

Every article or section is clearly labelled with a number which helps the reader get to what they want to read faster, avoids frustration and therefore makes the reader like the magazine more and is then more likely to buy the magazine

Pages have very brief titles which make the reader want to go to them to find out what it’s all about.

Lots of information- using up as much space as possible to make sure that the reader is interested in something in order to want to buy and read the magazine.

The darker text contrasts well against the white background. Makes the text stand out.

Unusual pictures and with no text makes people curious to find out what they are about.

Title and divider have the same colour scheme- looks professional and impressive.

**Masthead-** the title is big and bold. This makes it stand out and catches the reader’s eye. The word ‘campus’ is bigger than ‘life’ because that is the word that is going to draw in the target audience. As a result, it gives the magazine an original look which makes it more noticeable than competitor magazines. The wording is simple and easy to understand especially as it relates directly to the target audience. Even the font is reminiscent of the college lifestyle, it is similar to sports team fonts. This again would appeal to the target audience.

**People-** There is one man on the front cover. His head is in front of the masthead. This suggests that the designer wants you to buy the magazine because of the man and not just because of what else the magazine offers. This person could be a celebrity who is especially popular with people in the college age bracket. He is almost used as bait to lure the readers in.

**Puff-** There is a puff which is bright and easy to read. This is done as another way to entice readers. ‘Win’ is bigger than the rest of the text. This means that the reader will see it first and is more likely to want to win something if they are not interested in an “Lg Shine’.

**Colours-** The colour scheme is basic. It matches the man’s shirt. This makes the magazine look aesthetically pleasing, therefore high quality, therefore popular, therefore people will buy it. All text is white apart from two small highlights This is mostly done to accentuate the impressive looks of the magazine. It makes the magazine look trendy which could help with getting more readers because it would make the reader feel trendy and popular reading it. The text with black background makes it pop out of the page in order to punch the information at the reader. This is because of the contrast between colours.

**Fonts-** mostly in capitals, which uniquely communicates with the reader in a clear fashion. The font of the text supporting the picture is in a style which possibly links with the celebrity in some way. This helps bring out his personality and the reader is given a sneak preview of what his article might be like inside. This advertises the magazine further.

**Words-** ‘Finding the right product for you’. This is a personal pronoun and it communicates directly with the reader. ‘Your Guide’. Seems to the reader like the guide is personal and only for you. This advertising strategy makes the reader think that they are special and the magazine is meant for them, therefore they are more willing to buy it.

**Pug-** There is a pug along the top of the page. Like the text at the side, it used the contrasting colours of white text on a black background in order for the text to pop out of the page and straight at the reader. The pug also advertises the magazine even more by giving the reader previews of what is inside, which gives the reader options, therefore they might be interested in one of the topics mentioned there and therefore what to buy the magazine but not necessarily because of the main picture.