

1. Masthead- Title is self-explanatory, bright, big and easy to read and understand. This has been done to make the magazine stand out and catch the reader’s eye. The reader knows exactly what the magazine is about. This helps to directly reach to the target audience, muscle car fans.
2. People- One person at the back. As the magazine is about cars, there is over half of the space filled by a big picture of a car. Being blue, it clashes with the other colours like the yellow. This is done to make it stand out and draws attention to it. The man at the black is wearing a matching blue T-shirt, this could be staged by the photographer. Could also be a hint that this is a more masculine magazine. The main picture also includes cars behind it, which readers might find interesting. This has been done as further self-advertising.
3. Other pictures- A car in the top right corner. To advertise another section in the magazine. This could draw in other readers as it shows other articles to read. This therefore means that the magazine will sell more. Also the yellow matches the highlighted text on the front cover. This improves the overall look of the magazine and makes it look more professional.
4. Colours- The white masthead text jumps out of the red background, which makes the magazine more noticeable. There are yellow highlights that also make the magazine look striking and interesting. The blue car on the front is chosen because the colour is strong and masculine, suggesting that it is mainly aimed at men. Blue also clashes with the red and yellow and it is an unexpected mix of colours. This makes the magazine stand out, enticing readers to buy it.
5. Fonts- The masthead is the biggest font on the cover. This is because it is the most important part. It tells the reader that they chose the right magazine. Being so big, it looks reliable, reassuring and strong. This would attract men. The way that text is at a slight angle makes the magazine look trendy and modern. Again this would appeal to people. The way that the text is in clumps makes the reader look at everything because the design makes it easy. All fonts are similar and in capital letters only. This makes the magazine shout out and is also easier to read because everything is the same size. All fonts look big and strong. This makes the magazine look like it is aimed towards a male audience.
6. Words- No full sentences. Lines are to the point and in simple English. This means that someone is more likely to buy it if the writing is easy to read. Language is simple. This means that the magazine is intended to have a global audience.
7. Free gifts- there are no free gifts mentioned but the cover tells the reader that there is a lot of contents. This makes them feel like they are getting good value for money by buying this magazine. There are words like ‘easy’ and ‘do-it-yourself’. This makes the reader feel like they can do what is being done by the professionals in the magazine. This increases the value for money as it could save the readers money in the future. This helps convince them to buy it.