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Cover Trail

How the cover gets made

Domestic cover

1

"The cover is on gun regulation. The headline is 'Stop Picking on the NRA.'"

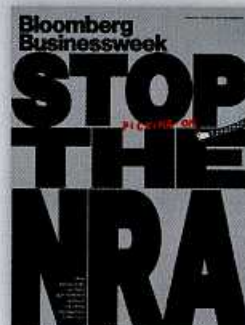
"WHAT?!?!? They're a massive, powerful, and wealthy organization that aggressively lobbies for the increased sales of handheld murder machines. Do we really need to be defending them? I'll do my job, I'll design this grotesque cover, but I don't have to like it. Not one bit!!!"

"Have you read the story?"

"No."

"The idea is that, when Democrats bash it, the NRA uses that to become more powerful."

"Ooooooh, I see what you're doing."



International cover

2

"The story's on how American Express is struggling to maintain its brand cachet, largely because of the loss of an important corporate partner."

"What corporate partner?"

"Costco."

"That centurion always looked like he thought he was better than the rest of us."

