

Men's lifestyle magazines: Retailed Responsibly?

Mothers' Union has been working to end the commercialisation and sexualisation of childhood through our *Bye Buy Childhood* campaign since 2010, highlighting the pressures on children and the damage to self-esteem and relationships that comes from exposure to harmful material at a young age.

Following recommendations from Reg Bailey's review, *Letting Children be Children*, the publishing and retail industries have agreed to guidelines on the display of men's lifestyle magazines. Although they are not 'top shelf' magazines, these publications often feature overtly sexualised images on the cover and form part of the sexualised 'wallpaper' that children encounter in everyday situations.

What can I do to help? With this survey, Mothers' Union is looking for information about how – and if – these guidelines are being applied across the country. Please answer these questions below relating to a shop near you and let us know about the store's location. For more information on our campaign, visit the website at www.byebuychildhood.org

What are the guidelines? The Professional Publishers Association (PPA) guidelines on the display and marketing of these magazines clearly advise:

- 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
- 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.

Survey Questions

Name of store _____

Town/city of store _____

Title(s) of publications displayed

Are any of these publications displayed next to children's titles or comics? YES / NO

Are any of these publications displayed at a child's eye height? YES / NO

Are the covers of different titles overlapping to better preserve modesty in the case of a lack of space?
YES / NO

Are any of these publications behind a screen or panel to deflect attention from a child's eye-line?
YES / NO

Are any of these publications packaged inside modesty covers? (i.e. plastic sleeves or behind boards)
Please give details: _____

Your name: _____

Are you a member of Mothers' Union? YES / NO If so, which diocese? _____
If not and you are interested in finding out more, please give your email address here:

Please return this completed questionnaire to Faith & Policy Unit, Mothers' Union, Mary Sumner House, 24 Tufton Street, London SW1P 3RB, UK; or policy@themothersunion.org Thank you for taking part.