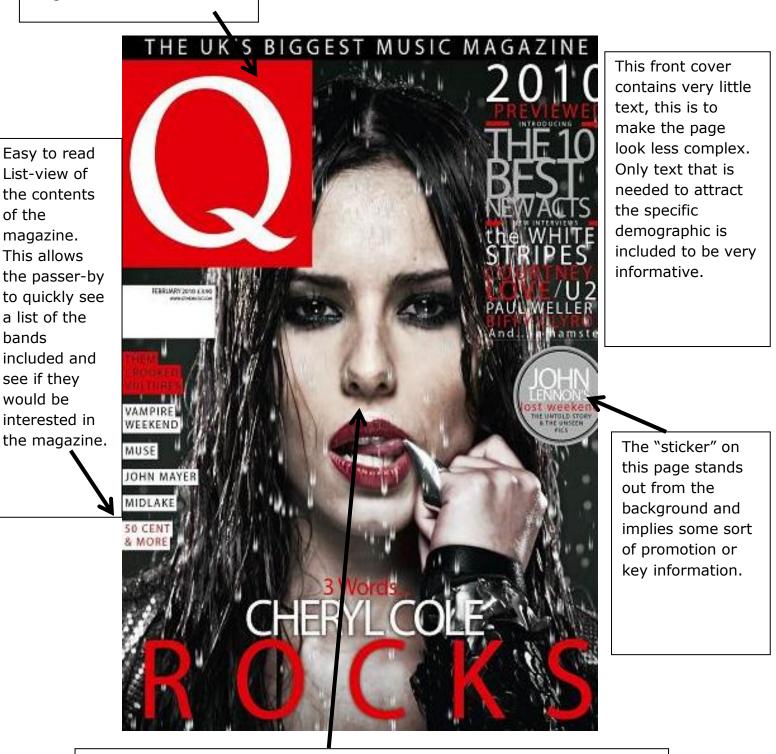
Very simplistic masthead which allows for instant recognition and memorisation of the magazine's brand. Red Colour Scheme – Stands out on the shelf in amongst many blues and whites.



Cheryl Cole is in a sexually appealing pose. This attracts the attention of the male audience and can be a main selling point for the magazine. She is looking straight into the camera so it appears as if she is looking at you. Cheryl comes across as sexy and therefore appeals to a large amount of males.