Analysing Magazine Contents Page Questions

1) What images are used on the contents page? What is the colour scheme on the page? Does this have any correlation to the house style of the front cover that you have previously analysed?

2) What is the size of these images? Are these images captioned by any text or any page numbers?

3) How are the people in the images represented? Are they wearing any particular clothing to connote the magazine's house style?

4) Are the images shot in a particular way to create an enigma? Why might a reader see the picture and want to continue reading?

5) Does the magazine use subheadings? If so, what categories does it divide these into? What typography is used in the subheads? Does it make the subheads stand out in a unique manner on the page?

6) Is a consistent theme used on the page numbers and inside stories? (Bold numbers, capital letters and then more information in lower case which isn’t bold) Is there a consistent theme on your contents page?

7) Does the contents page use a masthead or a title for the page? If so, how is this presented to the audience? Why is it presented this way?

8) Is there an editor’s letter to the magazine readers? If so, what does the editor do to persuade the readers to read on? Is there an image of the editor?

9) Is there a list of staff working on the magazine, if so, how is this shown to the reader? What is the significance of this?

10) Does the magazine use dead space on the contents page at all, if so, how and why? How many columns and colours does the page have?

11) How many stories are displayed on the contents page? How many stories are there per subhead?