

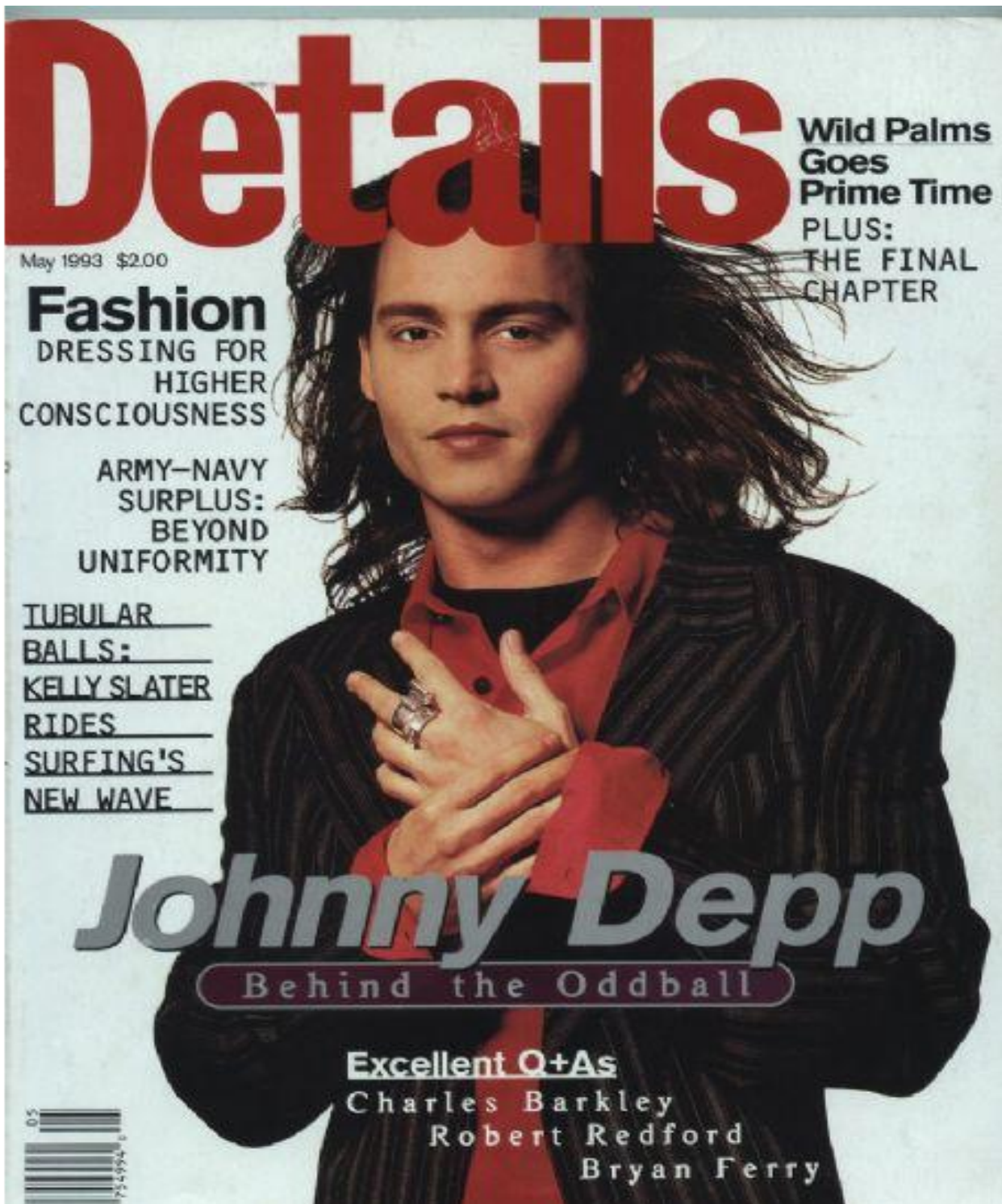
MAIN IMAGE:

JOHNNY DEPP APPEARS IN THE MEDIUM SHOT IN ORDER TO ADVERTISE THE MAGAZINE. THIS MAIN IMAGE TAKES UP THE MAJORITY OF THE MAGAZINE, A TACTIC USED BY 'DETAILS' MAGAZINE IN ORDER TO SELL THEM BY USING HIM AS A FEATURE. THE IMAGE APPEARS TO BE AIRBRUSHED AND UNNATURAL, APPEALING TO THE TARGET AUDIENCE OF SELFCONCIOUS MEN WHO WORRY ABOUT THEIR APPEARANCE, THEREFORE THIS IMAGE IS USED IN ORDER TO BE ADMIRED BY THE MALE AUDIENCE. THIS IS SHOWN THROUGH THE WINDSWEPT LOOK OF HIS HAIR AND SHADOWING ROUND HIS FACE, SUGGESTING AN AIR OF MYSTERY. THE COVER OF JOHNNY DEPP IS USED TO ALIGN THE MALE READERS WITH HIM AS A PERSON RATHER THAN A CELEBRITY. HIS SIDE ON STANCE AND DIRECT LOOK INTO THE CAMERA SUGGESTS HE IS LOOKING AT THE READER THEREFORE DEMINISHING HIS FAME EMPHASISED THROUGH THE MAIN COVER LINE 'JOHNNY DEPP' AND TURNING HIM INTO AN EVERYDAY ORDINARY MAN.

COVER

LINES:

THE COVER LINES ON THE LEFT OF THE MAIN IMAGE ARE INFAC T NOT ENCROACHING ON THE MAIN IMAGE HIGHLIGHTING THE IMPORTANCE OF THE IMAGE TO THE TARGET AUDIENCE BOTH THE MAGAZINE COVER IMAGE AND THE IMAGE OF THEMSELVES. THE COVER LINES HIGHLIGHT THE MASCULINE VIBE TO 'DETAILS' MAGAZINE. THE COVER LINE 'ARMY-NAVY SURPLUS' IS USED TO EMPHASIS THE



LEFT THIRD:

THE LEFT THIRD OF THE MAGAZINE HERE IS ACTUALLY THE LEFT HAND SIDE AND THE BOTTOM. HERE IS WHERE ALL OF THE INFORMATION INFORMING THE AUDIENCE IS PLACED. THIS IS THE SECTION WHERE THE MAGAZINE PUBLISHER PLACES ALL OF THE INFORMATION THEY FEEL WOULD DRAW IN THE ATTENTION OF THE TARGET AUDIENCE IN ORDER FOR THEM TO BUY THE 'DETAILS' MAGAZINE.S UPRISINGLY THERE IS ALSO INFO GIVEN NEXT TO THE MASTERHEAD.

MASCULINITY OF THE MAGAZINE AND MAKE IT MORE RELATABLE TO THE AMERICAN YOUNG MAN. OTHER COVER LINES APPEAR ALSO ADVERTISING 'TUBULAR BALLS: KELLY SLATER RIDES SURFINGS'S NEW WAVE'. ONCE AGAIN SPORT IS USED TO EMPHASIS THE MASCULINITY OF THE MAGAZINE WHICH IS REINFORCED BY THE MAIN IMAGE OF JOHNNY DEPP. THE PRESENTAION OF THE COVER LINES ARE VERY SIMPLISTIC AND NOTHING FANCY, HIGHLIGHTING HOW IT IS A MAN'S MAGAZINE AND THEY ARE NOT TOO FUSSED OVER WHAT THE COVER LOOKS LIKE AND THEREFORE THERE IS NO NEED TO SPEND TO MUCH TIME AND MONEY OF PRESENTATION AND STYLE OF THE COVER LINES. THE UNDERLYING OF THE TEXT GIVES IT A SLIGHT SOPHISTICATED FEEL AND THEREFORE MEN OF WORK WOULD NOT FEEL STRANGE BUYING AND READING IT AS IT IS A WELL PRESENTED MAGAZINE.

'DETAILS' MAGAZINE HAVE THOUGHT ABOUT THE LEFT THIRD THOROUGHLY, I SAY THIS BECAUSE THEY HAVE PLACED ALL OF THEIR COVER LINES ON THE LEFT HAND SIDE AWAY FROM THE MAIN IMAGE IN ORDER TO NOT DISTRACT FROM IT, HOWEVER THEY ARE STILL IN SIGHT WHEN THE VIEWER LOOKS AT THE MAGAZINE THEREFORE THEY ARE STILL IN GOOD VIEW. ENSURING THE AUDIENCE SEE ALL THEY ARE MEANT TO.