

MY CHEMICAL ROMANCE INVADE AUSTRALIA! P.16

# KERRANG!

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**NEW FOUND GLORY / THE BLACKOUT  
LET LIVE. & WHILE SHE SLEEPS**

★ ★ ★ ★ ★  
...BUT WHO WILL LAND THE KNOCKOUT PUNCH?

**KERRANG!**

Relentless  
TOUR

**5 AMAZING POSTERS!**

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BLESSTHEFALL

NEVER  
SHOUT  
NEVER

SHINEDOWN

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ISSUE NO 1400  
FEB 04 2012/\$2.20. AUS: \$6.95  
WWW.KERRANG.COM



## ANALYSING A FRONT COVER

### Introduction

I have chosen to analyse this particular magazine because it seemed quite interesting. I wanted to get a different variety of magazines. KERRANG! has a specific niche audience, so I wanted to research and analyse how successful the magazine is.

### The Title of the magazine

KERRANG! is a rock music. The magazine's name is onomatopoeic and refers to the sound made when playing a power chord on an electric guitar. This then refers back to the topic of rock.

### The Publisher of the magazine

The magazine is published by Bauer London Lifestyle Ltd, a division of Consumer Media in the United Kingdom. The Bauer Media Group is a large German publishing company based in Hamburg. Bauer publishes many other magazines, including women's weekly and TV listings magazines; namely Bella, Take a Break, that's life!, TVChoice and Total TVGuide as well as a number of puzzle magazines.

As well as the ones listed above, The Bauer Media Group also publishes 'Q' magazine. The Q music brand has expanded to Radio and Television, with Q Radio and Q TV being music entertainment that specialises in indie, rock and alternative. KERRANG! is also another magazine that's published by Bauer. Bauer Media Group also owns part of the box television. Shows such as Q, 4Music, Kiss, Kerrang!, The Box, Magic, and Smash Hits are all owned by the Bauer Media Group.

The magazine costs £2.20 in GB, and in AUS it's \$6.95. The younger audience are able to buy it as it's set at a reasonably cheap price. The magazine is published weekly. They are most likely to keep their readers of close interest, and update them with the latest information. Unlike other magazines that come out monthly. However a weekly magazine towards a niche audience is vital because the publishers receive more sales and profit, and so more and more of the demographic audience is attracted. The circulation of the magazine is approximately 43, 003. This suggests that there's a niche audience for this genre of music.

The magazine has a website called "[www.kerrang.com](http://www.kerrang.com)." Technological convergence comes into play – the audience are able to go onto the magazine website and look through information and the latest news instead of having to buy the magazine. The magazine also helps into the technological convergence as the name of the website is seen at the bottom of pages – this then leads to the audience to experience different platforms of the genre.

### The Target Audience for the magazine

The type of audience demographic the magazine is aiming at is mainly teenagers and adults. I think it would be mainly more attracted to males – the primary audience. The females being the secondary. However, it all depends on the genre – rock fans of all ages may be attracted to buying it. As soon as you open the magazine, you see an advertisement about 'Snickers,' the chocolate bar. The magazine is targeted at males since it has an image of male figures with boxing gloves on. It clearly connotes the male audience because of their personality and the representation of the masculinity reinforces this.

The red huge banner right underneath the men says, "NEW FOUND GLORY/THE BLACKOUT, LETLIVE. & WHILE SHE SLEEPS." This connotes in with the concept of bringing in the audience as they will be attracted to the names of the bands. "But who will land the knockout punch," – males are enticed by the competition as that majority of the audience demographic which buy this magazine would be quite aggressive and competitive.

The use of 'exclusive!' makes the magazine important and indicates the vital information the audience are able to read. This again connotes the competition as males feel as though they have

the privilege to read in-depth information first-hand.

The magazine has its own official page where the audience demographic can interact through (news feed, podcasts, tickets, shop, bands, and k!magazine). Due to web 2.0, it has made the website successful for the publishers as more and more of the audience get involved.

### The Cover of the magazine

On the terms of the images, there's a main long-shot of the band 'The Blackout'. They're portraying a powerful stance, with fists up in a fighting-like imagery, which could indicate aggression or it could possibly refer to a dominance in power. The body language of the lead singer in the middle suggests anger due to the facial expressions that show anger. One of the band members on the far left seems to have a very vainglorious as his smile seems very sly. Some of the artists on the front cover are shown to have black and grey tattoos – this broadens the view of the genre of rock music. The band follows the convention of a 'rock' band due to the colours of their clothing – black t-shirt or white tank-tops that gives it a very masculine look. Overall, the whole image sets itself into the rock genre. It shows it to be very masculine and portray the bands as being very powerful and dominant.

Above the masthead, there is a red banner saying "My Chemical Romance Invade Australia!" This is another factor in attracting the audience. There isn't much information about it, so therefore the audience will want to buy it to find out what it's about.

There's also a variety of cover lines, such as "Why we love Lost Prophets" and "Exclusive! 14 new announcements inside!" This helps to bring in the audience in. As well as that, it also has something that the audience can get – the "5 AMAZING POSTERS!" The front cover establishes the KERRANG! tour that's sponsored by 'Relentless' the energy drink. The audience demographic will want to know the details of the tour if they are interested in the genre.

Certain typefaces are used to make the front cover of the magazine look appealing. There is approximately 2 different typefaces on the front cover. One is very simple and bold. It's mainly used on the cover lines. The other one is of the name of the magazine – it's in capital letters "KERRANG!" in bold. The typeface seems very rock-like in the way that it looks very rough and jagged.

Graphics such as the images surrounding the main image are used to once again, attract the audience in. Certain bands will catch the attention of the audience depending on what they prefer. There is a variety of bands on the front cover such as the Lost Prophets, My Chemical Romance, Avenged Sevenfold, You Me At Six, Never Shout Never, Shinedown, BlessTheFall, as well as SUM41.

A house-style is consistent throughout the front cover. The main colours used are red, black, white, and blue. It follows the convention of a magazine layout design. The reds on the front cover refer back to the vivid imagery of the boxing gloves. The colour red can be represented in many ways. It can range from anger, passion, love, and so on. Although, in popular cultures, both red and black are used in many rock symbols, such as a red rose or something more extreme such as blood. On the other hand, it could also represent a sense of sex. The popular tagline of "Sex, drugs and rock'n'roll" could refer back to the use of red.

This issue looks very similar to many of the other KERRANG! magazines. The layout is similar, and it uses the same designs throughout them.

### The style of presentation of the magazine

I would say the presentation of the magazine is satisfactory. The blue text boxes seem to be very vibrant. The small cropped pictures on the front cover are clashing in with the original image, as well as the framing of it seems very messy.

However, the magazine does have a clear house style that goes from blues, white, red and black. The red and black fit in with the theme of rock. The red colours are very vibrant – boxing gloves,

the big red banner, and the borderline at the top of the magazine. The red works well with the white and black to balance out the colour scheme effectively. The blue text-boxes are eye-catching as they're labelled as being the selling point of the magazine. For example, "5 Amazing Posters" and "14 new announcements inside!" It also links in with the name of the magazine which is in blue, bold and capital lettering.

### The Magazine's Mode of Address

The magazine attracts its target audience through its selling point – the bands. The audience will be absorbed into wanting to buy the magazine to read any information about their favourite bands and so on.

The magazine addresses the audience directly by the use of language "How YOU can heal Deryck's back (sort of)" The language has some comic validity, so it makes the audience feel as though they are a part of the magazine and the information.

The reader is addressed formally. One example is in the red banner, where it says, "...but who will land the knockout punch?" Instead of addressing the audience informally, for example "but who'll land the knockout punch?" it uses the sophisticated language to possibly make the audience more interested. The language is easy to comprehend, so it can suit both the younger and the adult audience.

### Representations

The representations of the images used on the front cover do conform to the music genre of rock. The band seems very powerful, and the colours of their clothes and facial expressions indicate a sort of harsh music rock-like group. The stereotypes of a bad-boy 'rock' are employed to set in with the audience to identify themselves with. No make-up is used for the images. The hairstyles however all differ, from blonde, to brown and black hair in all matter of different lengths. The band look like they are in a fighting position with fists up, or either crushing their hands together as an indication for a 'fight/competition'. They are spaced out across the magazine cover. The lead singer of the band in the middle, and the others spread in a 'V' shape behind him. The images have been cropped so that the legs of the band members behind the lead singer are faded into the light brown background. The image itself depicts a sense of a battle.

### Conventions

The conventions of a front cover magazine are followed. The masthead is clear and set to occupy the whole page at the top. Images are used as well to foretell what to expect in the magazine. The KERRANG! magazine shows the band The Blackout. The audience will immediately be attracted to the band if they are well known, and therefore they will want to buy the magazine.

### Conclusion

Overall, I think KERRANG! has a good layout design, it has maintained the appropriate house style, and has included various options that appeal to their target audience.

This has influenced my creation of my own music magazine as I will use similar positioning of the coverlines, along with the house style. One particular representation I came across in KERRANG! was how the colours of the front cover fit in with the genre of rock. For my own music magazine, I plan to do the same with my genre of either Pop music or R'n'B. I will use informal language and direct address to make the audience feel included.