

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.

Easy to read List-view of the contents of the magazine. This allows the passer-by to quickly see a list of the bands included and see if they would be interested in the magazine.

This front cover contains very little text, this is to make the page look less complex. Only text that is needed to attract the specific demographic is included to be very informative.



The "sticker" on this page stands out from the background and implies some sort of promotion or key information.

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.