



Guidelines for Retailers for the Display of ‘Lads’ Magazines” (and ‘Ladies’ Magazines) with Front Covers or Content that May Offend Some Customers

These titles are not ‘Top Shelf’ titles; however we do urge retailers to be sensitive to the concerns of consumers, particularly in relation to the display of titles with front covers and/or content that may be inappropriate to display at a young person’s eye-level or below.

To minimise complaints from consumers, without adversely affecting the sale of these titles, we recommend...

- ...That you do not display them at children’s eye-level or below, to ensure they are not in the direct sight and reach of children
- ...That you do not display them adjacent to your display of children’s titles and comics
- ...That where display space restraints preclude the above, that titles with front covers that may cause concern are part-overlapped with other titles so as to minimise the potential for offence to parents with children.



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