

## Text & Layout:

- Text is slim but still bold, standing out in contrast against the white background.
- Red font colour draw the attention of the reader to titles of articles.
- There is a large paragraph about what the models are wearing: their makeup, outfits, hair stylists, jewellery, photographer, and other information.
- The Elle logo is located in the top left corner, indicates to audience that these contents relates to the ideologies of the brand, and that the company is committed to putting out quality content and is proud to put its name on what it publishes.
- The busy layout would appeal to younger target audience.

## Images:

- There are a lot of images, which makes the magazine look like it has a lot of content in it, giving the reader the impression, that they are getting a bang for their buck.
- All the models have a lot of shiny make up on; which indicates that this is a beauty magazine, and the models are also wearing outfits with thick shoulder padding or designs, indicating that this is a fashion magazine.
- Aimed at a younger audience, apparent when looking at the excessive amount of information displayed on the page, since young people are better and faster at processing information.
- There is a lack of diversity on this page, with only one person of colour located at bottom of the page, nearly hidden by the contents. Suggests that this edition is aimed at a primarily white female target audience, with people of colour and men as a secondary audience, as there are also males in images located near the bottom of the page.

## Colour Palette:

- Yellow, white and red; yellow = joy, brightness, uplifting; white = purity, authenticity, professionalism; red = passion, love, desires. This will appeal to the target audience, making them feel the true happiness that may be present in this magazine.

