

The artist has been brought in front of the masthead. This feature implies that the importance of this artist is larger than the importance of the masthead. He is placed in a position in front of the masthead, giving the magazine a more realistic feel, as if the artist could come out of the page.

The font for the cover lines and the masthead are sans serif. This shows that the magazine is likely to be informal. Sans serif suggests the magazine is informal as it is the opposite to serif which has connotations of sophistication.

King Krule has displayed clear indirect mode of address on the cover of this magazine by not looking into the camera. This effect makes the audience curious as to what it is he could be looking at and as to why he is not looking straight forward into the camera like other stereotypical music magazine front covers.

The barcode or 'puff' is placed in the bottom left hand corner of the magazine. This is a typical convention of a music magazine as it is insignificant to those who want to read the magazine, so is placed at the bottom of the magazine to avoid distraction with more important features, however is still necessary and vital to magazines that are sold.

The close up shot on the front cover of the magazine is not conventional to music magazine as mid shots are usually used. However, this shot, being closer to the camera, ensures that it is the first thing the audience sees and is therefore more attracted to the cover. This makes up for the indirect mode of address that may cause the magazine to have an impersonal feel.

The masthead for the magazine is placed within the top third of the magazine. This is conventional to a typical music magazine as it is therefore clear to see the brand of magazine when they are placed in magazine racks in shops.

The artist on the front cover's head is covering multiple letters from the masthead. This shows that the company have confidence that, despite part of the masthead being covered, the audience will still know what magazine it is and that it's called 'CLASH'.

Clash magazine typically uses a solid colour as their background. This feature is effective as it brings all attention towards the main image, cover lines and masthead without the distraction of a busy background. The use of a bright colour may also be connotative to the genre of music the artist plays. For example, King Krule has relatively light hearted music, hence a bright background. Whereas this may differ if the artist made dark, or angry music.

The cover lines for the magazine are all the same font, size and colour. This could suggest to the reader that they are all as important as the other. However, the only cover line that is larger than the others is the cover line in relation to the artist on the front of the magazine, King Krule. This is likely to grab the audience's attention as it is the most prominent on the page, indicating that the magazine has an extra focus on this artist in this issue.

