

# Magazine Cover Elements

**Masthead** - The name of the magazine displayed in the typeface in which it is designed. This is the visual branding of the title and is usually done in a unique typeface to be very recognizable.

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

**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** - In the case of this cover there is a single image of the model Shania. It is used in a classic way, the face is big enough to make an impact on the news-stand, with the model making full eye-contact.

**Main cover line** - This is very large - taking up about a quarter of the cover area - and comes in three layers, each with a different color. Note it is positioned against the model's shoulder so it shows up clearly.

**Cover lines** - *Cosmopolitan* uses many of cover lines, which are distributed around the main image without detracting from it too much.

**Model credit** - This says: 'Shania: So hot.' It is not unusual for such a credit to appear on the cover.

**Left third** - In western countries, the left third of the cover is vital for selling the issue in shops where the magazine is not shown full-frontage. The title must be easily recognizable in a display of dozens of competitors. The start of the masthead is important here.

**Bar code** - Standard bar code used by retailers.

