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How the cover gets made

Domestic cover

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"The story is about a private equity deal between Blackstone and Hilton that ended up being hugely successful."

"How successful?"

"So far, \$12 billion in profit."

"That's a lot of money. A lot, a lot of money. Seems very successful. Like a reason to celebrate. With the finest Champagne. And fireworks. Money everywhere. We made it, baby. Twelve big ones in the bank! Pop those bottles, make it rain!!!"



"I appreciate your, uh, energy. Can we try something that relates to Hilton?"

"Gold bars in a hotel robe?"



International cover

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"The piece explores some of the reasons Scotland wants to become independent and some of the reasons it doesn't."

"I think a lone Scotsman would be quite poetic. Even better, a lone bagpiper."

