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Cover Trail

How the cover gets made

1 "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."



2 "Could do an artfully disintegrating logo."

"Save it for inside."



3 "Could do a glitchy logo."

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



4 "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."



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.