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Liquor companies still advertising in magazines favored by youth



Liquor companies are using less magazine advertising to entice the nation's youth to imbibe, **according to a Johns Hopkins analysis.**

But the companies are still largely advertising in publications young people are more likely than adults to read, with 78 percent of the advertising in these publications.

Overall, advertising aimed at youth declined by 48 percent between 2001 and 2008, according to the study by the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health. Advertising exposure to adults over age 21 declined by 29 percent in the same period.

Researchers have found alcohol advertising increases the likelihood of underage drinking, making it an important public health issue, according to the study.

Already, more young people drink alcohol than smoke cigarettes or use illegal drugs, according to the study. About 10.1 million people between the ages of 12 and 20 reported drinking in the past month in 2008. About 6.6 million young people reported binge drinking.

Alcohol companies made a pledge in 2003 to voluntarily eliminate liquor advertising in magazines with 30 percent or more youth readership - a goal the alcohol companies did meet. However, the 30 percent standard affected just 9 of the 160 magazine where alcohol companies advertised during the time period studied.

Just 16 brands made up half the alcohol advertising more likely to be read by youth. The brands included Patron Silver Tequila, Absolut Vodka, Kahlua Liqueurs, Ketel One Vodka and Jim Beam Bourbon Whiskey.

Posted by **Andrea Walker** at 7:00 AM | [Permalink](#) | [Comments \(0\)](#)

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About Picture of Health



Kelly Brewington came to the health beat a year ago after covering everything from education and government to race and immigration in her 11 years as a reporter. Since then, she has tackled stories on autism, heart failure and

acupuncture used to treat drug addiction. She's been fascinated by medicine since childhood, when her doctor dad and nurse mom gave her Gray's Anatomy coloring book to play with. She also blames her early exposure to the field of medicine for her hypochondria.



Meredith Cohn has been a reporter since 1991, covering everything from politics and airlines to the environment and medicine. A runner since junior high and a particular eater for almost as long, she tries to keep up on health and fitness trends. Her aim is to bring you the latest news and information from the local and national medical and wellness communities.

Andrea K. Walker knows it's weird to some people, but she has a fascination with fitness, diseases, medicine and other health-related topics. She subscribes to a variety of health and fitness magazines and becomes easily engrossed in the latest research in health and science. An exercise fanatic, she's probably tried just about every fitness activity there is. Her favorites are running, yoga and kickboxing. So it is probably fitting that she has been assigned to cover the business of healthcare and to become a regular contributor to this blog. Andrea has been at The Sun for nearly 10 years, covering manufacturing, retail, airlines and small and minority business. She looks forward to telling readers about the latest health news.

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