

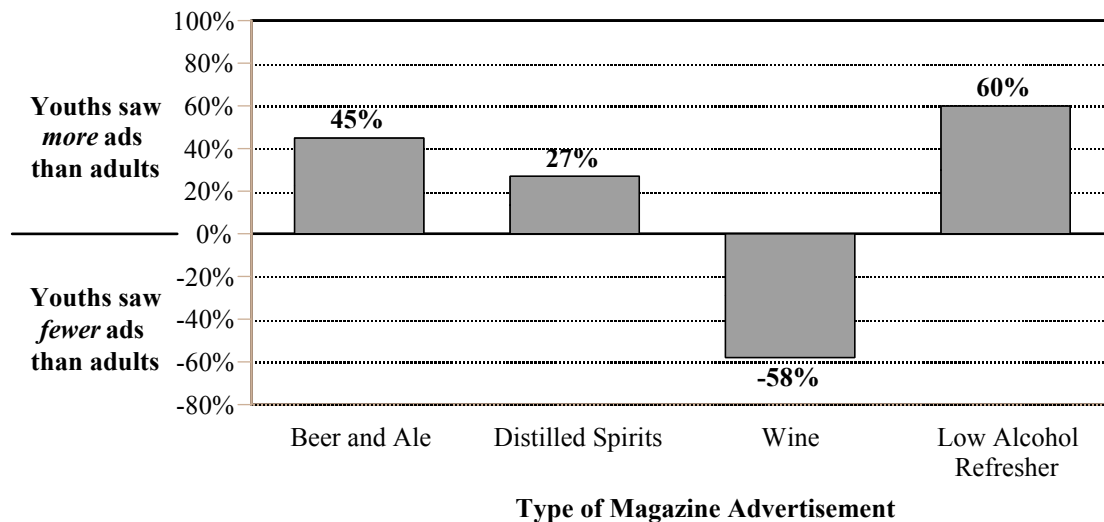
A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

U.S. Youths Exposed to More Alcoholic Beverage Advertising in Magazines than Adults

America's youths saw more alcoholic beverage advertisements in magazines in 2001 than adults of legal drinking age, according to a national study that estimated youths' and adults' exposure to alcohol advertisements. Youths saw 45% more advertisements for beer and ale and 27% more distilled spirits advertisements than adults. In addition, youths were exposed to 60% more advertising for "low-alcohol refreshers"* (also known as "malternatives" or "alcopops"). The only type of alcohol advertising to reach more adults than youths was for wine—youths were exposed to 58% fewer wine advertising messages in magazines than adults. According to the authors, "The ability of most wine advertisers to reach an adult audience while minimizing reach to the underage audience shows how advertisers can reach an adult target audience without overexposing youth" (p. 1).

Magazine Advertising Exposure of Youths and Adult by Beverage Type, 2001



*Despite their name, many "low-alcohol refreshers" contain as much as 5% alcohol—more than most beers.

NOTE: Advertising exposure is an estimate of both the percent of the population exposed to an advertisement and the number of times individuals are exposed to an advertisement.

SOURCE: Adapted by CESAR from The Center on Alcohol Marketing and Youth, *Overexposed: Youth a Target of Alcohol Advertising in Magazines*, 2002. Available online at <http://camy.org/research/>.