GQ Magazine Cover Analysis

GQ is an American men's magazine with its headquarters situated in New York, USA. Jim Nelson, the editor-in-chief of GQ. They are owned by 'Advance Publications’ and its publishers are 'Condé Nast’. The first issue of GQ was released in 1957, with a consistent magazine sent out each month from then to current date.

It’s estimated that GQ prints around 824,000 copies of each magazine per month which is split between a total of 21 countries, each of which they distribute to. Amazingly over 600,000 of those are subscription based. According to Wikipedia, 73% of the readerships are men and 63% are single. 65% are on an annual income of over $50,000 and 25% over $75,000.

Like most GQ magazine covers the logo is situated in the top left corner with the cover photo always overlapping the logo, in this case, Leonardo DiCaprio. This upper area of the cover is known as the 'masthead’. You can clearly see from the large bold text to the right of the logo that this specific magazine mainly revolves around Leonardo. Quite obviously you have only got to look at the cover briefly and realise that the main attraction and article is Leonardo DiCaprio.
GQ usually makes sure the cover photo takes up around half of the overall cover. Quite often also meaning that the head of whoever's in on the cover will block part of the GQ logo as seen in the cover shown. Even though this is the case it is still obvious that its a GQ magazine. Also in the respect that this has partially become a trademark of GQ to have its logo covered slightly. You will also often find, like this cover that the theme is black and red. The logo is the main item that sets the colour scheme and as you can see the rest of the cover follows this.

The text displayed down the left hand border/side of the cover shows the other sub articles of a certain importance and attraction to any possible customers. The bold text and simple but smart layout of the cover clearly shows its aimed at more professional and formal readers within the business world, the brand name clearly also suits this type of audience ‘Gentleman's Quarterly’. The font of all text is simple, bold and smart. Its easy to read and clearly stands out amongst the rest of the cover. The colours are carefully chosen in order to suit the rest of the cover such as the main photo of DiCaprio. The fact that the font is like this continues throughout the cover to express the sophistication of the magazine as well.

The short yet snappy slogan of GQ is clearly written underneath the logo 'Look sharp, live smart'. Again, this being something which expresses the professionalism and sophistication of the magazine. With any magazine you can tell the importance of each article within it based on how its displayed and titled on the cover. Like previously mentioned the main importance of this magazine being Leonardo DiCaprio. At the bottom of the long list on the left hand side the title on Megan Fox is clearly and boldly displayed a lot more obvious that the others in the same list. There has been a barcode added in the bottom right corner to express that the magazine is affordable but still holds a level of exclusivity.