



I'm not robot



Continue

Top 100 magazine covers

@kimkardashian Kim Kardashian and Kanye West's eldest daughter, North West became famous long before she was born. Now, at the age of five, she'll be mapped out like a celebrity four times her age. He's the subject of Hollywood speculation and gossip. She even has an Instagram fan account devoted to tracking her every move and mentions. For him, fame is more real than his family's TV shows. Today it's becoming more real. News has just broken that North West (or, rather, his mother) has secured his first magazine cover. She is embedded in the digital cover of WWD, wearing a variety of bright makeup looks and sleek hairstyles. It makes us wonder, is she the youngest celebrity cover star in history? Should we prepare to see a new North West beauty campaign in the near future? Keep scrolling to see the cover and read how she is predicted to be the unofficial face of a new generation of beauticians. JUCO for WWD Here is: the first North West magazine cover ever. Pay attention to hot pink eyeshadow and sleektail. It's a look he's been sporting a lot lately. The same goes for brightly colored clothes (perhaps it's learned from Kim Kardashian and her affinity for all things neon). According to an accompanying article excerpt, North is predicted to sit at the forefront of the new generation. No, it's not Gen Z; it's certainly not millennials; This is a new one, which Gen Alpha has created. Apparently, anyone born after 2010 belongs to this new generation of tech-minded (for reference, North was born in 2013). JUCO for WWD The main difference between Gen Z and Alpha Gen is the familiarity inherent in the technology. Gen Z members are old enough to at least vaguely recall the time before iPhones, tablets, and instant Internet gratification. The Alpha gene, however, has literally been raised with technology — interacting with it in some way, shape, or form, from birth. So even though Gen Alpha is currently made up of toddlers, it is inconceivable to imagine that they will one day redefine, or at least revise, the way the world sees, thinks, and buys beauty products. Judging by the online quotes, that's the reason behind enlisting North to be the cover star of february magazine. JUCO for WWD We have to say, as millennials themselves, it's a little confusing to see five years embedded in a magazine cover (I mean, we have a house plant older than the North). It's even tempting to call it premature, considering she doesn't seem old enough to have a true voice or vision when it comes to establishing her own definition of beauty. It is thus said, this is a special case; North West is certainly not a normal five-year-old. As Kim Kardashian's daughter and Kylie's niece who are the 2 owners of the most crowded beauty brands on the planet, it's only natural to assume she will develop into her own beauty icon someday. Later, or not she'll still be wearing neon pink eye makeup, we'll have to wait and see. JUCO for WWD We'll have to wait someday to come before we can find out for sure, but based on this cover alone, we assume the North West will follow in the footsteps of her mother and aunt to become household names. We wouldn't even be surprised to see beauty or collaboration campaigns come to fruition in the future. After all, securing a magazine cover at the age of five is certainly ahead of the curve. Next, check out the hero product rosie huntington-whiteley uses to prevent breakouts. March 31, 2008 5 mins read The Worship was performed by PCWorld Dr. Hook has an old folksy rock song that verbalizes what is undoubtedly on the minds of every aspiring rock star: There's nothing cooler than being on the cover of Rolling Stone.And that doesn't just apply to musicians. From time to time, we all want to be famous enough to land on the cover of a magazine. Equipped with digital cameras and a bit of creativity, you can make your own fun fake. This week, I've found a website that you can use to create your own personal magazine cover in just a few moments. The Old-Fashioned WayBefore I got to it, though, remember that creating your own magazine cover using a photo editing program is pretty easy, and making the afternoon project entertaining. Some time ago I explained how to do it using Corel Paint Shop Pro at Put Your Loved One on a Magazine Cover. Do It AutomaticallyIf you prefer instant gratification, then check out MagMyPic. The site takes a quick and simple approach: Just upload a photo, choose one of 20 different cover options (including Rolling Stone, GQ, People, and Life), and you're done. Resize Your Photos FirstOne warning: MagMyPic limits uploads to about megabytes. If your image file is larger, the site will display an error. To resize your digital photo in Adobe Photoshop Elements, select Image, Resize, Image Size, and make sure the Resize Picture check box is selected. Then set the Width or Height (whichever is smaller) to 1000 pixels. If you don't have Photoshop Elements, another way to resize your photo is to right-click the photo and select Send to, recipient mail. Windows opens the Attach File dialog box. Resize the picture to Large and then click Attach. Smaller versions of the file appear as attachments in email messages. Just drag the attachment out of the message onto your desktop, and you have a small version of the photo that you can use on the MagMyPic site. You can also use the free Windows Image Resizer; very useful for a job like this. Display your Magazine CoverWhen you follow the instructions in MagMyPic, you end up with a magazine cover made from your custom photo. You can't text on the cover, but MagMyPic gives you plenty of options to post your creations on various websites. You can also right-click the photo and choose Save Picture As in Internet Explorer (or Save Image As in Firefox), then choose JPEG JPEG Now you can share it in email or in any way you like. Hot Pic of the WeekGet published, became famous! Each week, we choose photos submitted by our favorite readers based on creativity, originality and technique. Each month, the weekly best winners get prizes worth between \$15 and \$50.Here's how to enter: Send us your photos in JPEG format, with resolutions no higher than 640 by 480 pixels. Entries at higher resolutions will soon be disqualified. If necessary, use an image editing program to reduce the file size of your images before emailing us. Include the title of your photo along with a short description and how you shot it. Don't forget to send your name, email address, and postal address. Before entering, please read the full description of the contest rules and regulations. This week's Hot Pic: Shadow of the Vulture, by Janna Silverstein, SeattleJanna writes: I visited Tsavo, Kenya last fall. This white-background vulture perched on a branch, posing like a model for 15 minutes while I clicked with my Nikon D80 from the back of our expedition truck. I couldn't ask for a more cooperative subject. This Week's Runner-Up: In the Wake, by Mickey Kosloff, Durham, North CarolinaMickey says he took this photo with a Canon SD800IS while sailing on the Noosa River in Australia. He wrote: 'I remember the peaceful feeling of sailing, moving slowly along the still perfect river and seeing the scenery, when suddenly I noticed the incredible effect the boat had on the reflection in the river. I leaned on the side and took as many pictures as I could, while trying desperately not to fall into the water. View all Hot Pic of the Week photos online. Hot Pic of the Month: Every month we choose one of our weekly winners to be the Hot Pic of the Month. For the month of March, we chose Lightning Storm, by Tom Barclay, from Lisbon, Connecticut.Congratulations to Tom and to everyone who won the Hot Pic of the Week last month. To see all the Hot Pic winners for March, check out the slide show. Keep those entries coming! Got a digital photo question? Send me your comments, questions, and suggestions about the newsletter itself. And be sure to sign up for the Digital Focus Newsletter to be emailed to you weekly. Designing magazine covers for newsstand headlines is harder than it used to be, largely because the declining industry is plagued by falling circulation figures and headline closures. The unlimited digital content available in a fraction of a second makes the magazine's monthly print cycle look increasingly anachronistic and irrelevant, and the corresponding drop in revenue from print advertising only accelerates the downward print spiral (although these brilliant print ads show that advertising still works). Battle is no longer printed versus digital. Digital has won. The challenge to print is simply to coexist and keep going, and the front line of this battle is the cover of your magazine, which somehow has to be cajole and convince readers that buying something written six weeks ago may still be a worthwhile experience. But despite all the grim headlines announcing the death of print, there are still bold launches and thrilling innovations that show all may not be lost, and even Meghan Markle has been involved in cover design of late, meaning it should be back in vogue (pardon the pun). And just as the book publishing industry defends itself against e-reader attacks with more beautiful jacket designs that celebrate the physical nature of print, so magazine publishers and designers should remind their readers why print is different, not inferior to digital. Click the icon at the top right of each image to see the full-size version.01. Beware of formulaGQ (left) not wanting you to miss any content, so put most of it on the cover. Esquire (right) loudly sells one story, creating a cover that exudes the grueling confidence the checklist of unofficial best practices - Formula - has accumulated over time. These guidelines include adding a flash in the upper left quadrant (visibility hot zone), running a sell line over your letterhead (to get the browser's attention before they even see your logo design) and keeping the main cover hit at the top of the cover (so it's less likely to be hidden by another title). The list is endless: the model must make eye contact; pink is 'feminine'; 'Green shouldn't be visible'... The obvious problem with following Formula is that almost everyone on newsstands does the same. Browse the shelves of any magazine and you'll see a grueling repetition, a visual cacophony in which each title is cancelled by its identikit neighbours. And despite the obvious common sense behind some of these rules, common sense rarely makes a truly thrilling magazine cover. It takes courage to promise less and deliver more, but this is the essence of good design: creating beautiful images that attract and engage the reader. Your cover is a (visual) tool to draw your readers to the content (written). For that split second when the reader first sees the cover, the aesthetic must take precedent in order for the seduction process to begin. Text-heavy covers scream at a vanishing small audience - ordinary readers who scour supermarkets or local newsagents are all extinct. If your disguise is confident and clear, it will stand out in the crowd. 02. Have your cover imageThe Sunday Times (left) framing Tracy Emin from her distinctive arched eyebrows to her chin, her very strong personality communicating in bold plants. Cover New York (right) shows how banal images can be thrilling when boldly cropped Unless you're lucky enough to commission original artwork each month, you'll mostly be faced with creating a cover of the supplied image. Sometimes you'll share pictures with others and almost certainly the internet, so you need to make your treatment stand out. One of the most effective ways to take ownership is to crop images differently. Inexperienced designers will tend to use the source image without a doubt as a cover composition, but experienced designers will look for different plants to make the cover unique. Imagine having a head and shoulder portrait as your source image. The obvious solution is to have the head roughly fill the available area - so that the face is as large as possible - and the cover line is the appropriate position. But by changing plants you can radically change the tone and deliver a fresh editorial message. Zoom closer to the larger face of life, the image that instantly captures. Collapse or discard the cover to increase the cover star status, so suddenly your story is more important than the star. Desaturate or even remove colors to communicate different tones. Or apply the illustration above the image to stamp your ownership.03. Use special print treatmentsDespite pay for 100% coverage, Gist (left) uses sparing foil to create a very classy cover. Wired Italia (right) applying neon pink Pantone to the amazing effect of Fifth color Foils and Pantones (additional plates to the default CMYK) is the most effective way to trigger magpie instinct on the reader. The physical presence of a strong foil instantly lifts it above flat color printing: reacting to light, changing the tone depending on how it is displayed and bringing quality and luxurious unique currencies with consumers (which is why it is the de facto choice for so many cosmetic brands). There is no reliable printing technique like foil to lend desire and luxury to your cover. (See our post on how to create custom finishing in InDesign to learn how to create these printing techniques) Since foils are charged according to the percentage of cover area applied, you'll see some titles thwarting their logos, not so much fancy from corner to corner. However you use it, the impact on newsstands is guaranteed. Pantone ink - especially fluorescent lamps - is significantly cheaper and can radically arm your design. Browse Wired's back catalogue (UK and US) for a thorough masterclass in fifth colour treatments. UV spot, embosses, dies-cuts and bespoke stock finishing covers can all be applied to maximize impact, and the best way to find out what you want (and are capable of) is to visit your printer. They will produce a number of other products, from food packaging to company brochures, so explore what ingredients, techniques and treatments might be available. Your printer wants (repeats) you, so negotiations are not uncommon. Both covers stand out on newsstands but working just like social Media thumbnails will likely be your biggest promotional tool and first contact with potential readers. The cover design you have to work with in and at a very small size. Just as the music industry has embraced the miniaturization demanded by the digital age, with album designs increasingly sparse and iconic, so magazine covers have to work at different sizes and in different media. Reduce. Simplify. Email your cover to yourself and see it on your phone. If it looks messy on that size and small hits are illegible, are they worth defending? What does your cover communicate about you when compressed into little more than an icon? Is it projecting authority or chaos? And use social media to promote your cover before it's even on newsstands. Create audience anticipation and give them a reason to look after you. Post your best spread photos, mark your illustrators and contributors, take advantage of the strong reach of social media to make your cover (and problems) visible to most people who aren't at WHSmith that week. Don't be afraid to use the internet to celebrate print. There's no time to hold a grudge. Both of the magazines above are so confident with their own brands that they ignore any formula. Elle (left) brutally cut Emma Watson through her chin while eye contact was well below the midpoint of the cover. Even the name is basically invisible, but as a thumbnail, the white magazine logo condenses to be very clear. The bazaar cover (right) was equally daring, giving Patrow the whole cover but daring to hide her face. Both covers stand out on newsstands but work just like thumbnails.05. Trust your readers (and your instincts)Esquire's 'commercial' newsstands (left) and 'desirable' customer covers (right) show wild differences at the heart of consumer magazine publishing. The perfect cover might sit somewhere between these two extreme magazines Many magazines publish two different covers for the same issue: the regular heavy newsstand version that spanked the text, and the customer cover, usually stripped of words and featuring a bolder crop. The logic is that customer covers do not need to work in newsstands, so loyal customers are rewarded with covers they like. The practice expresses the low opinions that many publishers have from the average reader, who they fear need to be equated, put forward and bullied into parting with their cash. But are the two goals (selling and looking good) really mutually exclusive? The best magazines dare to imagine that their readers are as smart as they are, and the design is appropriate. Design is no longer a mysterious art - Apple's new OS aesthetic is discussed in the water cooler along with the new Game of Thrones episode - and simplification and decluttering have become synonymous with quality. Similarly, believe in your own instincts. If there's anything that looks wrong with your disguise, even if you know what it is, it's still wrong. Let it all go and start again. Workshops as many different ideas as possible. Don't waste time perfecting small details or sharpening types. Make it work in its entirety, first. Dan Dan disappointed if your editor asks you to try something else. If your cover needs to be explained, it's a failure. No amount of polish will save a fundamentally flawed idea. Spontaneous and radical new directions can provide killer cover in less than a minute, while poor cover usually takes forever because they, in the end, are never finished. They are only sent to the printer when there is no more time left... Next page: five more ways to make your magazine cover stand out... Out...

