

The strap line is placed just above the masthead so it is visible without taking the attention away from the masthead. It gives a brief overview of the purpose of the magazine, for example, this magazine explains it will be discussing relevant and recent news.

The magazine has included their website on the cover of the magazine. This is targeted towards the target audience of college students as they are teenagers and young adults who are always using technology. The college students are more likely to access the magazine online than buying a hard copy.

The barcode or the 'pug' is placed in the bottom right hand corner of the magazine. This is significant as it is placed in the corner to avoid distraction of any other features on the cover as it is not important to the audience, however is vital to retail use in order for the magazine to be sold.



The masthead for this particular college magazine is in sans serif font. This is conventional for a magazine targeted at young adults as it implies that the language used throughout the magazine will be informal and direct. The magazine is directed at its target audience just by the type of font the masthead is.

The colour scheme for the magazine is interesting as the main image is in black and white, yet the colours of the cover lines and masthead vary from orange, blue, black, grey and red. This style appears messy and could mimic how the magazine company appears students to be; something messy and unorganised they can relate to.

The price of the magazine is included within the cover and it is relatively cheap. This is likely due to the fact that the magazine is targeted towards students who are known to have a limited budget due to spending most of their money primarily on school funds. Therefore the company is trying to make its magazine affordable to its target audience.