

Additional Data on Underage Exposure to Alcohol Advertising in Magazines, by Sex

Leading Brands Exposing Youth 12-20 to Alcohol Advertising in National Magazines, 2002

Girls/Women 2002								
Brand	Dollars	Ads	GRP F12- 20	Cumulative % F12-20	GRP F21- 34	Ratio F12- 20 / F21-34	GRP F21+	Ratio F12- 20 / F21+
Absolut Vodka	\$17,371,377	162	582	5%	730	0.80	546	1.07
Rums of Puerto Rico	\$6,837,505	67	528	10%	513	1.03	306	1.73
Jack Daniel's Whiskey	\$14,193,218	105	521	14%	481	1.08	372	1.40
Bacardi Flavored Rums	\$6,805,763	72	470	18%	496	0.95	269	1.75
Stolichnaya Vodkas	\$7,273,396	55	412	22%	431	0.96	285	1.45
Jose Cuervo Especial Tequila	\$8,371,824	61	351	25%	353	0.99	215	1.64
Captain Morgan Spiced Rum	\$7,021,849	58	335	28%	363	0.92	229	1.46
Skyy Vodka	\$4,282,558	35	329	31%	336	0.98	181	1.82
Miller Lite	\$8,711,701	51	320	34%	249	1.28	147	2.17
Captain Morgan Parrot Bay Rum	\$4,749,749	35	309	36%	325	0.95	206	1.50
Crown Royal Whiskey	\$10,126,572	122	307	39%	337	0.91	245	1.25
Absolut Flavored Vodkas	\$7,293,563	72	267	41%	341	0.78	270	0.99
Skyy Blue Malt Beverage	\$3,348,389	30	260	44%	246	1.06	129	2.02
Jim Beam White Bourbon Whiskey	\$9,059,560	66	257	46%	249	1.03	160	1.61
Dekuyper Cordials & Liqueurs	\$2,083,216	20	221	48%	240	0.92	132	1.68
Grand Marnier Liqueur	\$3,852,491	41	216	50%	252	0.86	149	1.44

Boys/Men 2002								
Brand	Dollars	Ads	GRP M12-20	Cumulative % M12-20	GRP M21-34	Ratio M12-20 / M21-34	GRP M21+	Ratio M12-20 / M21+
Jack Daniel's Whiskey	\$14,193,218.00	105	921	8%	1124	0.82	844	1.09
Miller Lite	\$8,711,701.00	51	676	13%	758	0.89	460	1.47
Crown Royal Whiskey	\$10,126,572.00	122	628	19%	905	0.69	638	0.98
Jim Beam White Bourbon Whiskey	\$9,059,560.00	66	602	24%	734	0.82	458	1.32
Absolut Vodka	\$17,371,377.00	162	529	28%	865	0.61	605	0.87
Rums of Puerto Rico	\$6,837,505.00	67	486	32%	622	0.78	360	1.35
Jose Cuervo Especial Tequila	\$8,371,824.00	61	485	36%	679	0.71	404	1.20
Captain Morgan Spiced Rum	\$7,021,849.00	58	353	39%	492	0.72	299	1.18
Bacardi Flavored Rums	\$6,805,763.00	72	278	42%	449	0.62	218	1.27
Jim Beam Black Bourbon Whiskey	\$4,604,995.00	36	249	44%	322	0.77	203	1.23
Stolichnaya Vodkas	\$7,273,396.00	55	249	46%	394	0.63	242	1.03
Heineken Beer	\$2,312,135.00	12	226	48%	199	1.13	136	1.66
Bacardi Rums	\$3,090,737.00	24	214	50%	265	0.81	146	1.47

Sources: TNS Media Intelligence/CMR 2001-2002, MRI Adult Study Spring 2002-2003, MRI Teenmark 2001-2002.