**Conventions of Magazine Covers**Match the convention to the definition

|  |
| --- |
|  |
| The month the magazine is issued |
|  |
| The largest coverline – usually placed near the bottom of the page |
|  |
| The title of the magazine – it is placed at the top of the magazine to stand out |
|  |
| The magazine’s website address |
|  |
| A coloured block (like a sticker) on the front cover with information that help sell the magazine |
|  |
| A quote taken directly from an article inside |
|  |
| A catchy phrase that tells you what an article in the magazine is about |
|  |
| A phrase that makes the magazine sound attractive |
|  |
| The audience is directly spoken to using the first person ‘you’ and imperatives |
|  |
| A coloured block at the top of the magazine. It often contains the selling line |
|  |
| The main coverlines are shown on the left hand side of the magazine so they can be seen on a horizontal shelf |

**Dateline**

**Skyline**

**Website**

**Coverline/strapline**

**Selling Line**

**Direct Address**

**Left Third**

**Puff**

**Masthead**

**Pull quote**

**Kicker**

**Magazine Conventions Task**

Label the conventions on the magazine (you can use some more than once)

Skyline Masthead Strapline/Coverline Pull Quote Dateline Website Address Selling Line   
Cover Image Kicker Direct Address

