

# Complex Magazine's Cover Story on Justin Bieber

Published: September 29, 2015

Link: <http://www.complex.com/music/justin-bieber-interview-2015-cover-story>

**Complex Magazine:** The interview was published with Complex Magazine, a publication that focuses on all aspects of street culture- music, fashion and art. It is first and foremost an entertainment multi-media publication that provides information about individuals and trends in different music and cultural scenes. The main **target audience** of the magazine is young men of color but the layout and subject of the interview indicates they wanted this piece to be received by a larger audience that perhaps encompasses young women as well as men, and different ethnicities as well.

**Goals:** Because of the way the interview was structured, talking about Bieber's past life and mostly focussing on heavier topics of love, struggle and failure, the audience is people who are familiar with the musician and are young adults in their late teens or early-twenties. This differs greatly from the typical interviews he has done in the past which are aimed at young teen girls. Because of the interactive graphic component, we can also know that the goals were to serve a "tech-savvy" audience who would know how to interact on a website with interactive visuals.

**Content:** The layout of the page is designed for someone who understands how to scroll through interactive images and text and the interview itself touches on topics of fame and isolation which both demonstrate that the interview page is targeted at younger folks with digital knowledges. The photos at the top of the site are successful because they are interesting and interactive which appeals to young adults.