

Black Sticker to stand out and appear as if it's been stuck over the top as a promotional event. Tricks the audience into thinking they are getting more for their money.

Simplistic, recognisable masthead to maintain consistency throughout editions while building a strong brand.

Red Colour Scheme to stand out from other magazines and be vivid on the shelf.

Picture shows both individuals looking straight at you. This helps to grab a passer-by's attention as it looks as if they are actually targeting you as an individual. Picture is located in the middle and overlapping some of the masthead. This helps to create a greater focus on Alex and Miles.



Quoted text gives the target demographic a view into the magazine's contents. The white on the black coats contrasts to stand out. The text includes key words such as "affair" that help to get people interested.

£2.20 price tag. Suggestive of value for money.