

The strapline 'Music / Fashion / Film' gives a clear indication to the audience what types of media are going to be present within the magazine. Despite the fact that it has a music artist on the front of the cover, the magazine is not restricted purely to music.

The artist is using indirect mode of address by not looking into the camera. This causes the reader to question why he may not be looking at the camera and why his eyes appear to be closed.

The barcode, or the pug, is placed underneath the masthead. This is unconventional of a typical magazine as they are usually placed within the bottom right or left hand corner, out of the way. Despite the fact that the barcode is relatively out of the way of the main image, it has more attention drawn to it as opposed to if it was tucked away in the bottom corner.



The main image is of Mac Miller, a music artist, who appears to be standing outside. The background of the image is blurred. This technique gives the music artist a more prominent feature on the magazine as all the attention is being directed to them as opposed to the setting. The setting may have been blurred due to it being too 'messy'. As the background is not a plain backdrop, it may bring too much attention to the different aspects in the background and take away for more important features such as the artist and the masthead.

The main coverline is bolder than the other coverlines, bringing more attention to it. This shows to the audience that Mac Miller is clearly the name of the artist on the front cover. It also makes it clear that he will be the main article within the magazine as he is also featured on the front cover.

The coverlines for the magazine are minimalistic. This makes the magazine seem more neat and put together and mature, yet still gives across the information of what other artists and actors will feature within the magazine. This targets audiences from young adults plus as they will not need to know everything included in order to be attracted to a magazine, they may be attracted in other ways by features such as the main image.