

Q Magazine

'Q' magazine was first established in 1986. The front cover has a medium close up of Brandon Flowers, the lead artist in The Killers. The key image and cover line of The Killer's gives an indie vibe to the magazine, making it clear what genre it is. It also has a varied colour scheme; where there's different colours yet they are in constant use, for example: the red and white is used several different times, but also colours such as black is being used.

The Killers are a well known band within the indie genre, therefore, having a well known band will attract current audience whom already buy the magazine, and other audiences who may listen to indie and be familiar with this band. This is good because customers usually judge the magazine by its cover, therefore if they have familiar artists within the music industry such as U2 and The Killers, this will attract them more.



The simple background in the medium close up of Brandon may represent the simple idea that Q represent. Using the same colour theme as other issues. This may represent the routine that they follow.

The typography used, is in contrast to the layout and theme. Therefore it makes the text stand out.

The routine that the layout follows and the simple approach used on the front cover may represent that they are aiming for an older age group. Not too young but not too old.

The contents page is also a double page spread. This may have been done as a monthly issue of the magazine may have a lot to cover, therefore if they put the context of the magazine on the contents page, this will get their readers to read the magazine if they are aware of everything that is included.

The page still follows the house style of red, black and white. This gives Q a sophisticated look and also fits in with the sophisticated manner and approach.

The right hand side shows the ''regulars'' of articles that are usually in the magazine. This is an advantage for regular readers as well as new ones. This makes it easier for both audiences to see what will be in the magazine as usually, instead of flicking through the whole magazine trying to find it. They also included bold image's with bold page numbers next to them. This may be because they are trying to get to the

audience by showing pictures instead of text; once they see the image and they like it, they will flick to that page. The images are tilted, this may represent the rawness of the artists that they are showing.