Analysis of Magazines – Summary Worksheet

Title		
Background information – publisher, genre etc.		
Target Audience		
Main Articles/Features List these to identify the number of articles on specific topics	Title of article	Topic/subject matter
What does this suggest about the magazine and assumptions about the target audience?		
Advertising The number of each and the specific companies/products	Type of product/service/organisation e.g. cosmetics/insurance/charity	Specific products in each category
What does the advertising suggest about: • The assumptions magazines make about their readers? • The demographic profile of readers (and their spending power)? • The aspirational/consumerist nature of the magazine?		