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How the cover gets made

"Cover story's about Target getting hacked."

"We can use the Target logo, which is, you know, a target, and make it look like it's getting hacked."

"First-take theater, always the best."



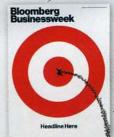
@ "Could do an artfully disintegrating logo."

"Save it for inside."

❸ "Could do a glitchy logo."

"Glitches always make me think of Max Headroom, and I'd prefer not to relive the '80s."





O "Could do a logo that looks like it's been pierced through the center, with numbers spilling out."

"Yes, but let's make the headline much bigger for the newsstands."

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We dedicate this issue to the memory of Matthew Power—a friend and contributor to the magazine. Matthew died while on assignment in Uganda for another publication. He was 39.