

# CAMPAIGN For TOBACCO-FREE Kids®

## SEARCH FINDINGS ON TOBACCO INDUSTRY MARKETING TO KIDS IN MAGAZINES

Since the multistate settlement agreement (MSA) banned tobacco billboards starting in April 1999, the major cigarette companies have substantially increased their reliance on magazine advertising. This increase is troubling because research studies indicate that the cigarette and spit-tobacco companies intentionally place their ads in magazines with large youth readerships and that these ads not only reach kids but increase underage smoking.

Accordingly, state attorneys general (who are in charge of enforcing the MSA) have begun inquiries and enforcement proceedings based on the conclusion that the increased cigarette advertising in youth-heavy magazines constitutes a violation of the MSA provision that the cigarette companies may not "take any action, directly or indirectly, to target Youth within in any Settling State in the advertising, promotion, or marketing of Tobacco Products." As a result, Philip Morris has announced that it will temporarily suspend its cigarette ads from a number of magazines with large youth readerships and Philip Morris and other major cigarette companies (which have not suspended their ads in magazines with large youth readerships) have entered into negotiations with the National Association of Attorneys General to develop formal guidelines and restrictions for tobacco advertising in magazines read by kids.

### Annotated List of Relevant Research

***Cigarette Advertising Expenditures Before and After Master Settlement Agreement: Preliminary Findings***, Turner-Barker, D. & W. Hamilton, Massachusetts Department of Public Health (May 15, 2000), <http://www.state.ma.us/dph/mtcp/report/mag.htm>.

Tobacco advertising in magazines with at least 15 percent youth readership (12 to 17 years old) increased by almost \$30 million, or 33 percent, from the first three quarters of 1998 (prior to the multistate settlement agreement) to the first three quarters of 1999 (after the MSA). In total dollars, tobacco advertising in these magazines increased from \$90.2 million to \$119.9 million, which amounted to more than a third of all tobacco company magazine advertising.

***Tobacco Brand Magazine Advertising To Teens***, American Legacy Foundation (May 15, 2000)

In 1999, magazine advertising for eight of the top ten cigarette brands each reached at least 70 percent of 12 to 17 year olds five or more times – considered at or near optimal advertising exposure – with magazine advertising in all of 1999. Marlboro, Kool, and Winston each reached at least 89 percent of youth with that frequency. The numbers of youth reached five or more times by tobacco magazine advertising also increased dramatically from the first three quarters of 1998 (pre-MSA) to the first three quarters of 1999 (post-MSA) for several brands, including Newport (43 to 68 percent), Kool (59 to 84 percent), and Camel (65 to 77 percent). Winston and Marlboro had already reached at least 86 percent of kids with that frequency in 1998 and maintained these levels in 1999.

***Tobacco and alcohol advertisements in magazines: are young readers being targeted?*** Sanchez L, Sanchez S, Goldberg A, Goldberg A. JAMA 2000 April 26;283(16):2106-7.

Tobacco and alcohol magazine ad placements reflect an apparent bimodal relationship with youth readership. Findings "bolster and extend previous work, suggesting that advertisers of tobacco products may target young readers."

***Exposure of black youths to cigarette advertising in magazines***. King C 3rd, Siegel M, Pucci LG. Tobacco Control 2000 March;9(1):64-70.

The cigarette brands most popular among black adolescents are the ones most heavily advertised in magazines with high percentages of black youth readers. And brands popular with black youth were much more likely to advertise in magazines with high black youth readerships than other brands.

**National tobacco-advertising telephone survey of teens and adults.** Conducted by International Communications Research Teen Excel Study for Campaign for Tobacco-Free Kids on March 1-5, 2000.

Only a third of all adults recalled seeing a tobacco ad in the past two weeks but more than 70 percent of kids aged 12 to 17 reported seeing tobacco ads. Cigarette companies continue to advertise heavily in magazines with large youth readerships, such as Sports Illustrated – which 51 percent of the polled teens but only 16 percent of adults read regularly – and People magazine – which 35 percent of teens but only 20 percent of adults read regularly.

**Features of sales promotion in cigarette magazine advertisements, 1980-1993: an analysis of youth exposure in the United States.** Pucci LG, Siegel M. *Tobacco Control* 1999 Spring;8(1):29-36.

Cigarette companies target youths with magazine promotional advertising (ads with promotional features such as information on how to get promotional items, sweepstakes, coupons, and references to sponsored events). The brands most popular with underage smokers accounted for less than half of all promotional advertising in magazines with low-youth readerships but for more than 80 percent of all such advertising in magazines with disproportionately high levels of youth readers.

**Exposure to brand-specific cigarette advertising in magazines and its impact on youth smoking.** Pucci LG, Siegel M. *Prev Med* 1999 November;29(5):313-20.

Five cigarette brands accounted for more than 80 percent of total exposure to cigarette magazine ads among 12 to 15 year olds – and those same five brands controlled more than 88 percent of cigarette market among 12 to 15 year olds. There was also a high correlation between the kids' exposure to the ads for specific brands and those brands being the first cigarettes smoked by new kid smokers.

**Does cigarette print advertising adhere to the Tobacco Institute's voluntary advertising and promotion code? An assessment.** Barbeau EM, DeJong W, Brugge DM, Rand WM. *J Public Health Policy* 1998;19(4):473-88.

As perceived by adolescents, current cigarette print advertising violates basic tenets of the Voluntary Code, thus bringing into question the tobacco industry's ability to self-regulate image advertising. For example, while Voluntary Code states that tobacco ads "shall not suggest that smoking is essential to social prominence, distinction, success, or sexual attraction," the sixth to eighth graders perceived tobacco ads as doing just that.

**Tobacco industry promotion of cigarettes and adolescent smoking.** Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Berry CC. *JAMA* 1998 February 18;279(7):511-5. [Published erratum appears in *JAMA* 1998 August 5;280(5):422].

Over time, nonsmoking kids who have a favorite cigarette ad are twice more likely to begin smoking than those who do not; and those owning a tobacco product promotional item are three times more likely to start smoking than those who do not. Accordingly, more than a third of all smoking experimentation by kids is directly associated with tobacco advertising and promotional items.

**Adolescents' responses to cigarette advertisements: links between exposure, liking, and the appeal of smoking.** JJ, Terhanian G. *Tobacco Control* 1998 Summer;7(2):129-33.

The cigarette magazine advertisements most often seen and most well liked by adolescents, and most highly perceived as making smoking look appealing, are for two of the brands they are most likely to smoke, Marlboro and Camel. "The results of the study are consistent with the view that certain cigarette advertisements enhance the appeal of smoking to many adolescents."

**Adolescent exposure to cigarette advertising in magazines: an evaluation of brand-specific advertising in relation to youth readership.** King C 3rd, Siegel M, Celebucki C, Connolly GN. *JAMA* 1998 February 18;279(7):516-20.

The cigarette brands most popular among young adolescents are more likely than adult brands to be advertised in magazines with high youth readerships – and those brands with the highest numbers of underage smokers were most heavily advertised in magazines read by teens.

**The last straw? Cigarette advertising and realized market shares among youths and adults, 1979-1993.** Pollay, Richard et al. *Journal of Marketing* April 1996;60:1-16.

Analyzes brand-specific cigarette advertising in magazines, newspapers, and billboards in relation to adult and youth brand-specific smoking behaviors to find that teenagers are three times more sensitive to cigarette ads than adults. Also finds that competition among the cigarette companies is predominated by the battle for market share among the young.

**Smoking behavior of adolescents exposed to cigarette advertising.** Botvin GJ, Goldberg CJ, Botvin EM, Dusenbury L. *Public Health Rep* 1993 March-April;108(2):217-24.

Adolescents with high exposures to cigarette ads in magazines and newspapers are significantly more likely to have ever smoked, currently smoke, or intend to smoke in the future than those with lower exposures.

**The Cigarette Advertising Broadcast Ban and Magazine Coverage of Smoking and Health.** Warner, KE & LM Goldenhar. *Journal of Public Health Policy* 1989 Spring 10(1): 32-42.

When tobacco advertising broadcast ban went into effect in 1971, cigarette company spending on magazine advertising increased by 131 percent (and the magazines' coverage of smoking and health issues declined by 65 percent in the 11 years after the ban went into effect compared to the 11 years before the ban).

**The Campaign for Tobacco-Free Kids, June 27, 2000**