

Main image:

- The main image shows the model making eye-contact with the camera, therefore, directly addressing the magazine's target audience.
- Her hair and dress conform to the yellow of the colour scheme, the match with that of the masthead, creating a more aesthetically pleasing cover for the target audience.
- The model is wearing make-up, therefore, conforming to western beauty standards, appealing to a western target audience. She is also wearing simple jewelry that accentuates her features, bringing her more into focus for the target audience. Her dress, while seems to come across as a dark brown colour, glitter with gold in the light, giving the impression that some gold has been sewn into the dress, making it seem quite valuable and luxurious. All these elements combined: make-up, jewellery and the gold dress, connote that this is a high-end fashion and beauty magazine.
- While the model's face comes across as nearly symmetrical, her pose and the background does not, this gives a more uniquely eye-catching look to the magazine cover. Moreover, her pose indicates that she is pondering upon something, with her hand positioned at her chin, combined with her direct address, this may indicate to the target audience, that if they read this magazine, they will be able to find out what Crea Butlin is thinking and wants them to know about, as she directly addresses them.



Sell-lines:

- The white text stands out before the darker yellow in the background, and the text with a slight shadow stands out in front of the sky blue background.
- All coverlines link to either fashion, beauty or lifestyle, which gives the audience an idea of the genre.

Anchorage text:

- The anchorage text stands out from the other coverlines as "Crea Butlin" is the same colour as the masthead, therefore drawing the eye to it.
- The anchorage text is capitalised and a larger font than the coverline that surround it, creating a more pronounced emphasis on itself.
- It is positioned just below the model, which helps the target audience make a connection between the main image and the anchorage text.
- The smaller coverline just underneath, "Britain's newest hit singer-songwriter" gives the anchorage text more context and the audience more information about the exclusive feature in the main image.