

NEWS
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WORLD EXCLUSIVE!

"WE'RE BEING THE BEST MCR WE CAN BE!"

MY CHEMICAL ROMANCE INVITE KERRANG! TO THEIR RECORDING STUDIO...

NEW MCR TRACKS THE LOWDOWN
HERE'S A TEASER OF WHAT'S TO COME...

SAVE YOURSELF, I'LL HOLD THEM BACK
SOUNDS LIKE: Down 'n' dirty rock 'n' roll collides with stadium rock, with a big, sniveling My Chemical Romance chorus that makes you want to jump up and down in a sea of thousands of other people.
STANDOUT LYRICS: "You can have this world, have it all behind/We can steal this car if your folks don't mind/We can live forever if you've got the time..."

STILL ALIVE
SOUNDS LIKE: A bouncy and playful romp - complete with all-gang vocals - about the hazards of playing the Reading and Leeds festivals. Gerard wrote this anthem from the perspective of a teenager getting ready to throw a bottle of piss. Tasty!
STANDOUT LYRICS: "We came here to rough up everyone we wanted off the stage and ask yourself 'Am I still alive?'"

DEATH FOR DISCO
SOUNDS LIKE: A stunning great ode to the pleasures of raucous rock 'n' roll handmen with an unabashedly pop chorus.
STANDOUT LYRICS: "Go all the good times, they give you cancer..."

TRANS AM
SOUNDS LIKE: Huge melodies and epic songwriting intermingled to create a glorious runaway teen riot.
STANDOUT LYRICS: "Gravity don't mean too much to me/It's this our destiny/This world is after me..."

Following the same trend as NME, Kerrang also uses a double page spread to have one large image taking up one whole page, then having the second page with images and titles taking up a large portion of the section page. There are 2 columns here so there appears to be a lot of text, even though for an A3 sheet of paper, there is actually very little text. It helps to give the effect of getting more for your money. Kerrang also includes a smaller version of their masthead next to the page numbers on every page, keeping it consistent and recognisable at every page of the magazine.

Analysing the text shows that it is very important to target the mainstream audience to increase overall profit. The text is very easy to read and doesn't include too many complex words. Again, the images are placed in a very non-obtrusive way. They do not interfere with the text at all and therefore the text maintains easy to read at all times and there is no confusion between any of the elements on the page.

The main image of this spread is the one on the left. It includes the key band member and shows him in the middle of a performance at the microphone presumably on stage. This shows the reader exactly what the article is going to be about. There is a banner at the top right hand side of the right page that shows everything that is to come from the band. Using a banner such as this one allows the reader to see what they have to look out for in the future, and also "lodges" information inside their mind about this. This can come back in the future to be converted into more sales of the magazine.