

The magazine that I chose to analyze is the print version of the October 2013 edition of *Fast Company*. *Fast Company* is a magazine that is targeted at consumers in the technology and business fields, and it frequently focuses on the design of products. This issue is billed as the “10th Annual Innovation By Design Issue.” It is a full color, glossy print magazine of 173 pages, and its cover price is \$4.99 US.

Advertisements

There were a total of 65 advertisements in this magazine. In addition, there was a half page of ‘classified’ ads at the very back. These classifieds are not included in the advertisement analysis. These advertisements were generally full page, full color ads, marketing a single product, service or company. The majority of ads seemed to be targeting high-income earners, which is logical, as the target of the magazine is primarily business and high-tech individuals who would likely earn higher than average salaries. These ads are divided up as follows (in descending order) :

- Consumer Goods (Count: 31) - Representing the vast majority, and making up nearly half of the overall, these ads are for consumer goods, such as cars, watches, or clothing. They were generally high end items, such as expensive watches or high end sports cars.
- Travel (Count: 10) - These ads were for travel related items, such as airlines, hotels, or travel destinations. These ads represented multiple foreign airlines, perhaps targeting higher earning people who would be more likely to travel internationally.
- Insurance (Count: 5) - Ads representing varying insurance companies, mostly targeting business needs, such as liability.
- Personal & Business Services - These ads represented companies that perform different services, such as payroll administration, or digital office solutions.

- Banking/Financial (Count: 4) - Advertisements for several banks, investment firms or financial services companies.
- Fast Company (Count: 4) - These were additional ads for Fast Company magazine, both the print version and the digital version.
- Chemical/Energy Companies (Count: 2) - These ads represented chemical/energy companies, and were targeted towards providing energy or services related to large companies or manufacturing.
- Other (Count: 4) - The remaining ads, which were one-offs and did not fit into the other categories. These included an ad for healthcare, as well as ads for non-profit organizations of different types.

Front Cover

The front cover is a full face photograph of one of the world's best known designers, Apple's Jony Ive. It is an extremely close macro photograph with a shallow depth of field, and takes up the majority of the center of the magazine cover. There are coverlines on the left and right of the photo, and the magazine's name and tagline across the top. The cover is done entirely in 3 colors: white, black, and orange. Even the photo of Ive is tinted in a very light sepia tone to reduce clash and harmonize with the color theme. There is a primary cover line on the right side, broadcasting the primary interest: "Inside The Apple Design Lab.", with a sub-line, stating "How Jony Ive and Crew Defy Expectations." The left hand side has 3 more cover lines, which are trying to draw interest into easily digestible sized pieces of information (a 10 step guide, and the "54 Best Designs of 2013"), as well as a list of companies that provide creative lessons. The cover is meant to ride on the extremely strong brand recognition of companies such as Apple, Google, Samsung, Nike and Pinterest. In addition, it is attempting to appeal to people who want to browse their information, by offering the smaller bits of information in a list form. By offering smaller, digestible information, the magazine increases the chance of someone picking it up to browse, which increases the likelihood of that person buying it.

Articles

There are a total of 18 major articles, one of which is the “Design Awards”, which break down different companies by 4 (fairly arbitrary) goals, and give a short description of what the company has done to deserve this award. Other articles are broken down into categories, as follows:

- Interviewlets (Count: 11) - Not a full interview, but instead, an extremely short (roughly 1/2 a page) of quotes by two chosen individuals at a single company, talking about that company’s design, branding, and design process. These are all under one umbrella article/idea.
- Company Reviews (Count: 2) - Longer articles discussing an aspect of a specific company - Google on it’s rebranding efforts, and Fab on it’s incredible financial growth.
- Cover Stories (Count: 2) - These are the two main articles advertised on the cover. They are targeted towards the main magazine subjects: Design and Business.
- Awards (Count: 1) - the aforementioned “Best Designs of 2013”
- Retrospective (Count: 1) - A retrospective piece on the best design of the last 10 years.
- Human Interest Story (Count: 1) - a comparison of parents and how they influence the design of objects & gadgets.

In conclusion, the magazine maintains a sharp focus - from the cover to the contents, and including the advertisements, it is clear who the intended target audience is - high income, mostly high tech individuals. The magazine successfully ties together it’s content, layout, photos and cover into a package that dictates what it is about.