



National Geographic Magazine

February 2022 Issue – Notre Dame

This magazine is an excellent example of how National Geographic uses visuals. The photograph has been taken by a professional photographer and captures Notre Dame Cathedral's splendour and beauty. The iconic yellow border becomes engraved in the viewer's mind and has always been the branded cover of the magazine. This photo of Notre Dame under construction makes us aware of the challenges of rebuilding the cathedral after it caught fire in April 2019. The dimensions of this magazine are 7 $\frac{1}{8}$ " x 10 $\frac{1}{4}$," making it ideal for armchair reading.

National Geographic is mainly directed at an audience of men between 30 and 50 years of age. This age group has high education and usually a high income as well. These people find stories about history, the environment, and world issues essential to their everyday lives. The dramatic photograph showing Notre Dame being re-constructed could also appeal to the traveler or scientist hoping to gain insight into current world events.

The magazine's layout is clean and straightforward, with white font on a photographic background. National Geographic's traditional yellow border draws the viewers' attention to the center of the page, where we see the front of Notre Dame. This magazine is visually appealing and simple, unique from other magazines sold in bookstores and newsstands.