

The masthead is partially covered by the main image; this clearly shows that the publishers are confident that the name of the magazine is well known enough, that the audience will know what it says, even with letters missing. It also gives the model on the front cover a lot more importance as he is being put in front of one of the most important aspects of a magazine, the masthead.

The masthead is placed in the top third section of the magazine. This is conventional of magazines as it means that the masthead is always visible, even when it is placed within a magazine stand. The masthead is also a bright colour, bold and covers the whole top third section.

The date line is placed just above the masthead. This is conventional to a stereotypical magazine as it is easily spotted yet does not take away from the main attractions like the main image and masthead. The date line shows the season in which the magazine was published. This issue was published in summer, so the college students can assume that the theme will be based around going back to school.



The cover lines are all relevant to college students. For example "make money on campus" is likely to intrigue a college student as they can relate to the cover lines. The cover lines are all directed at the same target audience of students who are teenagers or young adults, therefore the language and relativity must be directed towards people within that age range.

The font throughout the cover of the magazine is all sans serif. This clearly indicates that the magazine is going to be modern and informal, which is stereotypical of a college magazine. College magazines are targeted at teenagers and young adults, the students, and they are more likely to read an informal magazine with colloquial language than a formal magazine with sophisticated language.

The main image is a mid shot. This shot is typical for magazines as it clearly shows the model whilst also showing anything they may be wearing or carrying. The shot depicts a model carrying educational books. The target audience for this magazine is students who will find this image relatable. Because of their relation to the image, the reader is then more likely to become invested in the magazine.