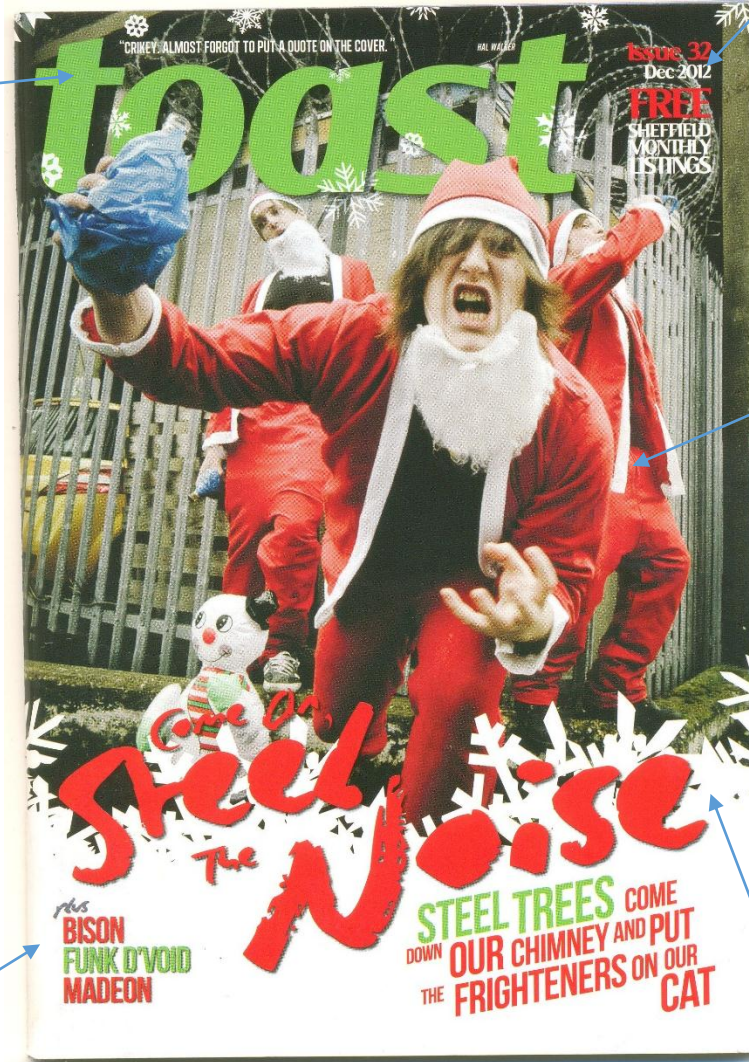


Lauren Elizabeth Pilgrim

Analysis of local magazine front cover

The masthead is the colour green juxtaposed to a shadow background. The masthead is in lower case and has snowflakes featured over the masthead which fits with the Christmas edition. The name 'toast' clearly connotes it is a local magazine and read in the morning as toast is associated with breakfast.

The cover line used has features of other artists which also targets the audience.



The issue and date is placed on the top far right of the page which tells the readers that the magazine is published monthly. 'FREE' is used to also grab the reader's attention as everyone loves a deal and bargain, therefore encourages them to buy the magazine.

The main image used for the local magazine is of the band 'STEEL TREES'- this takes up the majority of the page, therefore shows the importance of the band. The band are wearing Christmas costumes which connotes that the magazine is Christmas edition. The harsh facial expression of the leader of the group clearly shows the genre of their band (rock) which connotes that the target audience will be music fans who love everything rock and roll. The group are wearing the colour red which helps to catch the reader's attention the front cover page as red is the connotation of danger, death and love. The prop used is of a bottle which the background member of the group's body language indicates its alcohol which indicates the target audience is also for teenagers.

The background image is of a local car park which clearly connotes the magazine is aimed at ordinary working class people, which further indicates the magazine is affordable.

The headline is in the colour red to fit the theme of Christmas.