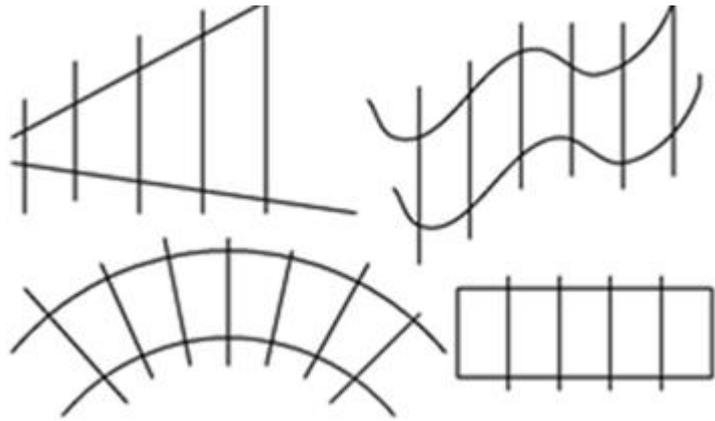


LEARN SHEET: MAGAZINE COVER



Blend 2
harmonious
colours in the box
or show tone.



Main parts of a magazine:

Masthead (title, logotype, logo or nameplate). The name of the magazine displayed in a specific typeface.. The masthead - also called a title - is usually used on the contents page inside as well as the front cover, and as a logo for advertising and branding purposes.

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.

Main image, main focal point of cover.

Cover lines. From the 1950s, greater competition on the newsstands resulted in more cover lines. Today, some magazines print special covers for subscribers' copies that use few cover lines.

Main cover line. This is very large - taking up almost a quarter of the magazine cover - and comes in three layers, each with a different colour.

Left third. The left third of the magazine cover is vital for sales in shops where the magazine is not shown full-frontage. The title must be easily recognisable in a display of dozens of competitors. The start of the masthead is important here, as are short cover lines that are easy to read

Bar code. Standard bar code used by retailers, displayed on UK magazines since 1988. Special subscriber covers often omit this

Selling line Short, sharp description of the title's main marketing point (for Cosmopolitan: 'The world's No 1 magazine for young women') or perhaps setting out its editorial philosophy

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