



## **CASE REPORT**

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| 1. Complaint reference number | 232/00   |
| 2. Advertiser                 | Barbarellas  |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | Print  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 8 August 2000   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement is captioned, ‘Top Credit on Adult Books – Trade your old magazines for top credit and for the latest editions of your favourite titles’. It depicts the covers of four magazines, the Barbarellas logo with the text, ‘your pleasure is our business’, lists Barbarellas branches and telephone numbers and a website.

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*‘The stories featured in these porn magazines are readable on the front pages pictured. .... To place graphic ads for porn mags in the news section of a public newspaper is tasteless enough, but to publicly condone and incite a predatory sexual interest in high school age girls is sickening.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material contained within the advertisement did not contravene prevailing community standards on Health and Safety or in its depiction of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint. The Board noted in passing the advertiser’s decision to refrain in future from announcing the availability of specific magazine titles in general newspaper media.