

2010 LIVING NOW BOOK AWARDS ENTRY FORM AND GUIDELINES

~ Books For Better Living! ~

Awards Overview

The Living Now Book Awards are designed to bring increased recognition to the year's very best lifestyle books and their creators. We all seek healthier, more fulfilling and productive lives, and books are important tools for gaining knowledge about how to achieve these goals for ourselves and our loved ones.

The purpose of the Living Now Book Awards is to celebrate the innovation and creativity of newly published books that can enhance the quality of our lives, from cooking and entertaining to fitness and travel. The awards are open to all books written in English and intended for the North American market. Winning a Living Now Book Award brings recipients the credibility and publicity they need to further their book marketing and sales success.

Lifestyle publishing categories such as home, family, health and personal development are the fastest-growing segments of book publishing today, and the Living Now Book Awards help demonstrate the importance of these books to readers and their vitality in the marketplace. The Living Now award seal on a book's cover will become a symbol that says, "This book will improve and enrich your life! Buy me today!"

How to Enter

Entry into the Living Now Book Awards is fast and convenient, either through our online entry site or by printable entry form. Online entry requires using a credit card; mail-in entry can be done by credit card or by check or money order in U.S. funds.

Who can enter?

Authors and publishers throughout North America and overseas publishers who publish English-language books intended for the American market may enter. Books with 2009-2010 copyrights, or that were released between January 2009 and February 2010 are eligible. Print-On-Demand and other independent authors are welcome to enter their books themselves.

What does it cost?

Entry Fees start at \$70 per title, per category. Enter one book in one category for a single entry fee; enter one book in two categories, pay two entry fees. (Sorry, no discounts for multiple title or multiple category entries.) Final deadline is February 14, 2010 with "early-bird" entry fees available to those who register early, according to the following schedule: **Now through November 7, 2009 - \$70; November 8, 2009 through January 9, 2010 - \$80; January 10, 2010 through February 14, 2010 - \$90.**

Why do we charge entry fees?

We charge entry fees to pay for administering the awards, including everything from the electricity and storage space to personnel and judges' fees. We spend a few thousand dollars designing the awards medals, seals, website, etc., and another few thousand each year to put on the awards presentation event and to promote the results. Add in the postage to mail books to judges and other miscellaneous expenses, and it costs about \$50K to run a good awards program.

What do the winners receive?

Gold, silver, and bronze medals will be awarded in each category. Each medal-winning book receives a packet including the medal, a certificate, 20 foil award seals, an awards program and marketing material. The award is designed as a marketing tool, so we hope the most valuable aspect of the award is its promotional value and as a sales aid.

What do I send in my entry package?

Please send two copies of each book entered into an awards category. When entering a title into more than one category, please send two copies of the book for each category entered. Please include completed entry form and check/credit card info, or online registration receipt in the same package as the books, preferably tucked inside the front cover. You need not send any marketing kits, reviews or any other supporting material, as our judges are not allowed to see anything but the book itself.

Judging Process

Judging will be based on content, originality, design, and production quality, with emphasis on innovation and creativity. Our judging panel includes experts from the fields of editing, design, reviewing, bookselling and library. Three to five semi-finalists per category will be named on about March 15th, 2010; final results presentation plans to be announced.

Contest Deadline

All entries must be posted online or postmarked by February 14th, 2010.

Contest Entry Confirmation and Updates

We will confirm your entry via email, and send judging updates and results announcements by email as well. Please inform us of any email address changes or additional contacts you'd like added to our contest update list.

For more information contact:

Jim Barnes, Awards Director
1.800.706.4636x1011
jimb@bookpublishing.com

2010 Living Now Book Awards Categories

1. Cookbooks/General
2. Cooking/Natural (Nutrition, Organic, Vegetarian, etc.)
3. Cooking/Ethnic
4. Cooking/Entertaining/Holiday
5. Collecting/Hobbies/Crafts
6. Knitting/Crochet/Needlework
7. Etiquette/Traditions/Wedding Planning
8. Gift/Specialty/Keepsake
9. Gardening/Landscaping
10. Animals/Pets/Livestock
11. Green Living (Alternative energy, Conservation, Cleaning, etc.)
12. Outdoor Recreation (Sports, Camping, Hiking, Paddling, etc.)
13. Home Building/Remodeling/Decorating
14. Family (Parenting/Health/Safety)
15. Family Activities/Travel
16. Finance/Budgeting
17. Social Activism/Charity
18. Style/Fashion/Shopping
19. Personal Growth/Motivation
20. Relationships/Femininity/Sexuality
21. Enlightenment/Spirituality
22. Exercise/Fitness
23. Health/Wellness
24. Meditation/Relaxation
25. Yoga/Pilates/Bodywork
26. Mature Living/Anti-Aging
27. Grieving/Death & Dying
28. Women's Fiction
29. Men's Fiction
30. GLBT Fiction

LIVING NOW BOOK AWARDS 2010 - ENTRY FORM

Please include this form with your entry, preferably folded and inserted inside the front cover.

TITLE INFO:

Title

Author

Publisher Name (as you'd like it to appear in publicity)

Category(s) Entered (You may list multiple categories, but don't forget to pay the fee and send two books for each category entered)

PLEASE REMEMBER TO SUBMIT TWO COPIES OF BOOK FOR EACH CATEGORY ENTERED!

On or before November 7, 2009 _____ @ \$70 = _____

November 8, 2009 through Jan. 9, 2010 _____ @ \$80 = _____

January 10, 2010 through Feb. 14, 2010 _____ @ \$90 = _____

(All Fees to be submitted in U.S. Funds)

Contact Person

Email Address

Company / Publisher

Mailing Address

City, State, Postal Code, Country

Telephone

Method of Payment:

- Check in U.S. funds payable to *Jenkins Group*
- Credit Card – Visa / MasterCard / American Express

How to Send

Ship books with entry fee(s) and entry form(s) to:

**Living Now Awards 2010
Jenkins Group
1129 Woodmere Ave – Suite B
Traverse City, MI 49686**

Credit Card Number

Exp. Date

Name on Card