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| Publications | Target audience | Typical Content | Text to image ratio | Cost | Colour Scheme |
| Vogue |  80% Females20% Males |  Fashion trends and Beauty They include different interactive elements like hyperlinks, QR codes and more | More text than images | Subscription £2.99 |  Depends on the season it comes out in so they will use colours that relates to the season |
| Cosmopolitans | Women aged 18-49 years old. They are either single, married, student or working |  Fashion, Beauty, Food, drinks and current events and tips. Interactive elements like QR codes and more | There is more text than images | Subscription depending what subscription you want. Lowest £ 6.00 Middle £19.99Highest £23.99 | I think for the colour scheme depends on what the model is wearing or the season and whether the is something special going on like breast cancer |
| Elle |  Mainly females between the ages 18-34 and 24 -49. | Fashion and beauty trends they use links and Qr codes and more to show different websites and videos. | More text and images. | Subscription depends on what you want Lowest £6.00Middle £19.99Highest £39.99 | Depends on the content and the season. |
| In style | Women between the ages of 18-50 | Beauty tips, celebrity fashion | More text than images | N/A |  Brightly coloured so that it attracts the target audience  |
| Marie Claire | Women aged 35-45 | Fashion, hair and beauty. Interactive hyper links, QR codes or other interactive magazine. | More text than images | N/A |  The colours of the magazine relates to the season and the theme of the magazine.  |