

Yellow and white colour scheme is unique which is a key selling point for the magazine compared to others of its genre.

These "Stickers" are a recurring feature on all front-page covers I have analysed. They do very well to draw somebody to the magazine and engage them, especially when they offer free or intriguing information within them.



"WTF?!" is a term that is used in texting and online communication by many teenagers. By using this term, they can keep swear words out of the magazine, while still having an implied meaning.

Images used on the right hand side to show visually some of the things in the magazine. By including a picture of slipknot, Kerrang can appeal to all slipknot fans with very little space required on the page.

Key bands to the genre attract the target demographic. An engaging "sticker" also helps to draw attention to that section of the front cover to those interested. This is a key selling point of this magazine as it is heavily focused on content.

Use of quotes convinces readers the text is legit and valid. The use of a sort of "review" in this quoted text also helps to convince the reader into thinking the magazine really contents unique content and is going to be interesting to read.