

The Completely  
Biased Highly  
Subjective and  
Unscientific

# Top 10 Magazine Covers of 2011



From The Editors of  
"From The Foredeck of The Titanic"  
[www.newsstandpros.wordpress.com](http://www.newsstandpros.wordpress.com)



...and some "Honorable Mentions!"

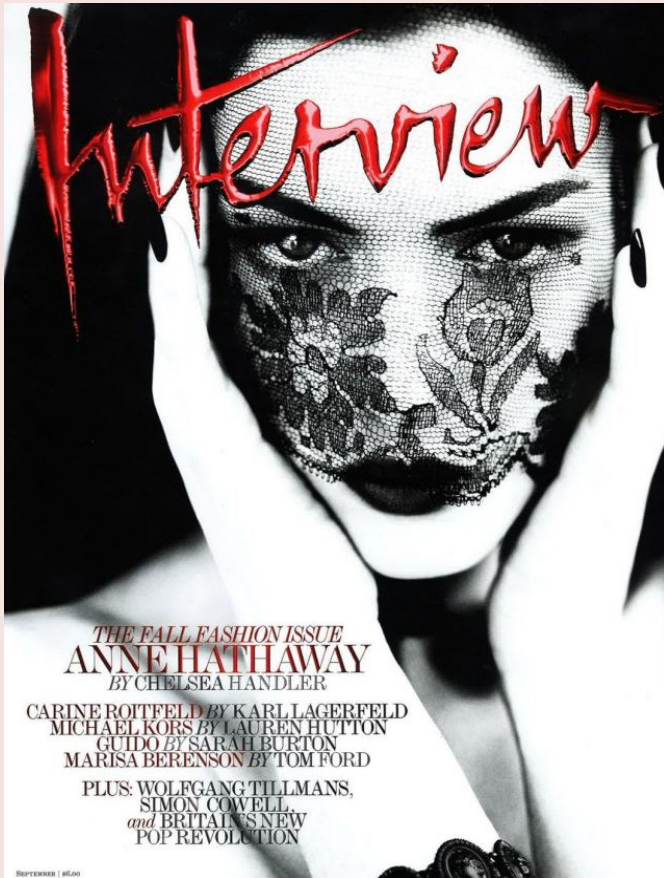


Vogue is #1



#1

# Vogue Magazine January 2011



#2

# Interview Magazine September 2011



#3

# Outside Magazine May 2011

# BULLETT

VOLUME III : THE GOLDEN ISSUE

SACIRSE RONAN, NICHOLAS HOULT, PAULO COELHO, JOHN WATERS,  
BETSEY JOHNSON, LINDSEY BUCKINGHAM, MICHAEL IAN BLACK, MIRANDA JULY,  
JASON SUDEIKIS, LENNY KRAVITZ, ELLEN BURSTYN, ARCTIC MONKEYS, SHEPARD FAIREY



SUMMER MMXI

#4

## Bullett Magazine Volume #3



#5

# Esquire Magazine May 2011



#6

Entertainment Weekly  
March 17th



#7

# The Knot Spring 2011





#8

Rolling Stone Magazine  
May 12



#9

Kiteboarding Magazine  
Feb/Mar 2011



#10

Arizona Highways  
September 2011



Honorable Mention #1

Newsweek Magazine  
Feb. 7, 2011



Honorable Mention #2

Portland (ME) Magazine  
Sep 2011



Honorable Mention #3

Juxtapoz Magazine  
April 2011



Honorable Mention #4

Hour Detroit  
June 2011



Honorable Mention #5

Lake Superior Magazine  
September 2011



## Some "Best Practices" for Cover Treatment

### The Logo

- Use dominant words.
- Use a logo that is clear. It should tell everyone exactly what you are all about.
- Bold Color (Primary or neon - white or black only if it differentiates from the cover image).
- Have a logo that is clear both in image and meaning. The reader should recognize who and what you are as soon as he/she looks at the cover.

### Cover lines

- Left Justified is better than center or right. It displays better. The eye goes there first.
- Promote action (Pick up this magazine so you can find out NOW HOW TO in 10 Minutes and why this is the BEST EVER! etc).
- Avoid using insider lingo. Did you mean to be cute? Make sure the font is legible.
- Use key words like: Free, Bonus, Anniversary, Best of. These will inspire action (pick up and buy the magazine - see above).
- Use your "skyline"! The area above the logo. This is an important area to highlight the big story.

### Cover Image

- Use the highest possible dpi for your image.
- Clear. We keep using this word but it is true. If the image is muddy, your newsstand sales will be muddy. Likewise, if it is not clear what the cover image is, or if it has nothing to do with your main feature, the readers will be confused and will not purchase your magazine.

Above all, make sure that designing the cover is an integral part of putting the whole magazine together. If the cover is left to the last moment, it will show. Your readers will wonder how committed you are to them.

# For More Information on This Years Selections

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