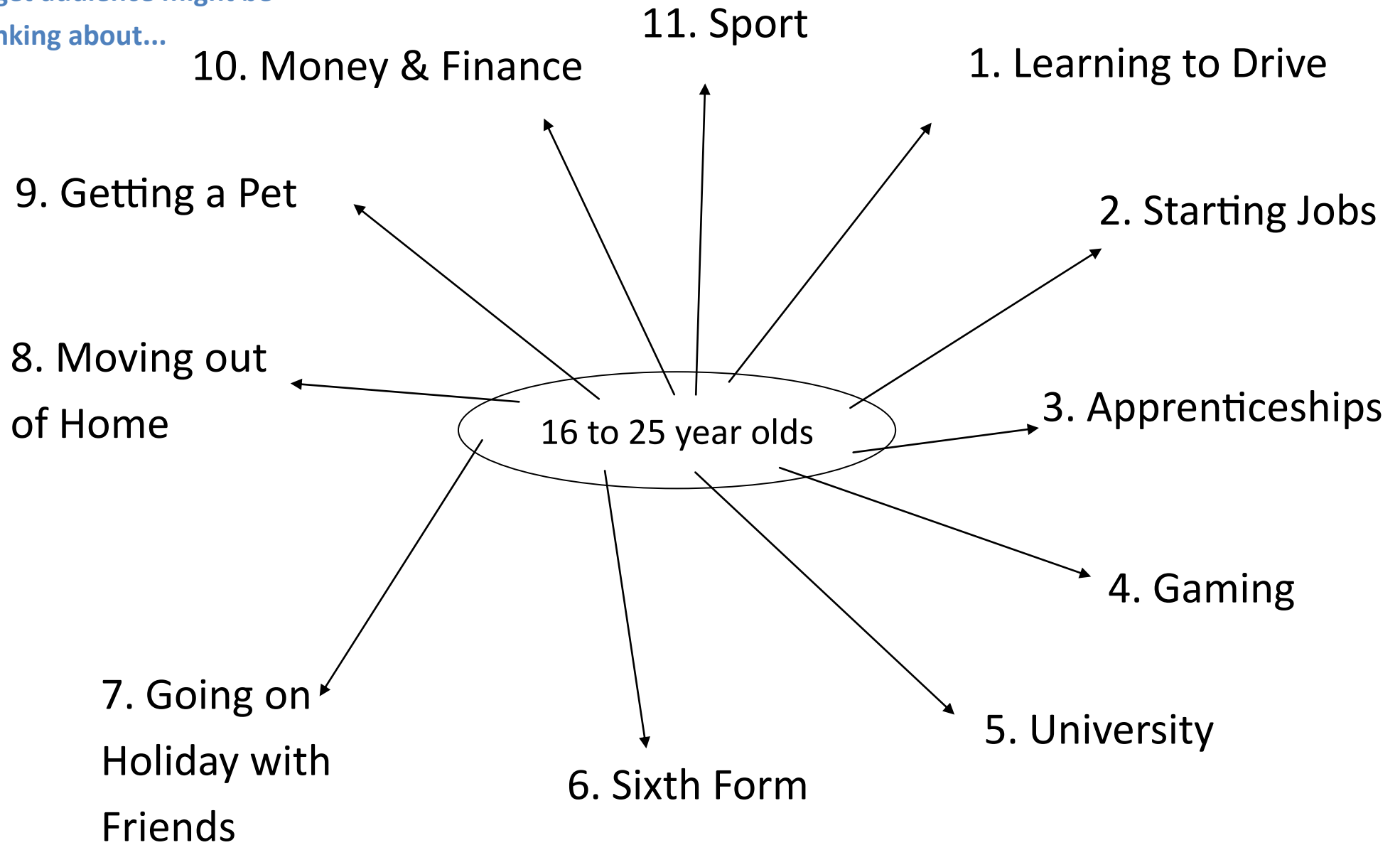


Thinking about what my target audience might be thinking about...





Cover observations:

- most have pictures of young people on them
- Some of them look quite cluttered
- I like the student VOICE as it's a fairly simple easy layout
- Short snappy names, either 1 or 2 words generally
- Lots of colour generally
- Bright and attractive to appeal to young people
- See quite clearly what the name is on each magazine
- Bold text, mixture of capitals and non-capitals

