

27 CONTEST IDEAS FOR CITY & REGIONAL MAGAZINES

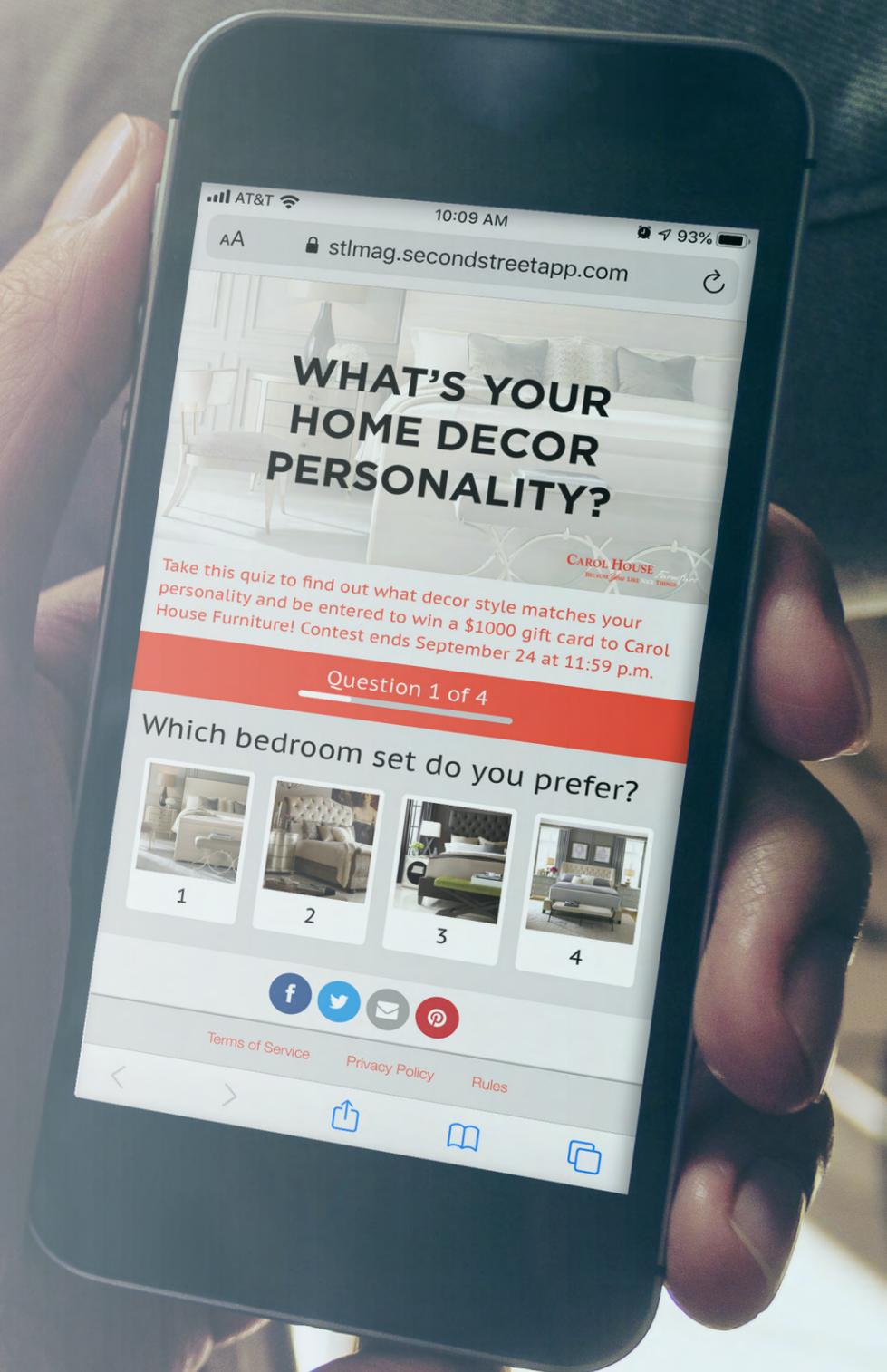


Create Fun, Meaningful Relationships with Your Readers

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.





Already Voted?

Vote until 10/16 @ 12:00am Central



Readers' Choice Best of NOCO
NOCO Style

In their sixth year of their Readers' Choice, this small-market magazine in Colorado launched their first full-digital ballot. With lots of new sponsorship opportunities, the magazine drove over \$32,000 in revenue for this single campaign.

SEE THE CASE STUDY



Announcing Pittsburgh Magazine's 2019 Cutest Pet Contest. First step - send us a photo of your pet! We will pick 10 finalists and then you'll vote for the winner. Submissions accepted until Oct. 14. Voting begins Oct 17.

Sponsored by:



Already Entered?

The Promotion has Ended



Cutest Pet 2019
Pittsburgh Magazine

The Pittsburgh Pet Expo was looking to drive awareness for their upcoming event to local pet owners in the community. The magazine partnered with them on this Cutest Pet contest. Not only did it drive hundreds of entries, but the magazine used an email opt-in to grow their own newsletter database. Plus, all entrants received a thank-you message with a link to subscribe to the magazine for a discounted price.



Tommy Bahama
HOME

Enter to Win the Tommy Bahama Home Giveaway!

One winner will receive a \$1,000 gift card toward the purchase of any indoor or outdoor home furnishings, custom upholstery or decorative accessories in the store. Winner will be notified by email at the conclusion of the contest. See showroom for complete details.

Tommy Bahama Home - Domain Northside
512.416.9225 | TBFurnitureAustin.com
Next to Perry

Tommy Bahama Home Giveaway
Austin Monthly

This sweepstakes to win \$1,000 gift card to a local home furnishings store was a win for this Texas publication. The magazine has created an entire program around selling sweepstakes which has led to a lot of revenue and a streamlined process for their sales team.

Email

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Best of KC
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.



Enter to win six months of tuition to Kiddie Academy of O'Fallon or Des Peres!

Kiddie Academy will present a family with six months of free tuition at Kiddie Academy of O'Fallon or Kiddie Academy of Des Peres. The locations are among only 10 percent of schools in Missouri to be accredited by the National Association for the Education of Young Children. The academy helps children ages 6 weeks to 5 years prepare for elementary school and for life. Meals, snacks, and a host of enrichment programs are included with tuition.

Email Required

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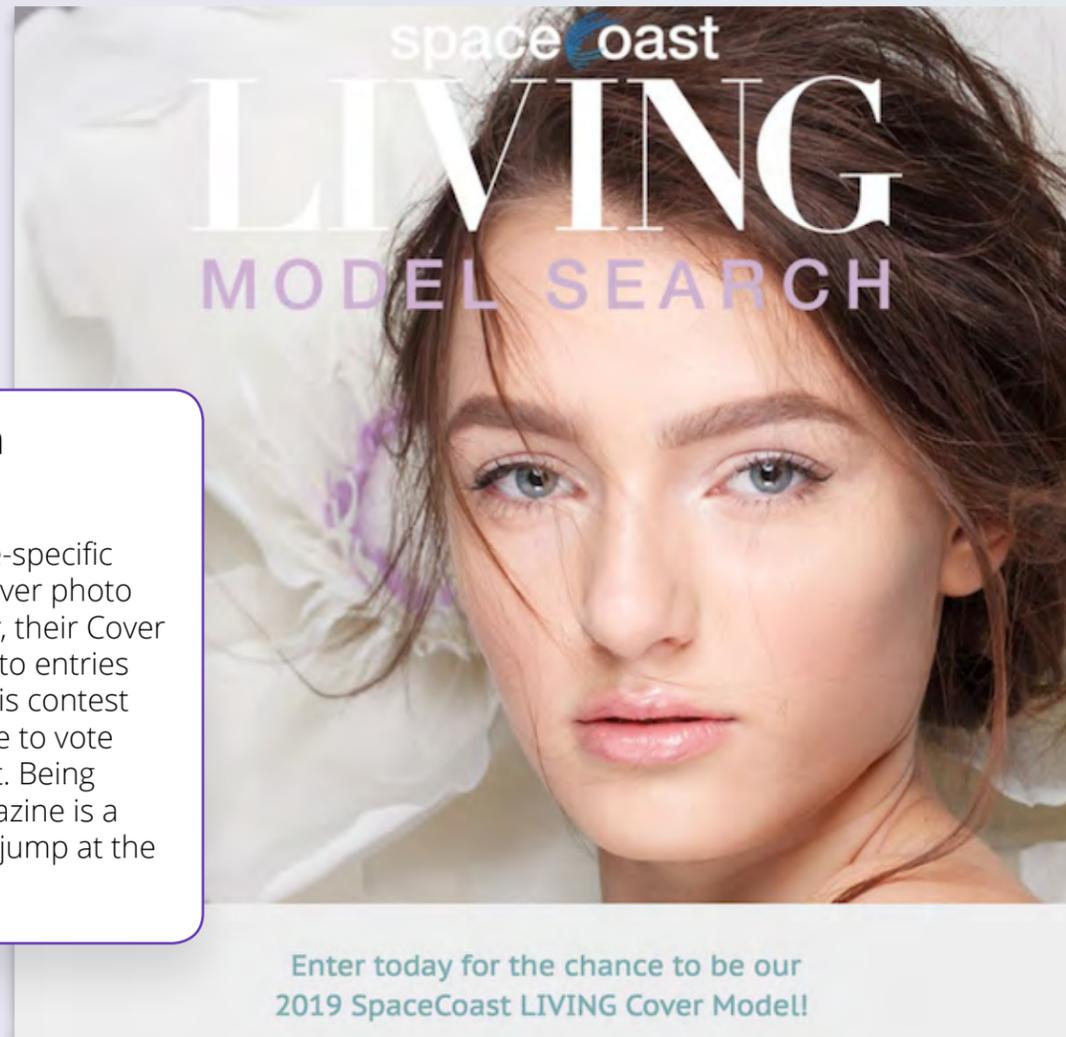
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Win Free Daycare Sweepstakes
St. Louis Magazine

Local daycare, Kiddie Academy, worked with the magazine previously. The daycare wanted to find more parents in the market for their services. With lead-gen questions and an email opt-in, this sweepstakes drove 30+ leads for the daycare and \$4,000 revenue for the magazine.



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.

Enter today for the chance to be our 2019 SpaceCoast LIVING Cover Model!

SEE THE CASE STUDY

Harrisburg Magazine Readers' Poll 2018 Simply the Best

Already Entered?

The Promotion has Ended

- Auto & Transportation
- Drinks & Nightlife
- Food
- Health & Wellness
- Kids & Pets
- Home & Garden
- Local Favorites
- Professional Services
- Recreation
- Restaurant
- Wedding

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Local Distillery

VOTE! Harrisburg Magazine 2018 Best

Vote Tattered Flag Stillworks for "SIMPLY THE BEST LOCAL DISTILLERY"

tatteredflagbsw.com • 717.616.8799

Featured Entrants

Midstate Distillery

Harrisburg's First Distillery since Prohibition. We are a family-owned distillery that uses local PA ingredients & partners with local businesses whenever possible. All of our craft

Tattered Flag Brewery & Still Works

We're the capital areas first co-branded and co-located craft brewery and distillery. Veteran owned and operated, our beer and spirits are crafted with

Simply the Best Harrisburg Magazine

This Pennsylvania magazine drove \$152,000 of total revenue on their first-ever Readers' Choice ballot. Not only was this their first ballot, but this was also the magazine's first attempt at securing digital revenue. The team at the magazine had always feared digital would take away from their print revenue, but instead, the opposite happened. During the months of their ballot, the publication saw a monthly increase of \$10,000-\$15,000 from their print product. Plus, their August winners' issue resulted in a \$44,000 increase over last year's August issue.

SEE THE CASE STUDY

What do Your Taco Choices Say About Your Love Life?

We have tacos that will solve your love life woes

Question 1 of 5

#1 What's your meat of choice?

- Al Pastor
- Carne Asada
- Gimme that cow tongue
- Excuse you, vegetables please

TACO THE TOWN KANSAS CITY

Taco Week Quiz 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.

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.

We've a dirtiest, cook on

One win a 22' W recipe b Tennessee

RESCUE MY GRILL PHOTO CONTEST

BEEF COUNCIL

Gayest and Greatest *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.

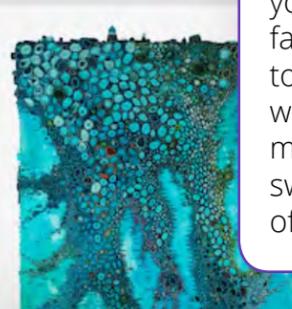


ALONG THE GULFSHORE

VOTE: SWFL GUIDE TO THE ARTS COVER CONTEST

Already Voted?

The Promotion has Ended



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.

WHAT KIND OF CRAFT BEER ARE YOU?

Sponsored by:



International Beer Day is Friday, August 2nd, and to celebrate, *Rhode Island Monthly* has teamed up with The Malted Barley in Providence to giveaway a special prize package to one local beer lover.

Take the quiz below to find out what kind of craft beer you are and win a grand prize!

Grand Prize

- \$100 gift card to The Malted Barley
- Two tickets to the SOLD OUT Brew at the Zoo at Roger Williams August 24th

Question 1 of 9

#1

When you go out, how do you like your beer?

I like a good bargain

Taste is key

Anything n

Lager



You are always looking for a good time. You stand up for your friends and have no problem stepping up to the plate.

Head to The Malted Barley to try one of their Lagers with these perfectly paired pretzels and dips!

paired with a Salted Brown Mustard or paired with a Bacon and Marinara

red by secondstreet

What Kind of Craft Beer Are You?

Rhode Island Monthly

In honor of International Beer Day, this Rhode Island magazine partnered with a local bar and restaurant on this fun craft beer-themed quiz. They incentivized participants with the chance to win a \$100 gift card to the restaurant and two tickets to a sold out beer-related event at the zoo. The quiz results paired quiz takers with a specific beer and food combo at the restaurant. Lead-gen questions identified new prospective patrons for the restaurant to reach out to.



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

Question 2 of 101



#2

Have you watched a Cardinals game at Busch Stadium?

Yes!

Not yet



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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.



Best of Memphis

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.



How to Enter

Enter for your chance to win a \$300 gift card to Once Upon a Child! The winner will need to be able to pick up his or her gift card at one of these Circle City locations:

- 86th & Ditch
- 96th & Masters
- US-31 Southport

This contest ends June 3, so enter today!

ENTER FOR A CHANCE TO

Win a \$300 Gift Card!

Email

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Once Upon a Child Sweepstakes

Indy's Child

New to contesting, the magazine wanted to start with a simple sweepstakes. They reached out to a national children's resale shop about a gift card sweepstakes. Through lead-gen questions and an email opt-in, they grew the sponsor's list by more than 450 potential customers. Plus, the magazine secured \$3,750 in revenue.

[SEE THE CASE STUDY](#)



2019 FAMILY FAVORITES

ff.brparents.com

Vote for your favorites
August 1-31

You have told us your favorites.
Now it is time to decide the winners.
Vote who is the best out of the top 5 finalists of each category

Let us know what your favorite businesses are in our Family Favorites Ballot.

Already Entered?



Treats and Eats



Arts & Entertainment



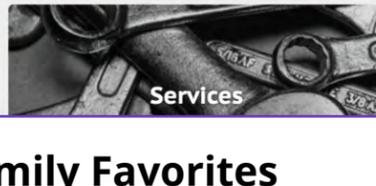
Local



Family Health



Shopping



Services



Sports & Rec Programs



Schooled

Family Favorites Baton Rouge Parents

This year, Baton Rouge Parents changed up their annual Family Favorites ballot. They moved to digital-only and split it into three distinct phases: nomination, voting, and winners. They say a 200% increase in revenue (\$60,000), a 300% increase in votes (90,000+), and a 533% increase in nominations (9,500+). Plus they generated 4,000 email opt-ins for their database.



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



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.

PICK ONE:

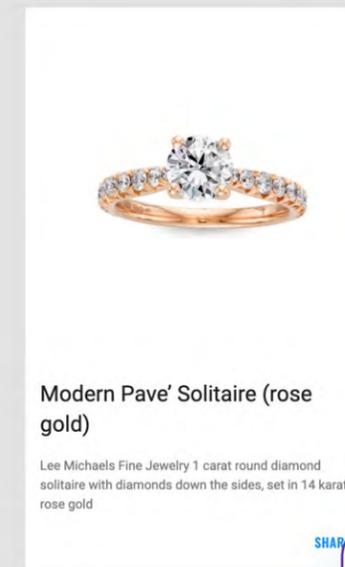


Lee Michaels
The Jeweler & Diamond Care

Choose the ring that is perfect for you and be entered to win a \$500 Gift Card from Lee Michaels Fine Jewelry.

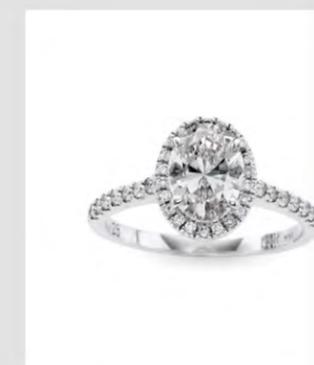
Already Voted?

The Promotion has Ended



Modern Pave' Solitaire (rose gold)

Lee Michaels Fine Jewelry 1 carat round diamond solitaire with baguette diamonds down the sides, set in 14 karat rose gold



Oval Halo with Delicate Pave'

How important is stone size to you? Required

-- Select One --

How important is the quality and clarity of the stone? Required

-- Select One --

How much are you willing to spend on an engagement ring? Required

-- Select One --

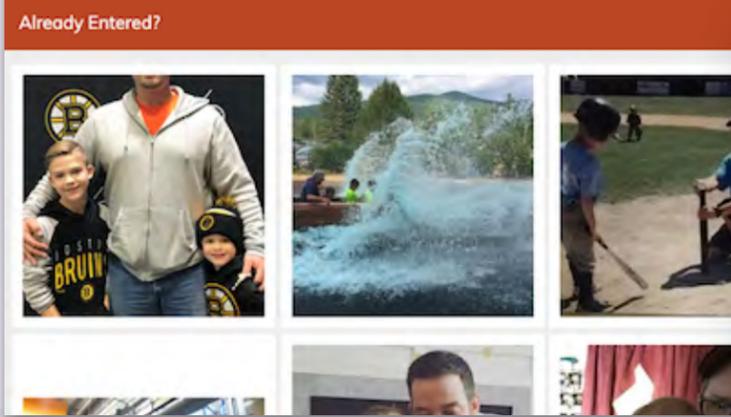
Are you in a relationship? Required

- Yes
- No
- Rather not say.

Lee Michael's Millennial Ring Ballot 225 Magazine

This magazine out of Baton Rouge, created this lead-generating ballot for a local jewelry store. Readers voted on their favorite ring design for a chance to win a \$500 gift card to the jeweler. With an email opt-in and four reader interest questions, they were able to identify new prospects for Lee Michael's Fine Jewelry store.

baystateparent
BEST DAD EVER CONTEST
 THE MALL AT WHITNEY FIELD



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.

COLUMBUS
CEO
Best of BUSINESS
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 then vote for your favorite businesses!

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.

Already Voted?

The Promotion has Ended



WHAT'S YOUR HOME DECOR PERSONALITY?

CAROL HOUSE Furniture
 LOCAL SINCE 1964

Take this quiz to find out what decor style matches your personality and be entered to win a \$1,000 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.



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.



St. Louis BEST DISHES

PHOTO CONTEST

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.



SIERRA NEVADA POWERFUL WOMEN AWARDS

PLATINUM SPONSORS: CITY NATIONAL BANK, NEVADA STATE BANK, GOLD SPONSOR: ELDORADO RESORTS, SILVER SPONSORS: REO, BNC, SAPPHIRE SPONSOR: TICOR TITLE, McDONALD, CARANO, girl scouts of the sierra nevada

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 Palapas



Saskatoon Farmers Market

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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.

MOVING GIVEAWAY!

UP TO \$1,000



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LONG DISTANCE
HOME & OFFICE
APARTMENT
ELDER
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STOR
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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.

VOTE

FOR YOUR FAVORITE WEDDING VENDOR



PITTSBURGH MAGAZINE'S
2018
ULTIMATE
WEDDING
BALLOT

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lab.secondstreet.com



LIZ HUFF

Director of Affiliate Success

liz@secondstreet.com

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