



CONTENT MARKETING AWARDS

ENTRY KIT

2025 | 2026



Produced by the Content Marketing Institute



A Letter to the Bold

You took risks, made the case, and proved the results. Now it's time to give your work the stage it's earned.

For over a decade, the Content Marketing Awards have celebrated the strategies, campaigns, and content that move the needle. Each year, we're inspired by the marketers and brands who push boundaries, take smart risks, and create work that not only stands out, but makes an impact.

We're looking for the work that belongs in the spotlight: breakthrough strategies, bold campaigns, and content that cuts through the noise to genuinely connect with people.

Because great work shouldn't stay behind closed doors. Whether your project was backed by a major investment or built with resourcefulness and determination, what matters most is the impact it made.

So choose the projects that pushed boundaries — the ones that delivered results and made you proud. We can't wait to see what you've created.



Stephanie Stahl

Managing Director
Content Marketing Institute

Why Enter the Content Marketing Awards?

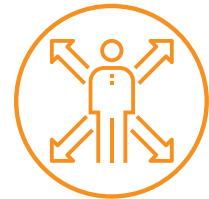
The Content Marketing Awards is the largest and longest-running international program celebrating content marketing excellence. Your work will be evaluated by a panel of industry experts – brand leaders and top marketers who recognize the strategies and campaigns driving real impact. Winning doesn't just elevate your brand; it can drive your career and your team to new heights.

What You'll Gain



For Your Work

- ▶ Validation by industry-leading content marketing experts
- ▶ Benchmarking against best-in-class campaigns
- ▶ Proof of impact that strengthens your case for future investment



For Your Career

- ▶ Credibility with leadership, clients, and peers
- ▶ Portfolio-worthy recognition that opens doors
- ▶ A platform to showcase your strategic thinking and results



For Winners

- ▶ **Editorial Coverage** – Winners will be recognized in a press release, as well as across CMI's websites, social channels, and newsletters, reaching more than 200,000+ subscribers.
- ▶ **Digital Badge** – Add the badge to your websites, email signatures, and on social media.
- ▶ **Discount to [Content Marketing World](#)** – Attend the leading event for content and marketing, October 5-7, 2026, in Denver, Colorado.
- ▶ **Project of the Year Entry** – You'll be automatically entered into consideration for our most prestigious honor.

Top Category finalists and winners (Project of the Year, Agency of the Year, and Content Marketer of the Year) will also receive two complimentary passes to Content Marketing World, where they'll be recognized and celebrated.

How to Enter

All entries must be submitted online. Follow these steps for a smooth submission process:

- 1** — **Create an Account** – [Register in the awards platform](#). If you've submitted an entry in the past, simply log in to your existing account (and use the Lost Password option if needed).
- 2** — **Select Your Category** – We recommend reviewing the categories [here](#) before you get started. Want to enter the same project in multiple categories? You'll have the option to duplicate your entry form for additional categories.
- 3** — **Complete the Entry Form** – Be prepared to provide the following:
 - Summary (required): Explain the goals, audience, strategy, and execution of your program.
 - Performance (required): Detail with metrics how your program achieved its goals.
 - Design Strategy (required): Detail the design concept and visual elements used to create visual rhetoric.
 - Supporting Attachments (optional): Upload any files or links that support your summary & performance statements.
- 4** — **Pay the Entry Fee** – View the complete list of fees and deadlines on the following page.
- 5** — **Mail Samples (Print Categories Only)** – Send three identical samples for each print category the project is submitted into. The mailing address and instructions are provided [here](#).



Important Deadlines and Fees

Early Entry Fee	
Deadline: March 27, 2026	\$249 per entry
Entry Fee	
Deadline: May 1, 2026	\$349 per entry
Late Entry Fee	
Deadline: May 22, 2026	\$449 per entry

There is a \$299 entry fee for Agency of the Year. If submitted after May 1, 2026, nominations will require the late fee of \$399.

- Entries are considered pending until payment is made in full.
- Visa, MasterCard, and American Express are accepted online. If you are unable to pay by credit card, please email cmi_awards@informa.com for ACH/Wire payment instructions.
- All entry fees are final and non-refundable.

Categories

With 50+ categories covering strategy, content creation, and visual & audio storytelling, you're sure to find at least one that showcases your hard work and innovation.

Distinguished Awards

These special honors recognize outstanding leadership and achievement in content marketing.

- Agency of the Year - Large Agency (More than 100 Employees)
- Agency of the Year - Small Independent Agency (Less than 100 Employees)
- Content Marketer of the Year

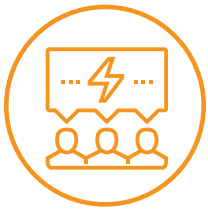
Project Categories

Our project categories are organized into three main areas:



Strategy

Recognizes comprehensive content marketing strategies, data-driven approaches, distribution excellence, and integrated campaigns that deliver measurable business results.



Content Creation

Celebrates outstanding content across formats, including blogs, email, long-form content, social media, and innovative uses of AI and emerging platforms.



Visual & Audio Storytelling

Honors exceptional video content, podcasts, visual storytelling, interactive experiences, and multimedia work that engages audiences and drives impact.

[View the complete list of categories](#)

What the Judges Look For

Judges are selected for their experience in the field of marketing and their ability to fairly evaluate the entries. Each submission is assessed on how effectively it fulfills its goal or mission and on the quality of the work, including editorial and design.

Your entry will catch the judges' attention if you...

- **Choose the most relevant category.** With 50+ categories available, take time to review the list and select the one that best fits your work.
- **Focus on content marketing.** Show us how you created and distributed valuable, consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.
- **Tell your story well.** Provide clear details about your strategy, execution, and process so judges can fully understand your approach.
- **Support your entry with data.** Include metrics and documentation that demonstrate how your work increased subscribers, sales, or met other goals.

Looking for examples of standout entries?

Browse our Winners Gallery to see what resonated with the judges.



Frequently Asked Questions

Who can enter the Content Marketing Awards?

The Content Marketing Awards are open to all agencies, companies, organizations, and institutions involved in producing content marketing, in print or digital form, for internal or external audiences.

Can I enter a publication that was produced in 2025 but distributed in 2026?

Entries must have been created in the calendar year 2025 to qualify for the 2026 awards. If entries were created in 2024 but not “published” or distributed until 2025, they still qualify.

Are materials submitted to the Content Marketing Awards public?

All entries submitted to the awards program become the property of the Content Marketing Awards and may be used for promotional purposes. Please DO NOT include confidential information with your submission.

What if I don't have all the metrics or data I'd like to include?

Enter anyway. Judges understand that not every project has perfect tracking or attribution. Focus on the metrics you do have, and explain qualitative impact where numbers aren't available – like stakeholder feedback, audience response, or strategic wins.

What's the difference between entering the same project in multiple categories vs. entering multiple projects?

If one project fits multiple categories (e.g., it's both a great content strategy AND an innovative use of video), you can duplicate that entry across categories. If you have several distinct projects, enter each one separately in its most relevant category.

What is your policy on AI usage for awards entries?

As AI technology improves, so does its scope and impact across content and marketing. It's important to ensure that, regardless of how you implement AI in your work, you're using it responsibly and transparently. For the purposes of the Awards, responsible and acceptable uses include using AI to assist with creative ideation, exploring creative concepts with clear human creative direction, enhancing production processes, and analyzing data or streamlining workflows or processes. What isn't acceptable is fabricating campaign results and impact, falsely attributing AI-generated work as human-created, creating artificial 'proof' or false testimonials, generating fake metrics, or altering content without disclosing what has been manipulated.

Have more questions?

[Visit our full FAQ](#) page for additional details on eligibility, judging criteria, entry fees, deadlines, and more. You can also contact us directly at cmi_awards@informa.com, and we'll be happy to help with whatever you need.