

Covers

First impressions matter, and that means covers have to be eye-catching. So... how do you make a cover that makes people want to pick up your magazine for a closer look?



As you work on the cover, ask yourself:

Does it give an accurate impression of what my magazine is like inside?

Would I pick it up?

Look at magazines, book covers and advertisements for inspiration. What works and what doesn't?

Play with the lettering

Different styles of lettering (on computers these are called fonts) have different personalities. It's worth spending some time finding one that suits your magazine – especially for the title.

TIP!

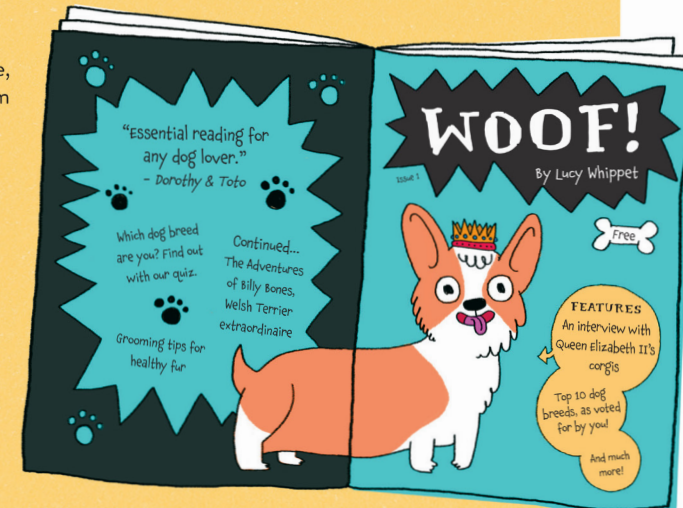
Use the same font, or style of writing, for the title across different issues to help give your magazine a recognizable look.



Don't forget the back!

The back cover is another opportunity for getting readers interested in your magazine.

- Use a striking new picture, or continue a picture from the front cover onto the back cover.
- List the contents – or some of the highlights.
- You could write a blurb, a short description of your magazine to entice people to start reading.
- Quote nice things people have said about previous issues of your magazine.



Usborne Activities

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