

Headline is big and bold. This makes it stand out and the reader is more likely to notice it so they know what page they are looking at. The sublines are clear and in capital letters. This helps the reader because it is easier to read and it seems to communicate with the reader on an urgent level.

The main image is in the middle of the page and has the text wrapped around it. This makes the reader’s eye move to the image because it is in the centre. The reader will also naturally begin to read the text around it because it is wrapped around the image. The other images stand out against the main image because they are in colour. They are also just below the heading. This makes the reader immediately look at them once they have seen the heading. The page numbers on the pictures are also big and clear. This helps the reader find the page quickly, which could help get the reader interested and more likely to buy it in the shop.

There is a conventional numbering system being used on this page to inform the reader where each story is in the magazine. This is a tried and trusted system and it works very well. It is also simple, quick and hassle-free. There is a series of blue lines which divide the page into four sections. This helps simplify and organise the layout. The lines are different thicknesses which could represent art movements such as Bauhaus. This in particular was a revolutionary movement as one of the key philosophies was function over form. This could have been the designer’s inspiration for laying out the contents page in this way. On the left there is a long section of boxed text. This juxtaposes the design on the right side of the page because the box is unnecessary in how the layout functions to represent locations of articles. This has been done to make the magazine stand out from competition and therefore make it seem unique to the audience. This will make them want to buy it more than the competitors.

The font of the Headline is bold, large and in a style which is modern. This font matches the other heading on the left. This makes the overall look of the contents page seem stylish and impressive. Other fonts are quite standard and serve the purpose of displaying information in a simple and clear way. This makes the contents page easy to read and quick to use/read for people who want to find a particular page in the magazine.

The colours are kept simple and a limited scheme is used. This makes the page look attractive to the target audience and gives it a modern look. This look resembles the modern world of the popular music genres, which the magazine represents, and the artists therein. This would appeal to the target audience who are already fans of these artists and genres.

This page contains short paragraphs of concise and factual information about the articles and the location in the magazine. This suggests to me that the target demographic of this magazine is group C1 to D. Age 16-30

There are slightly more areas text than images. This is expected in contents pages as their main role is to get the audience to look at each article in the magazine. This suggests that the magazine is targeted at a younger audience, who are as interested in the pictures as they are with the information.