

Masthead included to keep consistency throughout the magazine.

Same red and black colour scheme as the front page of this magazine.

This Band Index in red catches your eye and it is very easy to find the band you are interested in as it is listed in alphabetical order with page numbers to show you wish page your band is on. This shows that there is a large amount of content in the magazine, which is very useful for selling the magazine to a broader target audience.

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6 SEPTEMBER 2008

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THE UK'S No 1 GIG GUIDE STARTS p58

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Issue Date allows for readers to know exactly when these events on the page are/were happening.

Contents listed in a way that makes them look like they are part of the background. They are not in their own box and appear to just be all part of the same thing. This is a unique style and helps to sell the magazine.

Yellow text contrasted against a black background stands out. This subscription box at the bottom of the page is a way to get people interested in the magazine receiving the magazine every time it comes out. This allows for the institution to guarantee a sale to them every issue and to tie them into a contract. Normally, this makes them more money than people buying it themselves, as it is easy to forget about it.

White text on a red background here draws your eye to the box. A "gig guide" would be very popular among teenagers as many teenagers enjoying going to gigs and are willing to spend a lot of money to go.