

# Annotated Front Page

▼ Skyline

This panel helps to market the paper by tempting readers inside to other stories.

## Test, patriarchy and the power of women *In Focus*

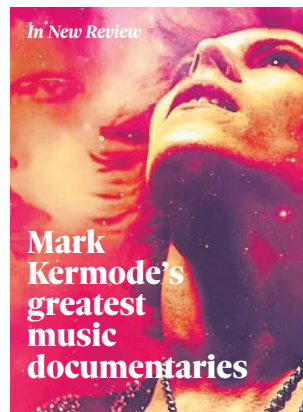


# 20 best easy Christmas baking recipes

▼ Masthead

## ▼ Masthead

A specially designed logo showing the name of the newspaper.



From £1.85 for subscribers  
www.observer.co.uk | Sunday 27 November 2022 | £3.50

# The Observer

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◀ **Date and price**

Costs of the paper are covered by a combination of the cover price and ads.

# Blow to Brexit as 'landmark' new deal sees trade slump

- Key agreement with Japan branded a failure
- Figures come as UK lags behind its rivals

## ▲ Headline

The biggest headline is the "main splash". This is a serious story so there are no jokes.

**£12.3bn** to **£11.9bn** in the year to June  
Exports in goods fell 4.9% to  
services fell 2% to £5.8bn.  
There is a significant setback  
for Brexiteers who claimed  
that trade with non-EU countries  
would compensate for any losses  
from the single market.

**▲ Standfirst**

Used to add detail that was not included in the headline.

Liz Truss signed a "historic" deal with Japan as trade secretary in October 2020, describing it as a "landmark moment for Britain". It

## Tory legacy

## After 12 years in power what have the Conservatives actually achieved?

*Isabel Hardman, page 57*

◀ **Kickers**

These teasers for other stories with page numbers catch a reader's eye.

## Magnifique, Mbappé



▼ **Caption**

These describe the photograph and link it to the news story. Often they include the photographer's name.

France's Kylian Mbappé scored both of his team's goals yesterday as the side reached the World Cup's knockout stages with a 2-1 win over Denmark. (BBC Sport, page 2; Wales v England preview. News, page 2)

# Police failings a 'damning indictment' of Tory rule

Chaminda Jayanetti  
& Mark Townsend

**▲ Byline**

The name of the writer(s). Sometimes their job title or location is included.

Suella Braverman, who has told police leaders she “expects” them to cut crimes including murder by 20%, without detailing how, as part of her “back to basics approach”;

**Body Text**

The main text of a news story, written by the reporter.

Richard Garside, director of the Centre for Crime and Justice Studies, says: "Millions are being spent on a service that appears to be performing badly."

The news for 19 police forces in England, under far less inspection by HMIC of Constabulary (HMIC) under the new assessment regime. When it came to investigating crime,

## Body Text

The main text of a news story, written by the reporter.

▲ **Edition Dots**

We print up to three different editions per night. One dot means this is the first edition.

## Turn ▶

Often front page stories continue elsewhere in the paper.