Articles (Magazine)

IN A SENTENCE A magazine article is written for readers who chose to pick up that magazine.

LAYOUT TEMPLATE

Articles (Magazine)

Use this skeleton to plan your article. The numbers follow the order your reader meets each part.

1 HEADLINE

short · catchy · makes a promise

2 Standfirst *what it's about + why it matters*

3 By [name] | [date]

4 Image + caption

optional

5 Opening

hook: scene · question
fact · quotation

6 Subheading 1

point + example / quote

7 Subheading 2

point + example / quote

8 Subheading 3

point, advice or what's next

9 Ending

- *close the loop*
- *final thought*
- *call to action*

My plan

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.