

## GMG Awards 2021 Categories

### 1 The Peter Seabrook Practical Book of the Year

For the practical book that focuses on the nuts and bolts of a particular aspect of gardening or group of plants including helpful tips, proven methods and well explained, clear advice.

### 2 Garden Book of the Year

This award is for any gardening-themed book that includes factual information, such as an encyclopaedia, a biography, a diary or a beautiful 'coffee table' book.

### 3 Garden Magazine or Garden Section of the Year

For the best national or regional gardening magazine, gardening section of a newspaper or supplement or gardening section of a general interest magazine, with a foundation of outstanding editorial and design and a sure understanding of the needs of its audience.

### 4 The Dr David Hessayon Garden Columnist of the Year

For the writer of a regular column, whatever the channel, that leads opinion and captivates the reader with imagination, flair and high quality writing in a style appropriate to the audience.

### 5 Practical Journalist of the Year

For the journalist who can convey practical horticultural techniques clearly and accurately and engages readers so much that they want to rush straight into their garden to give it a try.

### 6 Journalist of the Year

For the journalist working for any gardening publication, in print or online, who regularly produces memorable writing that is entertaining and original, breaks new ground and is relevant to the reader.

### 7 The Beth Chatto Environmental Journalist of the Year

This award is for the writer, author, blogger, vlogger or broadcaster who brings a pressing environmental issue to the attention of a wider audience. While the winner may not be the first person to focus on a particular subject, their work is inspiring, informative and entertaining enough to promote a positive change amongst gardeners in their attitude towards sustainable gardening and the environment.

### 8 The Gordon Rae Photographer of the Year

For the photographer of a diverse portfolio of images that celebrate current standards of excellence in professional garden photography and stand out for their skill and brilliance.

### 9 Features Photographer of the Year

For the photographer who best illustrates editorial features, producing themed portfolios that capture their subjects so effectively that captions are barely necessary because the story has been brought to life.

### 10 Portfolio Photographer of the Year

This photography award celebrates the best in garden photography. It allows the photographer the freedom to put together a cohesive portfolio of images following a theme of their choice.

### 11 The Roy Lancaster Broadcast of the Year

For the best national or regional gardening broadcast of three minutes or more, including 'red button' broadcast and YouTube or online broadcasts. It may be a freestanding item or form part of another programme or series, but it will be topical, interesting and horticulturally accurate.

### 12 Radio Broadcast or Podcast of the Year

For the best national or regional radio gardening broadcast or podcast that keeps its listeners tuned in until the end and entertains, informs and inspires in equal measure.

### 13 The Alan Titchmarsh New Talent of the Year

For the person that has made outstanding first steps in the world of garden media, demonstrating talent and potential in his or her field.

### 14 Blog or Vlog of the Year

For a blog or vlog that showcases excellent and engaging gardening content. The writing or video is entertaining and friendly, thought-provoking and informative.

### 15 Website or Digital Innovation of the Year

For the gardening-themed website, app or digital innovation that demonstrates exceptional creativity and effectiveness. It makes an impact in its marketplace and has horticulturally accurate, informative and relevant content.

### 16 Social Media Influencer of the Year

This award recognises those who are using social media to communicate about gardening in exciting and innovative ways. Entry is open to any individual, agency, company, brand or organisation which is effectively using social media platforms.

### 17 Cover of the Year

This award is open to all printed magazine and gardening books. We are looking for a cover that is original, eye-catching and grabs your attention. Publishers are invited to enter this award and will receive the certificate, but photographers and graphic designers must also be noted in the entry form.

### 18 Lifetime Achievement Award

Awarded to an individual who has made an outstanding contribution throughout their lifetime to our profession. This award is in the gift of the GMG Committee