

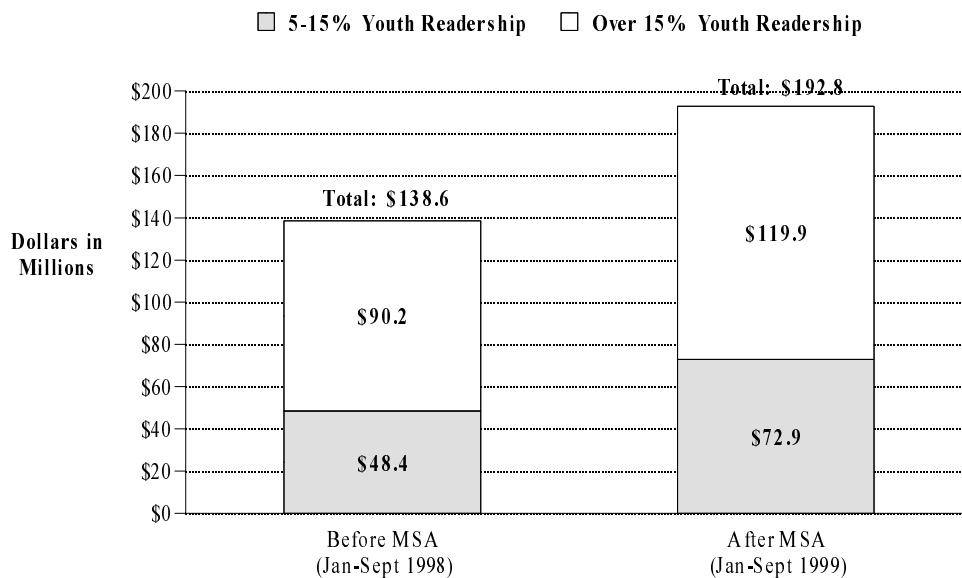
**A Weekly FAX from the Center for Substance Abuse Research**

**University of Maryland, College Park**

***Cigarette Advertisements in Youth Magazines  
Increased by \$54 Million After Tobacco Master Settlement Agreement***

The 1998 Master Settlement Agreement (MSA) between the States' Attorneys General and the tobacco industry provided a monetary settlement (see CESAR FAX, Vol. 9, Issue 25) as well as a ruling prohibiting tobacco manufacturers from "directly or indirectly targeting youth in their promotional activities, or engaging in activities with the primary purpose of initiating, maintaining, or increasing youth smoking" (p. 1). An analysis of cigarette advertising expenditures from before and after the MSA, however, reveals that cigarette marketing to teens through magazine advertising has actually increased since the settlement. From January to September 1998, magazines with youth readership of 5 percent or more had tobacco advertising expenditures of \$138.6 million. During the same period in 1999--after the MSA--the advertising expenditures in these magazines had increased to \$192.8 million. Philip Morris, one of the nation's largest tobacco manufacturers, recently announced that they will stop advertising in magazines that have youth readership of 15 percent or more or that have more than 2 million readers under 18.

**Cigarette Advertising Expenditures in Magazines with 5% or More Youth Readership, Before and After Master Settlement Agreement (MSA)**



SOURCE: Turner-Bowker, Diane and William L. Hamilton, "Cigarette Advertising Expenditures Before and After the Master Settlement Agreement: Preliminary Findings," Massachusetts Department of Public Health and Abt Associates, Inc., May 15, 2000.

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