

# MAGAZINE COVER ELEMENTS

## MASTHEAD -

THE NAME OF THE MAGAZINE DISPLAYED IN THE TYPEFACE IN WHICH IT IS DESIGNED. THIS IS THE VISUAL BRANDING OF THE TITLE AND IS USUALLY DONE IN A UNIQUE TYPEFACE TO BE VERY RECOGNIZABLE.

## COVER LINES -

THIS MAGAZINE USES MANY OF COVER LINES, WHICH ARE DISTRIBUTED AROUND THE MAIN IMAGE WITHOUT DETRACTING FROM IT TOO MUCH.

## MAIN COVER LINE -

THIS IS VERY LARGE - USUALLY THE SECOND LARGEST TEXT AFTER THE MASTHEAD. NOTE IT IS POSITIONED AGAINST THE MODEL'S SHOULDER SO IT SHOWS UP CLEARLY.

## DATELINE -

MONTH AND YEAR OF PUBLICATION, OFTEN WITH THE PRICE. NOTE THAT A MONTHLY MAGAZINE USUALLY HITS THE NEWS-STANDS THE MONTH BEFORE THE COVER DATE.

## BAR CODE -

STANDARD BAR CODE USED BY RETAILERS.



## LEFT THIRD -

IN WESTERN COUNTRIES, THE LEFT THIRD OF THE COVER IS VITAL FOR SELLING THE ISSUE IN SHOPS WHERE THE MAGAZINE IS NOT SHOWN FULL-FRONTAGE. THE TITLE MUST BE EASILY RECOGNIZABLE IN A DISPLAY OF DOZENS OF COMPETITORS. THE START OF THE MASTHEAD IS IMPORTANT HERE.

## MAIN IMAGE -

IN THE CASE OF THIS COVER THERE IS A SINGLE IMAGE OF DRAKE. IT IS USED IN A CLASSIC WAY, THE FACE IS BIG ENOUGH TO MAKE AN IMPACT ON THE NEWS-STAND, WITH THE SUBJECT MAKING FULL EYE-CONTACT.