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How the cover gets made

"The cover is on Donald Trump. We spoke to him and his employees and got a firsthand look at the way he runs his organization."

"Do you think he'll agree to a shoot?"

"I don't think he's turned down a single magazine shoot, but I think we've been there already."



"Right, onward to the archives!"

"This is the Trumpiest one we could find."



"I don't doubt that."



• "Minimal headline, maximum Trump."

"A bit too quiet, which is very not Trump."

Maximum headline, medium Trump.*





needs to be HUGE."



G "Quote by Trump on top of Trump with headline about Trump."

'This is close, but something's still off."

You're right. We need to channel Trump. Something that is unapologetically classy and attention-grabbing at the same time."



@ "Do you think people will get it?"

"Someone who thinks we're the only media outlet he's spoken to would probably read the story, too. Win-win!"

COVER HARRY BENSON