

The title for the contents page is simply 'contents', this follows the simplistic format of my magazine, it is direct and tells the reader exactly what to expect on this page. The font is large and bold so it is the first thing the reader is drawn to when they turn the page, this feature is vital as it is arguably the most important aspect of a contents page. The text is also black. This is because it follows the colour scheme running throughout the magazine of lilac, white and black. The running colour scheme is important as it helps the magazines consistency so all pages link together.

On the contents page, I have included a message from the editor to the reader. This feature is important as it gives the magazine a more realistic feel and creates a relationship between the reader and the editor. The reader will feel more attached to the magazine after they have read this. The message is very direct and personal to every individual person who reads it, by using personal pronouns such as 'you', the reader feels as though it is directed at them specifically. Therefore, making them more likely to purchase and read the magazine.

The sub headings for the magazines contents are used to divide all the articles and make the contents easier to navigate for the readers by separating them into sections. This feature makes the magazine much more efficient, and follows the theme of simplistic and minimalistic as there are not articles scattered all over the contents, they are neatly separated. One sub heading 'regulars' is included, despite the fact that this magazine is new, the regulars section will help all the new readers to determine what to expect in future issues, and therefore decide whether they will be interested in posting this magazine again.

Underneath the message to the reader, I have included the twitter of the magazine, along with the twitter icon. The image is relevant as this magazine is targeted towards teenagers and young adults who will be familiar with this logo and instantly be drawn in by it. The twitter is relevant as the target audience as stereotypically 'tech-savvy' and are more likely to check the magazine online than anywhere else.

The image I have used for the magazines contents is a medium long shot. My reasoning for using this shot is due to the fact that it shows a lot of variety. For example, it shows variety as it is a different shot as opposed to the stereotypical close up used on most magazines. Another reason it shows variety is that the model is portraying indirect mode of address by not looking directly at the camera. This gives the feel that this image is likely the album cover of an artist as opposed to a photo taken specifically for this magazine. Lastly, this image shows variety as it is a different artist that the cover and the double page spread. These shows to the reader that this magazine has variety in music, as it is unrealistic a magazine would only have images of one artist throughout. Lastly, the reason I chose this shot in particular is the colours of it. The original image was much brighter, but with some manipulation, I managed to dull it down so the dim pinks went well with the lilac colour scheme present throughout the magazine.

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Dear Reader,  
Welcome to the very first issue of 'VINYL', a magazine focused on the genre of Indie music. This magazine will keep readers up to date with the most popular, as well as new and upcoming, Indie artists. We hope you enjoy!

 @VINYLmagazine



VINYL  
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pg.18

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The page numbers I have added on my contents page are a larger font than the rest of the text on the page. This is because the reader needs to be able to quickly check the title of the article and the number and the page number to be efficient in circumstances where the reader may be in a hurry. As well as this, they are a lilac colour to conform to the colour scheme carried throughout my magazine.

The font for the magazine contents page is all sans serif. Once again, this is aimed specifically at the target audience of young adults and teenagers. They are likely to be more attracted to sans serif fonts as they are more modern and less formal. If the font were to be serif, the reader may feel as if the magazine appears too sophisticated and formal, therefore a much older target audience, minimising their interest.

The article names are bold and direct, this adds to the efficiency of the magazine as the reader can instantly find the article they are looking for as opposed to having to guess which one it might be due to confusing or misleading titles. There is also a small section describing the article for those unsure, deciding whether or not to read it. These sections are all in a black font to conform to the overall colour scheme of the magazine, black, white and lilac.