

Guidelines for Retailers on the Display of Men's Lifestyle Magazines

This document advises retailers of the recommended display guidelines for men's lifestyle magazines - or "Lads' Mags" - with front covers that some customers might find offensive.

Men's lifestyle magazines are enjoyed by millions of adults every week and feature content that particularly reflects the interests of young men. Some of this content may be regarded as inappropriate for children, particularly that which is of a sexual nature.

As with all magazines, the front covers reflect the content and therefore these titles require careful and responsible display. It is recommended that retailers take particular care to ensure men's lifestyle magazines are not displayed at or below the eye-level of children.

To display these titles in a way that is sensitive to all consumers, but without adversely affecting the sale, we recommend:

- That they are not displayed adjacent to your display of children's titles and comics
- That they are not displayed at children's eye-level or below i.e. that they are not in the direct sight and reach of children
- That where display space restraints preclude the above, titles with front covers that may cause concern are part overlapped with other titles so as to minimise the potential for offence to parents and/or children
- That similar care and consideration is given to the display of any Point of Sale material for these titles

A free, industry-agreed [planogram](#) indicating the preferred placement of titles is available to download. For further information please visit www.ppa.co.uk/retail .

Where the above guidelines do not satisfy customer concerns, retailers should contact their wholesaler for further advice and information on the potential use of modesty covers.