

The date line for the magazine is placed conventionally underneath the masthead. This is conventional as it is seen when looking at the masthead, yet is not so important that it is the first thing seen on the page. It is also followed by the website. The use of the website targets younger audiences who are stereotypically 'attached to their phones', in hopes they will visit the website given if they decide not to buy a hard copy.

Lana Del Rey portrays clear direct mode of address as she looks straight in to the camera lens. This effect helps to pinpoint the audience and feel as though the magazine is targeted specifically at them, as it feels as though the artist is looking at them. It gives the magazine a personal and more intimate feeling as the audience feels closer to the magazine, making them more likely to pick it up and, ultimately, purchase it.

The magazine only contains one cover line. Despite this being very unconventional to stereotypical music magazines, it is effective as it corresponds to the running theme of an 'artsy magazine'. The magazine is extremely minimalistic and appears neater, appearing to a certain audience of young adults and older as they will likely not want to be bombarded with messy cover lines scattering the cover. However this feature is risky as some may become uninterested due to no information of who else may be featured within this issue of the magazine. This feature, however, does bring a lot of importance to the artist.

The masthead for the magazine is bold and bright which instantly draws the audience's attention to it. It is also conventional as it is placed on the top third of the magazine. This means that when the magazine is placed in magazine racks in shops, the masthead is still visible and will still attract the audience, even when only the small portion is visible.

The magazine includes a sub heading 'Summer Music'. This sub heading makes it clear to the audience what the style and layout will likely be based around. Having the season clear on the front of the magazine will also be useful for future reference, for people looking back at magazines to see when certain music was popular etc.



The background of the main image is light pink flowers. This corresponds to the 'Summer Music' theme that this issue is clearly based on, keeping its relevance. Parts of the background are also blurred; this draws the attention away from it so the main focus is the artist on the front, yet still clearly showing that the background is of flowers. In the bottom right hand corner there is also a petal of a leaf in the way of the shot, this gives a realistic feel to the magazine, as it appears as though the audience is there looking at the artist in real life and are able to see what would really be seen.

The shot used for the main image is a close up shot. This shot gives a personal and intimate feel to the audience as they feel closer to the artist by being closer to her. It also adds to the theme of realism as you are closer to her and can make out her features closely and feel closer to her. This feature makes the audience more likely to buy the magazine as they feel attached to the magazine.

The main cover line for the Fader front cover is 'Lana Del Rey', which is simply the artist's name. The cover line is in a large font and is also in all capitals. This clearly indicates to the audience that this artist is extremely important as she is not only the main image but her name is nearly the same size and the same colour and font as the masthead, which is arguably the most important feature of a magazine.