

# DISPLAY OF LADS' MAGS: BEST PRACTICE ADVICE

This guide provides advice for retailers on best practice with regard to how you display men's lifestyle magazines (commonly known as 'lads' mags')

Men's lifestyle magazines are enjoyed by millions of adults every week and feature content that particularly reflects the interests of young men. Often the covers of these magazines include imagery that many people would regard as inappropriate for children to see.

ACS (the Association of Convenience Stores) supports the industry wide guidance on the responsible display of these products and has used them as the basis for this advice guide.

## WHAT IS A LADS' MAG?

There is no fixed definition of a lads' magazine and there are magazines that could be considered as men's lifestyle that do not regularly feature imagery on the cover that would be regarded as inappropriate to children. Nonetheless examples of what would generally be considered to be lads' mags include Nuts, Zoo, Loaded and Front.

This guide does not relate to adult magazines containing pornographic material. These titles should be displayed on the top shelf, clearly out of the sight and reach of children and not be sold to anyone under the age of 18. For further advice on putting in place policies for ranging these materials contact ACS.



## ENGAGING WITH CUSTOMERS

Retailers must think carefully about the needs and concerns of customers. Many parents in particular would prefer that their children are not exposed to sexualised images whilst visiting their local shop.

Some will raise those concerns directly with the shop. Retailers should always take these comments seriously and seek to allay those concerns by putting in place the appropriate measures as set out in this guide.

Others will have concerns, but will not raise them with the store, therefore taking action on this issue proactively is likely to have positive effects in terms of customer perception or increased loyalty.

Nonetheless, there are limits to what you as a retailer can do to allay the concerns of some customers. Some people will have strong preconceived views about whether certain products should be available for sale at all, or about the content (rather than the display) of a product on sale in your store. These are not issues you are likely to be able to address.

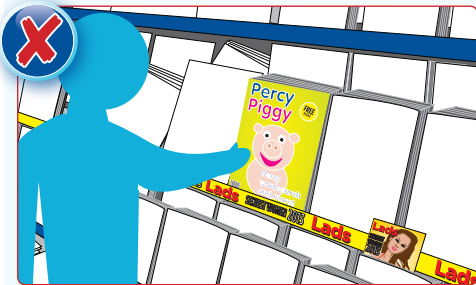
To display these titles in a way that is sensitive to all consumers, but without adversely affecting the sale, the key principles to bear in mind are:



Do not locate lads' mags within an area that is considered to be in a young child's eyeline.



Never locate lads' mags next to children's magazines in a display.



Ensure that all point of sale materials associated with lads' mags are treated in the same way as the magazine itself.

To display these titles in a way that is sensitive to all consumers, but without adversely affecting the sale, the key principles to bear in mind are:



Ensure that lad's mags are placed on shelf away from any children's titles. For example in the top left, bottom right arrangement shown here.



In stores with smaller units, where moving the product out of the eye line of children is not possible, you can part obscure the titles with other magazines to ensure potentially offensive images can't be seen.



You may decide that none of the above options are practical or sufficient to meet your customers concerns. In this case you should consider the use of modesty boards.

## FURTHER INDUSTRY SUPPORT

**Modesty boards:** The Periodical Publishers Association advises that currently only modesty boards branded Nuts or Zoo are available free of charge are. To obtain these or to buy non-branded boards contact your wholesaler customer service centre.

**ACS:** If you have further questions related to this guide on how to display lads' magazines, contact ACS on 01252 515001.

**Industry planogram:** 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](http://www.ppa.co.uk/retail)