

Your Car On The Cover of a Magazine

By Peter Tilbury

Reprinted with permission of *Classical Gas*, the magazine of the Canadian Classic MG Club, a chapter of NAMGAR.

So you think you have a pretty nice car, and it would look great on the cover of a magazine? To achieve this is not too difficult as magazine editors, like the editor of *Classical Gas*, are always looking for interesting and eye-catching photos for the front cover (and in some cases, for the back cover also). There are, however, some basic requirements to improve the chances of having your photo accepted.

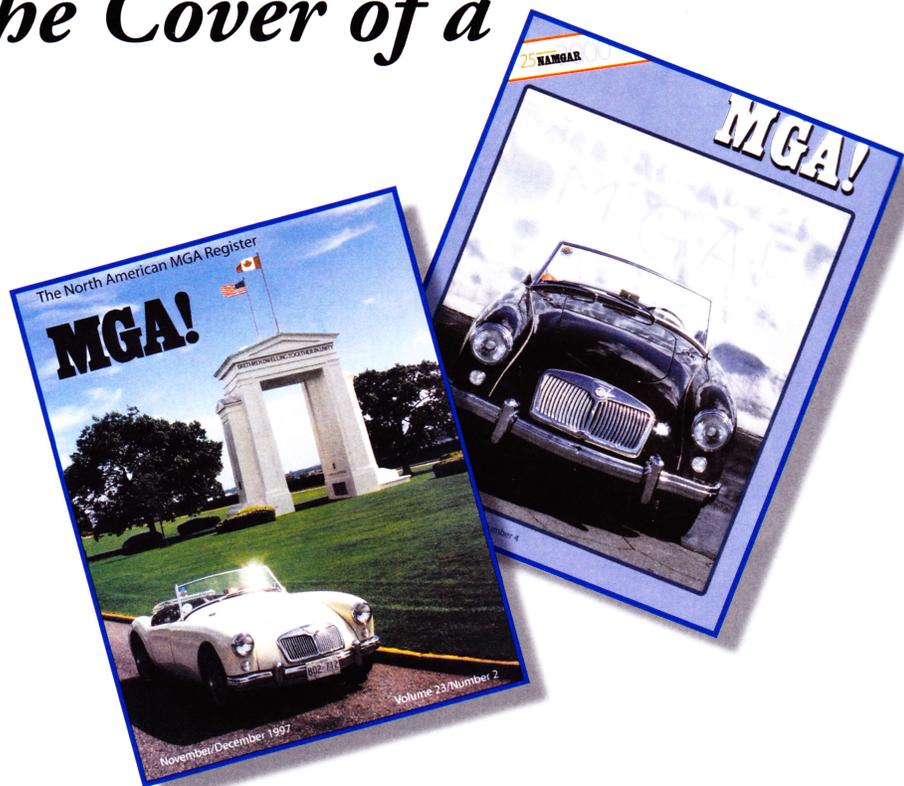
Firstly, look at the shape of all magazines. They are taller than they are wide, so the photos need to be in portrait or vertical format. Most car pictures are taken in landscape, or horizontal format, because that is the shape of a car. So you have to consciously turn your camera through 90 degrees to the portrait mode.

Secondly, the photo of the car should be taken with an interesting background or landscape feature, a period building for example. If the car and background can be linked to an article you have written for the magazine, your chances of having the photo published on the front cover of the chosen maga-

zine are greatly improved. Every editor is happy to get an article to enhance the magazine's content.

Lastly, remember that the magazine's title, date etc, have to be included in the cover. So try to leave adequate space for these details to be added to your photo.

Sometimes a good photo is a result of good luck. In the *MGA!* cover with the white MGA in front of the Peace Arch, it was pure luck that the sun was glinting on the windscreen and the grill. The fact that the flags were also blowing in the wind was a pure fluke. This photograph was taken at around 3 in the afternoon with a simple point-and-shoot camera, before digital cameras existed!



The *MGA!* cover with the black MGA against the snow bank was made irresistible to the editor by being a seasonal photo with MGA! carved into the snow. Editors are always looking for photos that depict the seasons – winter, spring, summer, and autumn (fall).

In addition to *Classical Gas*, there are other organizations with magazines – JCNA, MG Car Club, NAMGBR, NAMGAR, MG Owners' Club, Classic MG, etc. There are also tuning and hot-rod magazines that like to have photos of engines in classic cars for their covers. The best *MGA!* cover ever was a montage of photos taken by Les Garbutt at GT32 in July 2007. *

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