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### GQ Fact Sheet



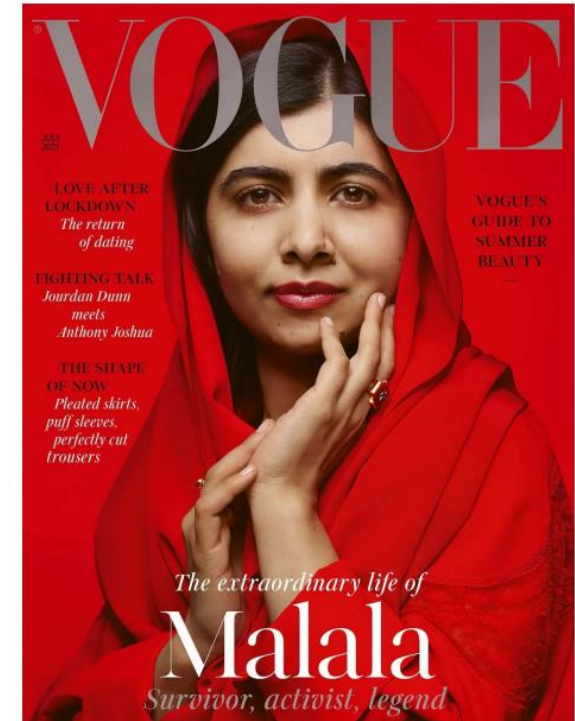
### Vogue Fact Sheet



<u>GQ</u>	<u>Vogue</u>
GQ is aimed at ABC1 men aged between 20 and 44	Vogue is aimed at ABC1 fashion and style conscious women who are educated, sophisticated and wealthy
212,000 monthly print readership, with online boasting over 2 million monthly unique users	Has an average circulation of 191,000 issues of the print magazine each month. 5.3 million digital subscriptions
more than 2 million social media followers	and a social media following of 14.3 million.
Funded by magazine sales and advertising	Vogue was first issued in New York in 1892 as a high society diary.

### Subject Specific Terminology.

- **Code and conventions of magazines:** price, issue date, use of cover star/ central image, cover lines, colour.
- **Narrative:** headline and coverlines used to tease people to want to read certain stories (could be linked to Roland Barthes' enigma codes).
- **Stereotyping:** Using images to create meaning e.g: angel wings
- **Industry:** Newspapers used to be extremely profitable although print circulation has suffered, modern newspapers are online.
- **Social, historical and political contexts:** Magazines are heavily influenced by contexts



### Key Theories

- Roland Barthes: **enigma codes.** coverlines used to tease people to want to read certain stories
- Stuart Hall: **Representation** The ways in which people are presented by Magazines through their pose / dress and lighting.
- Blulmer and Katz: **Uses and Gratification.** The ways in which we consume the media and the reasons why we do.
- Vladimir Propp: **Narrative Theory.** The stories created by the mise-en-scene of newspaper covers.