

The coverlines of the magazine are small and placed in the top right hand corner of the magazine. This is not stereotypical of ordinary magazines yet directs a lot of attention to the main image and masthead.

The masthead for the magazine is unconventional and does not follow the rule of thirds as it is placed down the left hand side of the magazine. This technique makes the magazine seem more interesting and unique by drawing more attention towards the main image, yet still making the masthead large and bold directing the attraction towards it as well.

The magazine uses direct mode of address as the artist is looking straight at the camera. This technique is used to create the feeling that the artist is staring at the reader. It gives the magazine a more personal feeling and they are more attracted to the magazine as they feel as though they are more involved within the magazine.

The website for the magazine online is listed. This is relevant to the magazines target audience of young adults as they are likely to be online the majority of the time, their main outlet to be targeted on is online. It appeals to all teenagers who may not be interested in actually reading real magazines but are more likely to read online.

The date line is significantly placed underneath the masthead. This placement is conventional to typical magazines as when the reader views the masthead, they are likely to then find the date line. It helps to determine in future what kind of music was popular and when.