

INFO ON MAGAZINE:

DETAILS MAGAZINE IS AN AMERICAN MONTHLY MEN'S HEALTH MAGAZINE. THEREFORE IT'S MAIN TARGET AUDIENCE IS MEN. IT WAS FOUNDED IN 1982 BY A WOMAN CALLED ANNIE FLANDERS.

SELLING LINE:

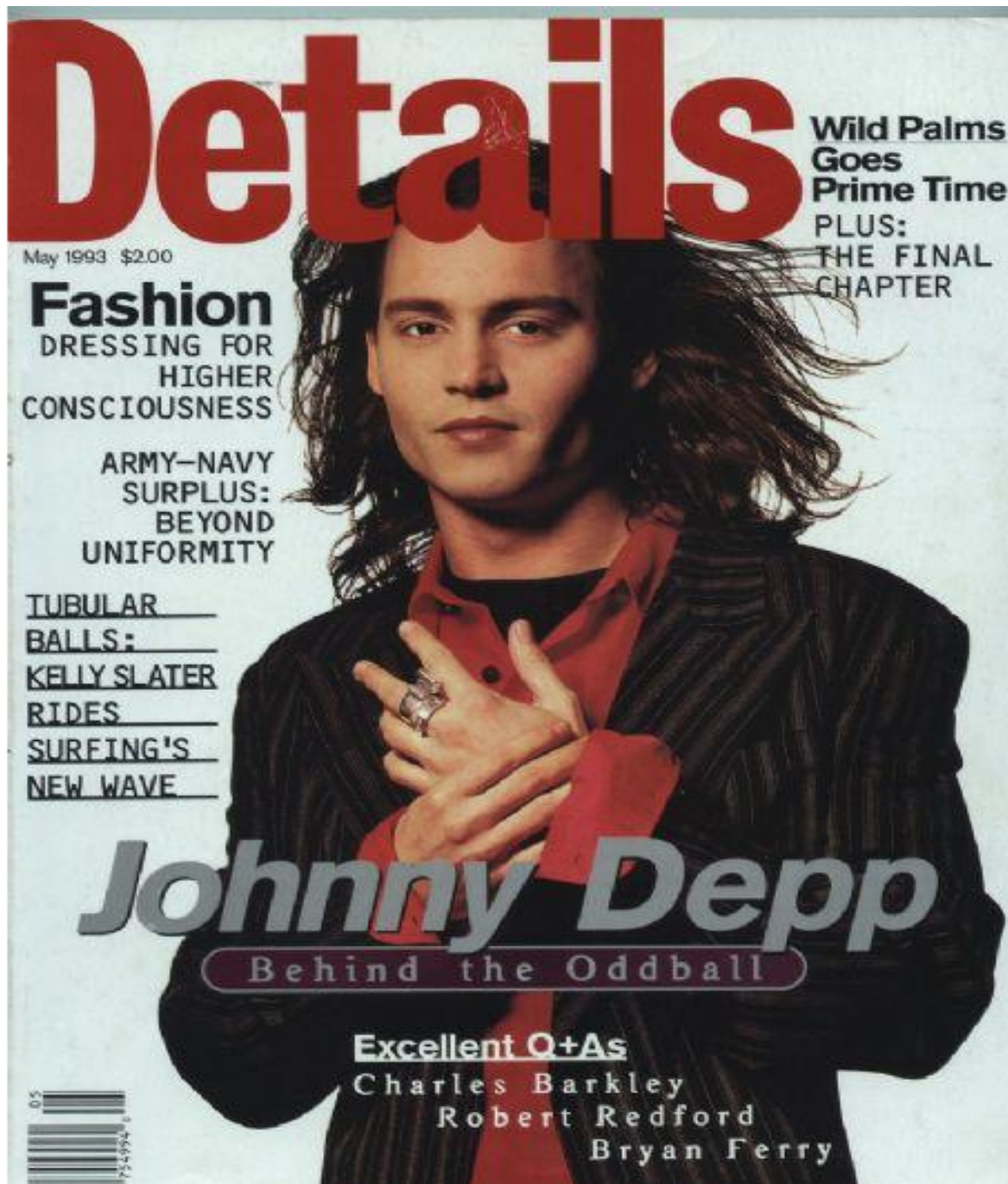
WITHIN THIS SPECIFIC EDITION OF THE 'DETAILS' MAGAZINE THERE SEEM TO BE NO SPECIFIC SELLING LINE, HOWEVER THERE ARE THE MAIN THINGS THAT STAND OUT ON THE MAGAZINE COVER.

THE TWO THINGS THAT STAND OUT MOST ARE THE TEXT 'FASHION' AND THE MAIN ARTICLE 'JOHNNY DEPP', THESE SEEM TO SERVE AS THE SELLING POINTS OF THE MAGAZINE, HIGHLIGHTING THE AUDIENCE OF THIS MAGAZINE, ALTHOUGH DIRECTED TO MEN, IT SEEMS TO BE DIRECTED TO MEN WHO SEEM TO BE QUITE CONCIUS OF THEIR PRESENTATION AND REPUTATIONS AND THEREFORE BY USING 'FASHION' IT DRAWS IN THERE AUDIENCE.

THE MASTHEAD:

HERE THE MASTHEAD OF THE MAGAZINE IS INFRONT OF THE IMAGE OF JOHNNY DEPP. THIS SERVES TO HIGHLIGHT THAT DUE TO THE FACT THAT THE MAGAZINE WAS ONLY FIRST PUBLISHED IN 1982, BY THIS POINT IT WAS CLEARLY NOT A MAGAZINE THAT WAS TOO WIDELY KNOWN AND THEREFORE IT WAS ESSENTIAL THAT THEY HAD ALL OF THE NAME SHOWING, SO THAT PEOPLE KNEW WHAT IT WAS IN ORDER FOR THEM TO BUY IT. THE TEXT OF THE MASTHEAD IS VERY PLAIN, HIGHLIGHTED THROUGH THE SANS-SERIF FONT USED, WHICH IS RELATIVELY GENERIC AND FAR FROM UNIQUE, HOWEVER THEY HAVE USED A RED COLOUR PALLET WHICH CONTRASTS WITH THE GREY BACKGROUND, WHICH HELPS THE MAGAZINE TO STAND OUT A LITTLE MORE AND ALSO GIVES IT A CLINICAL VIBE.

THE SANS-SERIF FONT IS USED IN ORDER TO HIGHLIGHT THE LIGHT HEARTED NATURE OF THE MAGAZINE. THE MASTERHEAD IS SOME WHAT SQUEEZED INTO THE TOP CORNER OF THE MAGAZINE, THIS SERVES TO SUGGEST THAT AS IT IS ON THE SHELF THE PUBLISHERS OF THE MAGAZINE WANT AS MUCH OF THE MASTHEAD SHOWING AS POSSIBLE IN ORDER TO DRAW IN THE AUDIENCE. THE TRACKING OF THE LETTERS IS QUITE SMALL AND OFFERS A SLICK LOOK TO THE TITLE 'DETAILS' THIS GIVES THE IMPRESSION THAT THE MAGAZINE IS NOT ONE THAT TRY'S TO SHOW ITSELF OFF AND THAT IT HAS INFO WITHIN THAT IS OF INTEREST.



THE MAIN COVER LINE:

HERE THE MAIN COVER LINE IS ACTUALLY 'JOHNNY DEPP' HIS NAME IS PRESENTED IN A RATHER LARGE SIZED TEXT AND IS PLACED IN THE CENTRE OF THE MAIN IMAGE OF JOHNNY. IT IS THROUGH THIS THAT IT IS CLEAR TO SEE THAT THERE WAS A NEED TO PLACE HIS NAME LARGELY BECAUSE JOHNNY DEPP IS NOT SEEN TO BE AN ACTOR WHO DRAWS ATTENTION TO MALE AUDIENCES AND THEREFORE SOME MAY BE LESS AWARE OF HIM AS AN ACTOR AT THE TIME THE MAGAZINE WAS PUBLISHED, AS OPPOSED TO IF THIS MAGAZINE WAS AIMED AT WOMEN. THE FACT THAT HIS NAME IS IN A GREY TYPEFACE HIGHLIGHTS HOW THE AUDIENCE OF THIS MAGAZINE ARE NOT TOO WORRIED ABOUT WHO THE MAN IS ON THE FRONT OF THE COVER (AS THE COLOUR GREY DOES NOT STAND OUT), BUT INSTEAD WHAT IS INSIDE THE MAGAZINE, HENCE WHY THE ANCHORAGE TEXT 'BEHIND THE ODDBALL' IS IN A STYLED BOX AND A COMPLETELY DIFFERENT COLOUR TO THE REST OF THE MAGAZINE, AND ALSO THE ANCHORAGE TEXT 'EXCELLENT Q+A'S' BECAUSE THIS IS THE THING THAT THE AUDIENCE OF THIS MAGAZINE IS WORRIED ABOUT, NOT WHO JOHNNY DEPP IS BUT WHAT IS CONTENSED WITHIN THE MAGAZINE.