

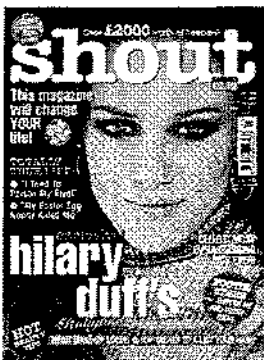
ultimate throwdown

winner takes all!

By Ann Foster

Not many Canadian public libraries stock copies of British magazines such as *Sugar*, *Bliss* or *Shout*. Should they? Or are Brit mags just more of the same content we get in Canadian or American publications? *Ya Hotline* puts three contenders to the test for the title of ULTIMATE TEEN MAG... after three rounds, which mag emerges as the champ?

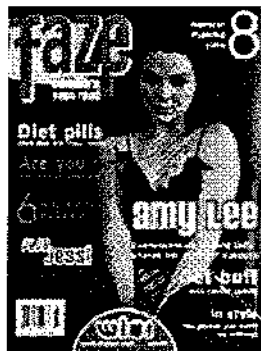
THE CONTENDERS:



Shout

aka "The Underdog"
hometown: U.K.

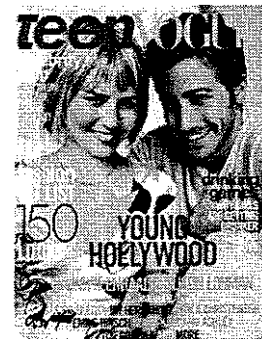
fun fact: each issue comes with free makeup!



Faze

aka "The New Kid"
hometown: Canada

fun fact: copies are Distributed at school libraries!



Teen Vogue

aka "The Rich Kid"
hometown: USA

fun fact: when YM ceased publication, subscribers received Teen Vogue instead!

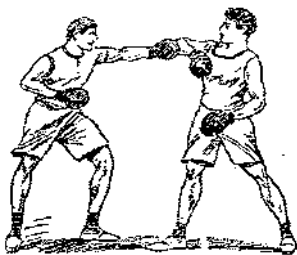
round 1: content vs. ads

Shout has only 2 pages of ads for 99 pages of content. **98% content, 2% ads**

Faze has 19 pages of ads for 67 pages of content. **72% content, 28% ads**

Teen Vogue has 98 pages of ads for 216 pages of content. **54% content, 46% ads**

*round one goes to **Shout** magazine!*



round 2: multicultural diversity

Shout has images of 34 non-white people, including the cover model, in 99 pages. **34%** non-white people.

Faze has images of 44 non-white people for 67 pages. **65%** non-white people.

Teen Vogue has images of 17 non-white people in 216 pages. **7%** non-white people.

*round two goes to **Faze** magazine!*

round 3: expense of suggested products

Shout: most expensive item: £75 jacket (approx \$175 CDN); cheapest item: £1.40 purse (approx \$3 CDN) = average price **\$87**

Faze: most expensive item: \$440 camera; cheapest item: \$4 volumizing spray = average price **\$222**

Teen Vogue: most expensive item: \$1835 US pants (approx \$2115 CDN); cheapest item: \$5 US nail polish (approx \$5.75 CDN) = average price **\$1060**

*round three goes to **Shout** magazine!*

The underdog, Britain's **Shout** magazine, takes the prize!

Better luck next time, faze and teen vogue!

The issues consulted were the April 2007 edition of Teen Vogue; the Spring 2006 edition of Faze; and the January 4-17 2007 edition of Shout.

