

CONGRATULATIONS!

Newsweek is thrilled to recognize your achievement as a nominee in the **2026 Readers' Choice Awards**.

Each category features 15 nominees, with the results determined by 28 days of reader voting to crown the **top 10 Readers' Choice winners**.





WELCOME

Congratulations on your nomination in the 2026 Newsweek Readers' Choice Awards! This honor reflects not only your excellence in the field, but also the trust and admiration you've earned—recognized by our expert panel and amplified by the readers who rely on Newsweek as their guide to the best.

With one of the most engaged audiences in media, the Newsweek Readers' Choice Awards place your brand in front of more than 70 million readers each month. A nomination doesn't just acknowledge your achievement—it creates lasting visibility, connects you with a loyal community, and cements your position among industry leaders.

For more than 90 years, Newsweek has embodied independent reporting and a global perspective. The Readers' Choice Awards extend that legacy by uniting your excellence with our worldwide reach. Over the 28-day voting period, it will be the voices of our readers that determine which nominees rise as official winners.

To help maximize your momentum, you'll find an Engagement Pack included in this kit. Inside are ready-to-use templates, suggested captions, and best practices—crafted to drive visibility, spark participation, and mobilize your community.

Thank you for celebrating this achievement with us. We're excited to watch your nomination inspire action and to honor the remarkable winners of the 2026 Readers' Choice Awards.

A handwritten signature in black ink, likely belonging to Jennifer H. Cunningham.

Jennifer H. Cunningham
Editor-In-Chief, Newsweek



WHAT'S INCLUDED IN YOUR ENGAGEMENT PACK

The Readers' Choice Awards are powered by visibility and participation.

Your Engagement Pack equips you with dynamic tools to amplify your achievement, spark excitement, and sustain momentum throughout the 28-day voting period.



6-8 BRANDED SOCIAL TEMPLATES & FINAL PUSH ASSET

Ready-to-use graphics for posting throughout the 28-day voting period, plus “*Voting Closes Soon*” graphics and copy to drive urgency and strong participation in the final stretch of voting.



SAMPLE CAPTIONS & MESSAGING

Plug-and-play copy for social platforms, newsletters, and press releases, making it simple to spread the word.



BEST PRACTICES GUIDE

Clear tips on posting cadence, campaign strategy, and ways to rally employee participation for maximum impact.

HOW TO SHARE YOUR NOMINATION

Sample Captions

- We're honored to be nominated in the 2025 Newsweek Readers' Choice Awards for [Category]. Vote here: [Link]
- Exciting news—[Company] is a nominee! Show your support: [Link]
- Thank you to our community! Cast your vote today: [Link]

Hashtags

Use these to increase visibility:

#NewsweekReadersChoice #ReadersChoiceAwards #VoteNow

Posting Tips

- Kickoff: Announce your nomination in Week 1.
- Stay Consistent: Post once per week to stay top of mind.
- Final Push: Use the "Voting Closes Soon" graphic in the last week.

Activate Your Team

- Encourage employees to share posts on their own channels.
- Add nomination news in newsletters or customer emails.



FAQs

HOW LONG CAN I USE THE ENGAGEMENT PACK ASSETS?

- The Engagement Pack is designed for use during the 28-day voting window.

WHAT HAPPENS AFTER VOTING?

- Newsweek's editorial team will review results and confirm the 10 official winners.
- A Readers' Choice representative will contact you directly about your status and available licensing opportunities.

WHAT DO WINNERS RECEIVE?

Winners will:

- Be permanently featured on [Newsweek's Readers' Choice Awards page](#).
- Winners are eligible to license official Newsweek badges and visibility assets for promotional use. These materials are available through a paid licensing package.



ARE FINALISTS RECOGNIZED?

- Yes. In addition to the 10 winners, Newsweek will recognize 5 finalists per category.
- Finalists will be listed beneath the top 10 winners.

WHEN WILL WINNERS AND FINALISTS BE ANNOUNCED?

- Winners and finalists will be announced 7 days after the 28-day voting period concludes.
- Results will be published on Newsweek.com and amplified across our channels once voting concludes.
- A Readers' Choice representative will also contact you directly with next steps.

 Readers' Choice

**THANK
YOU**

Newsweek