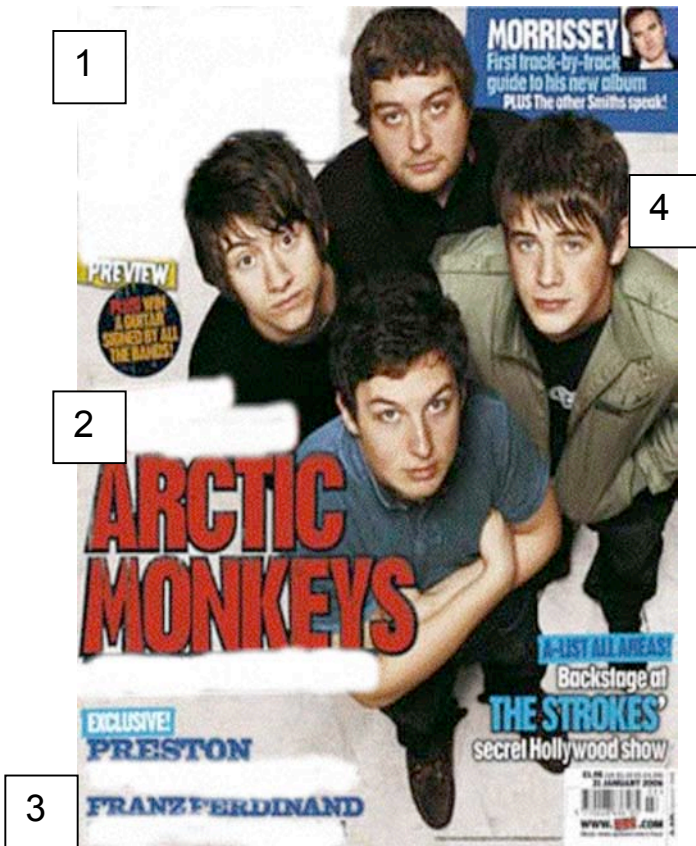


Music Press front Cover Exercise I



Study the front cover and think about the target audience.

1. Fill in the masthead
2. Look at the leader article what do you think the coverlines that go with it might say?
3. What coverlines about these artists would attract the target audience?
4. How are the Arctic Monkeys being represented on the front cover?

Study the front cover and think about the target audience and genre.

1. Fill in the masthead
2. What do you think the two missing coverlines might say?
3. What type of competition and free gift would appeal to the target audience of this magazine?
4. How are the various musicians being represented on this front cover?

