

Rules of the Ferrari Award: “Title of the Year” and “Cover of the Year”

1. Ferrari F.lli Lunelli S.p.A. presents the journalistic awards “Title of the Year” and “Cover of the Year”.
2. Only newspaper and magazines published and circulated in Italy are eligible for these awards.
3. The awards are given on a yearly basis. The first edition was held in 2007 and it was officially launched in June 2006.
4. The “Title of the Year” and “Cover of the Year” awards have only one winner respectively. In the former category, the jury selects the title that it regards as the most significant title of the year, while in the latter category it selects the most significant cover of the year. In the event of a draw, the title or cover of the year will be established on the basis of the score obtained during the selection of the finalists. Should a draw still prevail, the winner will be selected on the basis of the number of recommendations received. In the event that several newspapers used the same title, the winner will be the one who first published the winning title. If the publishing date is the same, the prize will be equally divided.
5. A joint Jury for both awards shall determine the two winners. The members of the jury shall be selected and invited by Ferrari F.lli Lunelli S.p.A. and they shall belong to the world of journalism and culture. Two representatives of Ferrari F.lli Lunelli S.p.A. shall sit as ex-officio members in the Jury, with one of them acting as its president. The work of the Jury is supported by a secretary without voting rights.
6. The Jury shall choose the “Title of the Year” and “Cover of the Year” on the basis of the following procedure. During the year, the members of the jury are invited to recommend the titles and covers that they consider worthy of the prize. The recommendations may involve equally titles of newspapers or magazines, as well as covers of newspapers or magazines. The word “cover” refers to a page that is considered particularly significant because of its content and graphics. Anyone may bring to the attention of the jury interesting titles and covers by contacting the office for External Relations of Ferrari F.lli Lunelli S.p.A. (tel. +39 0461 972384, mail: premioferrari@ferraritrento.it) or by filling in the online recommendation form. On the basis of the recommendations received, the secretary will select the twenty most recommended titles and covers, which will then be placed under the judgment of the members of the jury. Each member shall choose five titles and covers, ranking them on a 5-point scale (5 points for the best title or cover and 1 point for the last title or cover chosen). The five titles and five covers with the highest total score will be the finalists of the award. In the end, the jury shall decide in plenary sitting among the five titles and covers in the final which ones deserve to be named “Title of the Year” and “Cover of the Year”. The votes to establish the winning title and cover shall be cast openly in a majority vote. The president will proclaim the winners right after the jury has reached a final decision.
7. The prizes at stake in both categories are 1,000 bottles of Ferrari Brut. The prizes will go to the newspaper or magazine that published the winning title or cover and they will be delivered to their editors-in-chief or someone acting on their behalf.

Rules of the Ferrari Award “Article of the Year”

1. The “Article of the Year - The Italian Art of Living” journalistic award is presented by Ferrari F.lli Lunelli S.p.A. in the spirit of enhancing and spreading in the world the excellence of Made in Italy and Italian lifestyle by leveraging the power of international press.
2. Only printed and on-line newspapers and magazines published outside of Italian borders are eligible for this award.
3. The winning newspaper or magazine of this category is the one that through an article, column, reportage, or other journalistic format has been able to provide a thorough, original, and efficient account of the Italian art of living, i.e. the beauty and wonderful tastes that Italy can offer, the elements that make it unique and that can be expressed in the excellence of its culture, fashion, design, food and wine production, and hospitality.
4. The award is given on a yearly basis and it refers to the articles published during the year.
5. The winner shall be proclaimed by a Jury composed of members belonging to the journalistic profession, the institutional and business world, and the world of culture. Two representatives of Ferrari F.lli Lunelli S.p.A. shall sit as ex-officio members in the Jury, with one of them acting as its president. The work of the Jury is supported by a secretary without voting rights.
6. The Jury shall choose the winner on the basis of the following procedure. The members of the jury will recommend during the year the newspapers or magazines that published articles or columns that they consider worthy of the prize. Anyone may recommend interesting articles by contacting the office for External Relations of Ferrari F.lli Lunelli S.p.A. (tel. +39 0461 972384, mail: premioferrari@ferraritrento.it) or by filling in the online recommendation form. On the basis of the recommendations received, the secretary will select the ten most recommended articles, which will then be placed under the judgment of the members of the jury in plenary sitting, accompanied by their translations. Besides, each member of the jury has the right to name to the secretariat of the prize one article that will automatically enter the finals, even if it has not previously been listed among the finalists.
7. The winner shall be chosen on the basis of the content of the article and its graphical components, e.g. photographs. The votes to establish the winner shall be cast openly in a majority vote. In the event of a draw, two ex-aequo winners will be proclaimed and the prize will be equally split among them. Finally, the Jury shall also proclaim the newspapers and magazines ranked second and third.
8. The prize shall be awarded to the newspaper or magazine that published the written text which is considered the best article of the year. The presence at the awards giving ceremony of the editor-in-chief of the winning newspaper or magazine or someone acting on his/her behalf constitutes a condition sine qua non for receiving the award (Ferrari F.lli Lunelli S.p.A. shall arrange the travel and cover all travel costs). If the winning

newspaper or magazines fails in attending the awards giving ceremony, the prize shall go to the second classified (if present). Should the second classified also be missing, the prize shall go to the third classified. Should none of the three winners attend the awards giving ceremony, the prize will remain unassigned for that specific year.