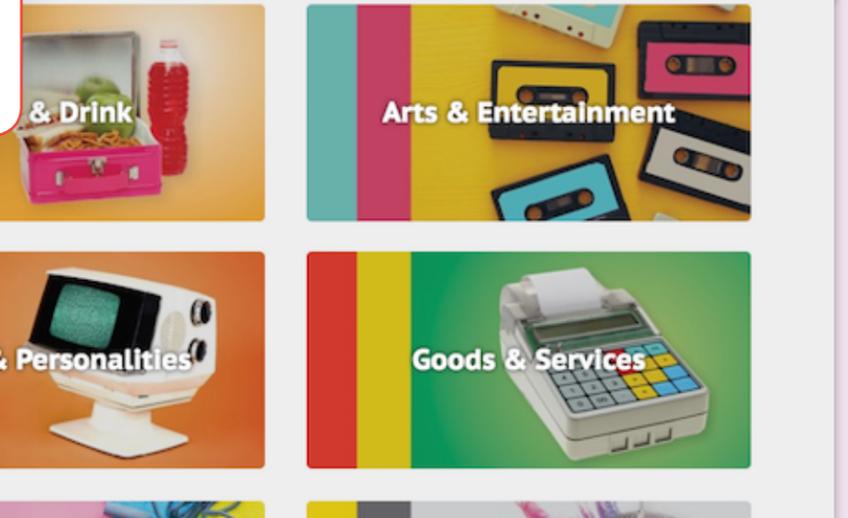


Best of Memphis 2018

Memphis Flyer

Giving readers flashbacks of the '90s, this Best Of ballot had tons of personality and engagement as it received nearly 330,000 votes. It covered all the bases while also having a more unique 'Media & Personalities' group to highlight local media.

Vote your favorites to be the Best of Memphis 2018! One vote per person. You will be asked to register when you cast your first ballot!



CTT 250th Issue Sweepstakes

Kalmbach Train Group

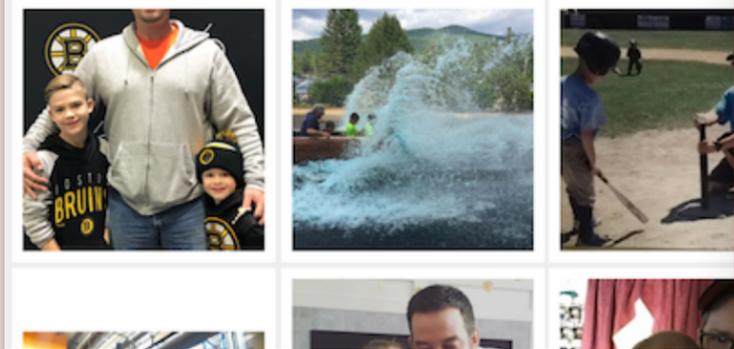
Celebrate how far your publication has come. If you're about to hit a milestone, consider running a sweepstakes to both engage readers and celebrate the amount of time you've been serving your community. This publication offered more than \$1,200 in prizes from their sponsors and had 3,500+ sweepstakes entries.



baystateparent
**BEST DAD EVER
CONTEST**



Already Entered?



Best Dad Ever Contest
Baystate Parent Magazine

On Mother's Day and Father's Day, people love an opportunity to share about their loved ones. For their Best Dad Ever photo contest, Baystate Parent locked in a local mall as their sponsor. Not only did the mall provide a great prize package for the winner, but with custom lead-gen questions, the mall was able to identify potential customers for the mall as well. Plus, to drive participation, the magazine also offered a prize to a random voter too.

**WHAT'S YOUR
HOME DECOR
PERSONALITY?**

CAROL HOUSE Furniture
BECAUSE YOU LIKE NICE THINGS

quiz to find out what decor style matches your personality and be entered to win a gift card to Carol House Furniture! Contest ends September 24 at 11:59 p.m.

Question 1 of 4

#1 Which bedroom set do you prefer?



**What's Your Home
Decor Personality?**
St. Louis Magazine

This home decor quiz was taken more than 700 times and sponsored by a local furniture store. The prize was a \$1,000 gift card to the store for the winner. Simple questions, such as, "Which bedroom set do you prefer?" make for an easy and fun quiz that also drove leads for the sponsor with relevant survey questions and an email opt-in.



VOTE
NOW THROUGH
JULY 27

Columbus CEO is asking our readers to vote for some of central Ohio's best businesses. Take our online survey and join the conversation with #CEOBestBiz.

Vote for your favorite businesses! Vote for your favorite between June 11 - July 27, 2018!

You MUST register in order to vote. The registration is required after you make your first vote. To vote, choose a category below, write-in a business name and fill in your email address. Continue and complete the registration form, and vote for your favorite businesses!

Already Voted?

The Promotion has Ended



**Best of Business
2018**

Columbus CEO

Tailor a ballot to the what your readers care about most. This business publication ran a business-themed ballot highlighting categories like 'the best restaurant to entertain a client.' With groups of categories such as 'Meetings & Events' and 'Personal Perks,' this ballot showed the best of the best of their local businesses and workplaces.



FOOD HISTORY

How Well Do You Know Pittsburgh's Food History?

We've got 10 questions on local restaurants, chefs and iconic food expertise.

Want to test your knowledge about other Pittsburgh categories?

Question 1 of 10

#1

Which chef never helmed a big Burrito restaurant?

Justin Severino

Bill Fuller

Derek Stevens

Kevin Sousa



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How Well Do You Know Pittsburgh's Food History?

Pittsburgh Magazine

Quiz your readers on the history of your city: food, culture, or sports. Pittsburgh Magazine did all three. Not only is this a great way to repurpose hot topics from your archives, but it's also perfect for identifying people interested in your magazine. Be sure to include an email opt-in on the registration form to help grow your database of interested readers.

St. Louis Best Dishes Photo Contest

St. Louis Magazine

This contest was tied together with the St. Louis Magazine issue which highlights the top dishes to eat in the city. To encourage participation, the magazine offered a prize of \$100 to a local restaurant. This contest not only showed off the variety of foods from local area restaurants readers could try, but was a great way to uncover popular foods and restaurants to feature in their special issue.



20 Most Powerful Women Awards Ballot

Northern Nevada Business Weekly

This ballot encouraged readers to nominate and vote for the women who were making a difference in their careers and local communities. The magazine celebrated the finalists at an event after the promotion was over. It was a huge hit with their readers and the team at the Northern Nevada Business Weekly can't wait to see their results from year two.



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