

# **CONTENT GUIDELINES FOR LOCAL LIFESTYLE MAGAZINES**

## **PREAMBLE**

1 Lifestyle magazines cover a wide range of topics and issues, such as that which relates to men, women, teenagers, fashion, music, entertainment, health, motoring, food, recreation, and gardening.

2 This document serves as a guide to permit holders who are engaged in publishing and distributing lifestyle magazines in Singapore under the Newspaper and Printing Presses Act (NPPA). A glossary of terms used can be found in the Appendix.

3 These guidelines must be read in conjunction with applicable legislation and permit conditions.

## **Part 1: GENERAL PRINCIPLES APPLICABLE TO ALL LOCAL LIFESTYLE MAGAZINES**

1.1 In general, local lifestyle magazines must be suitable for general readership and must not undermine family values. Unless expressly permitted in these guidelines, magazines must not feature descriptions, depictions or other content which:

- (i) Undermine prevailing social norms by featuring nudity or by the use of coarse, vulgar or offensive language, or by the promotion of alternative lifestyles, deviant sex, sexually permissive lifestyles, crime, gambling, and drug/ substance abuse.
- (ii) Cause or has the tendency to cause misunderstanding, insensitivity and disharmony among racial and religious groups. Content must not denigrate or be insensitive towards racial groups or religious beliefs.
- (iii) Undermine national interest and/or subvert national security or stability.

1.2 Publishers must ensure that their content is suitable for the target readers. For instance, publications targeted at kids as well as families in general must avoid content with sexual depictions and descriptions.

- 1.3 Cover pages (i.e. front or back) of magazines must be kept suitable for a general audience. As content on these pages are highly visible, special attention must be paid to prevent young persons and the general public from being exposed to materials which are unsuitable for them or offend community standards of taste and decency.
- 1.4 Advertisements and publicity materials promoting a magazine and appearing in a magazine must comply with the Singapore Code of Advertising Practice (SCAP) issued by the Advertising Standards Authority of Singapore.
- 1.5 Supplements, special editions and promotional materials of a magazine must also comply with the Content Guidelines outlined under its respective Part.

## **PART 2: TEEN MAGAZINES**

- 2.1 Teen magazines are defined as magazines for teenagers. Such magazines play a role in influencing the well-being and development of teenagers, and the content must be appropriate for a teenage audience, with sensitive topics handled with due care and caution for the well-being of readers.
- 2.2 Publishers of teen magazines must exercise greater responsibility and adopt stricter content standards than for magazines targeted at adults. They must encourage young readers to take a responsible attitude towards lifestyle issues and seek support from parents or relevant professionals.
- 2.3 Content which provides advice to readers must be given in a socially responsible manner with relevant professional organisations consulted and mentioned, where appropriate.

### **Cover Pages/ Publicity Materials and Posters**

- 2.4 The cover pages (i.e. front or back) of teen magazines must be wholesome both in terms of visuals and text.
- 2.5 All publicity materials and posters for teen magazines must also be wholesome and suitable for public display.

### **Nudity**

- 2.6 Models/ persons who are nude, in sexually suggestive poses or see-through clothes must not be featured.

## **Sex**

- 2.7 Sex as a topic can be featured but content must be written for the purpose of education and must encourage the teenage reader to take a responsible attitude towards sex.
- 2.8 Content on sex must not be detailed or sexually explicit. Instructions on sexual techniques and sex positions must not be featured.

## **Alternative Lifestyle**

- 2.9 Articles relating to alternative lifestyles must be handled with due care and caution and must not glamorise or promote the lifestyle. Magazines must not feature pictures or illustrations of alternative lifestyles.

## **Language**

- 2.10 Coarse language is not permitted.

## **Drug/ Substance Abuse**

- 2.11 Only descriptions or depictions of drugs or substance abuse and the side effects of drug use may be featured in the context of an educational article discouraging drug abuse. Articles describing drug/ substance abuse, and instructions on the process of making, administering or taking of drugs must not be featured.

## **Gambling**

- 2.12 Gambling must not be glamorised or promoted.

## **Advertisements**

- 2.13 Advertisements on chatlines, condoms and sexual enhancement aids must not be featured.

## **PART 3: GENERAL INTEREST LIFESTYLE MAGAZINES**

- 3.1 General interest lifestyle magazines are those which cater to a general readership of adults with a focus on topics such as entertainment, fashion, health and beauty, well-being, and leisure.
- 3.2 The content of a lifestyle magazine must be suitable for general circulation (i.e. without shrink-wrapping and consumer advice. It must comply with the specific guidelines in this Part).

### **Cover Pages/ Publicity Materials and Posters**

- 3.3 The cover pages (i.e. front or back) must not feature mature content (e.g. models in revealing clothes or captions with sexually explicit or coarse language). The following are not allowed:
- (i) Models in sexually suggestive poses that are excessively revealing (e.g. appearing naked with breasts and/ or genitals covered by hands, materials or other objects)
  - (ii) Models in see-through clothes which reveal pubic hair, genitalia, or women's nipples
  - (iii) Depictions of nudity and/ or sexual positions
  - (iv) Promotion of alternative lifestyles or deviant sexual practices

### **Nudity**

- 3.4 Depictions of models/ persons which reveal pubic hair, genitalia, buttocks, or women's nipples must not be featured.
- 3.5 Depictions of semi-nude models with breasts and/or genitals covered by hands, materials or objects, must not be featured.

### **Sex**

- 3.6 Content on sex should be informative, educational, factually balanced and tastefully written. Depictions and detailed descriptions of sex must not be featured. These include illustrations or photographs of sexual acts.

### **Drug Abuse**

- 3.7 Only descriptions and depictions which are not explicit or excessive may be featured. Articles describing drug/ substance abuse and instructions on the process of making, administering or taking of drugs must not be featured.

## **General interest lifestyle magazines with occasional mature content**

- 3.8 General interest lifestyle magazines are allowed to occasionally (i.e. not more than four issues a year for magazines which publish 12 issues in a year) feature more mature content (as described in Clauses 4.3, 4.4 and 4.5), but must be shrink-wrapped or polybagged. Alternatively, the content can also be sealed within a section of the magazine. In addition, the magazine must carry the consumer advisory label “Unsuitable for the Young” on the front cover.

## **PART 4: ADULT INTEREST MAGAZINES**

- 4.1 Adult interest magazines are those which target adults and carry mature content regularly. Such magazines must be shrink-wrapped or polybagged. In addition, the magazine must carry the consumer advisory label “Unsuitable for the Young” on the front cover.

### **Cover Page/ Publicity Materials and Posters**

- 4.2 The cover pages (i.e. front and back) must not feature mature content (e.g. models in revealing clothes or captions with sexually explicit or coarse language). The following are not allowed:
- (i) Models in sexually suggestive poses that are excessively revealing (e.g. appearing naked with breasts and/ or genitals covered by hands, materials or objects)
  - (ii) Models in see-through clothes which reveal pubic hair, genitalia or women’s nipples
  - (iii) Depictions of nudity and/ or sexual positions
  - (iv) Promotion of alternative lifestyles or deviant sexual practices

### **Nudity**

- 4.3 Depictions of sexually suggestive poses, which include models in revealing poses, (e.g. appearing nude but with breasts and/ or genitals covered by hands, materials or other objects), can be featured.
- 4.4 Models dressed in skimpy and see-through clothes can be featured but without revealing women’s nipples, genitals or pubic hair.

## Sex

- 4.5 Depictions or descriptions of sexual activities that are relevant to the article and that are not exploitative or excessive can be featured. However, depictions or descriptions of sexual activities between persons of the same gender, threesomes, sexual orgies and sexual bondage are not allowed.

## Drug Abuse

- 4.6 Only descriptions and depictions which are not explicit or excessive may be featured. Articles describing drug/ substance abuse, and instructions on the process of making, administering or taking of drugs must not be featured.

## **PART 5: CONDITIONS OF SALE**

### **Guidelines for Consumer Advice (CA)**

- 5.1 Consumer advisory labels, either printed or affixed on the cover pages, must be of a standard design conforming to either one of the following two specifications:

(i)

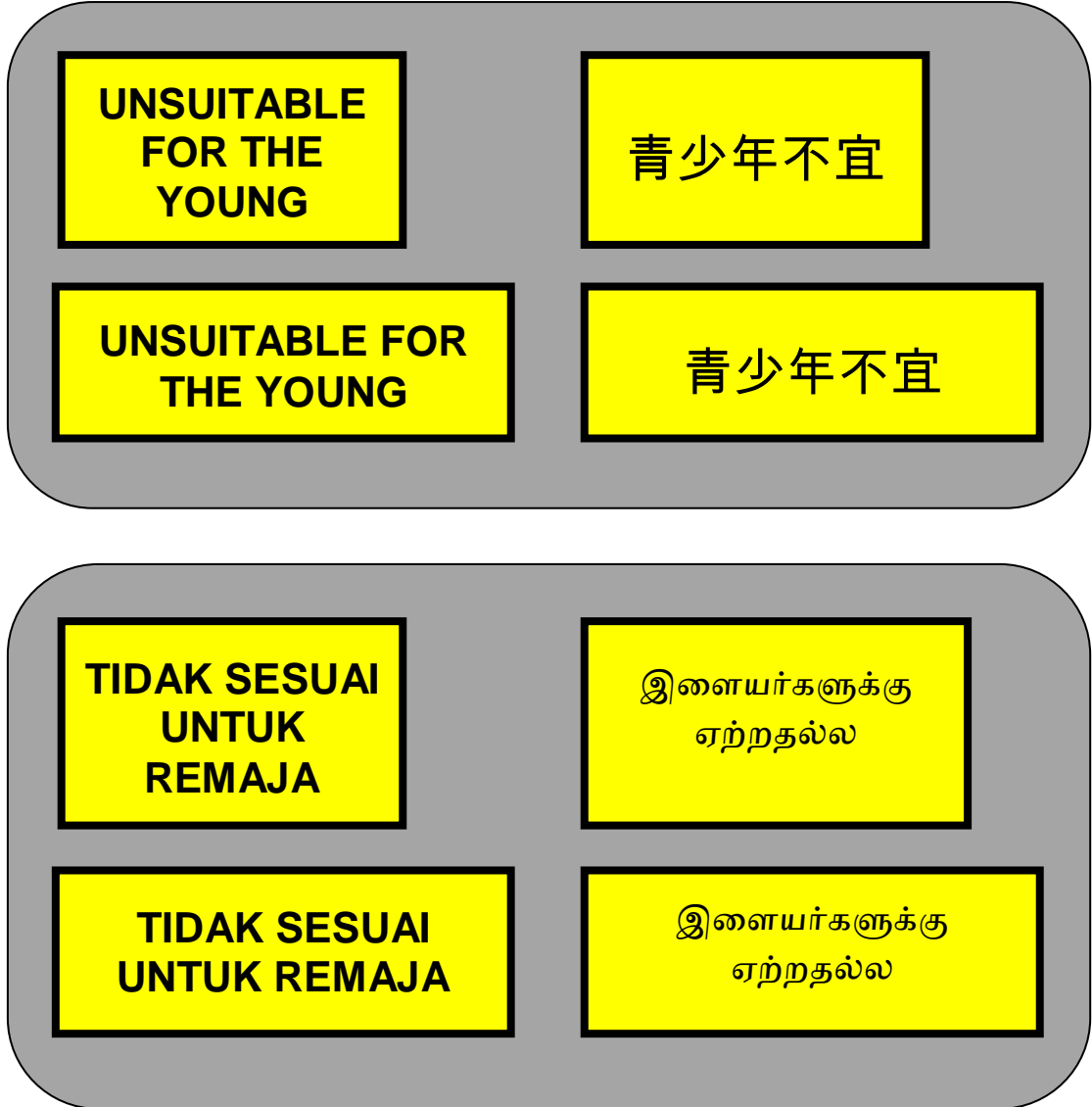
Height	2.5cm
Length	4.5cm
Border	3pt
Font	
• English	Arial 16 Bold
• Chinese	20 (Adobe Heiti Std R)
• Malay	Arial 16 Bold
• Tamil	14 Bold

(ii)

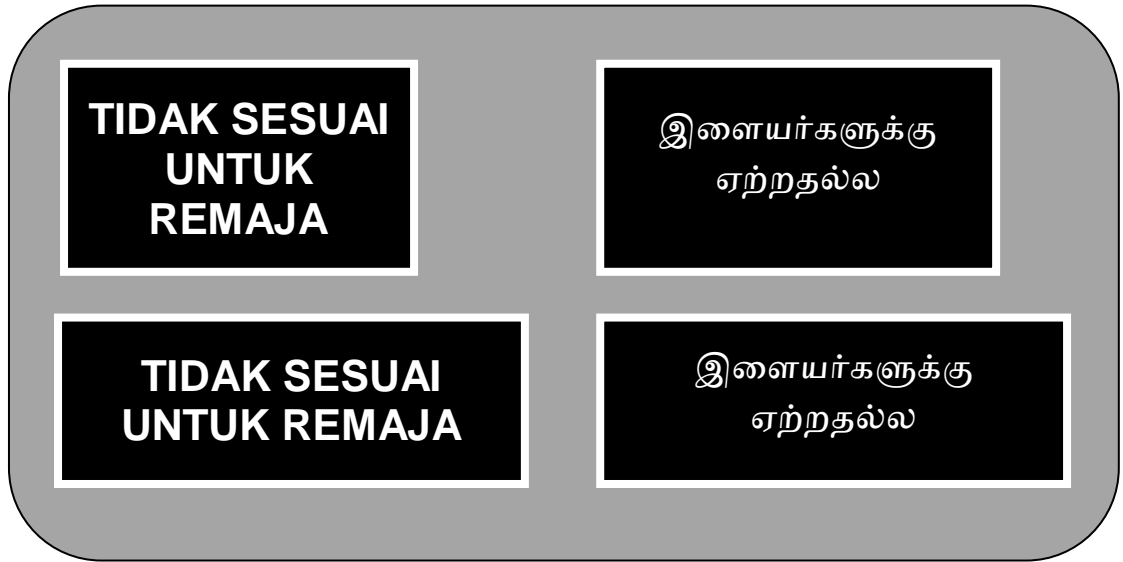
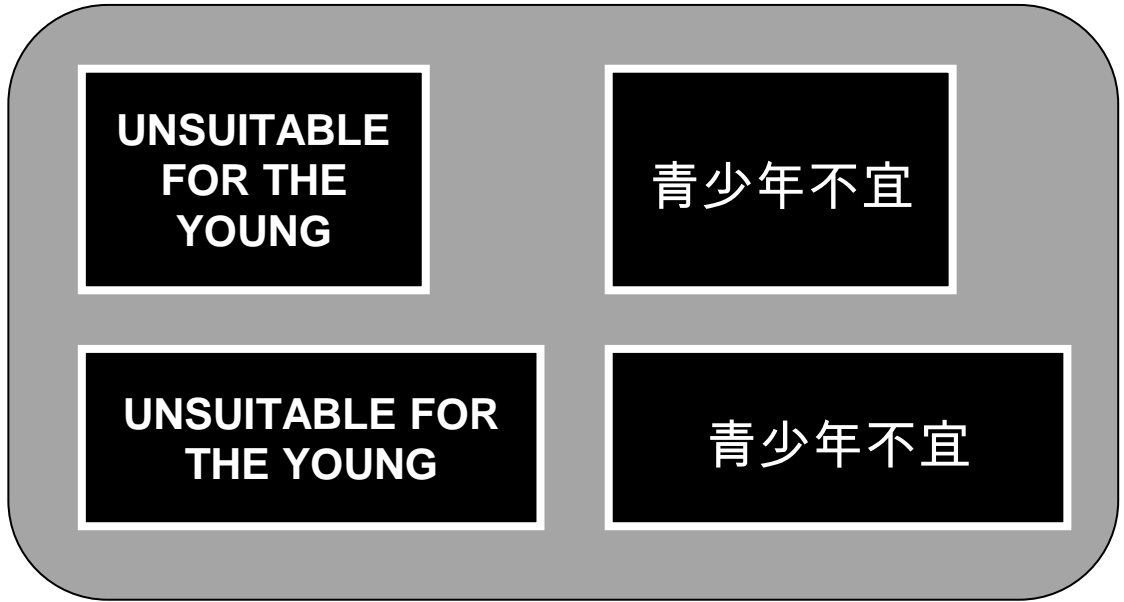
Height	2cm
Length	6cm
Border	3pt
Font	
• English	Arial 16 Bold
• Chinese	20 (Adobe Heiti Std R)
• Malay	Arial 16 Bold
• Tamil	14 Bold

5.2 Consumer advisory labels must adopt one of the following designs:

(i) Yellow background with black border:



(ii) Black background with white border:





(iii) White background with black border:



- 5.3 Consumer advisory labels must be printed or placed prominently on the top half section of front covers and must be legible, prominent and the typeface and colour must be easily distinguishable from the background, and not be obscured or covered by any other material (e.g. price or promotional stickers).
- 5.4 Publishers and distributors are responsible for ensuring that consumer advisory labels are properly affixed to or printed in publications before distribution.
- 5.5 Publishers and distributors must advise retailers not to sell publications with consumer advisory labels to the young. In addition, retailers must also be advised not to place such publications at locations and shelves easily accessed by the young.

#### **IMPLEMENTATION OF THE GUIDELINES**

- 6 These guidelines come into effect from 29 November 2013.

## Glossary

- 1 **Alternative lifestyle** – unconventional manner of living atypical of the concept of the traditional family (e.g. homosexuality, bisexuality, and trans-sexuality).
- 2 **Coarse language** – crude and / or offensive language lacking refinement and taste, such as “f\*\*k”.  
*(The use of asterisks in place of some letters in a coarse word or phrase is also not allowed as it is clear to the reader what the particular coarse or offensive word is, and hence the use of coarse language with asterisks would be subject to the guidelines for coarse language.)*
- 3 **Depiction** – refers to both “realistic depictions” which include photographs and “stylised depictions”, which include cartoons and other illustrations such as drawings.
- 4 **Description** – representation through text (e.g. articles, interviews and advice columns).
- 5 **Detailed** – attention given to a particular item in a manner which includes a lot of information either through descriptions or depictions.
- 6 **Deviant sex** – behaviour which is atypical of mainstream sexual conventions (e.g. sado-masochism, fetishism, group sex, threesomes, incest, paedophilia and sexual activity involving minors).
- 7 **Excessive** – exceeding reasonable limits, especially in terms of frequency or detail.
- 8 **Explicit** – language or depiction with strong details, usually relating to sex and violence.
- 9 **Exploitative** – appearing to take advantage of or abuse the situation for the enjoyment of readers or for sensationalism; lacking moral, artistic, or other values.
- 10 **Mature Content** – content that would be considered by prevailing community standards to be unsuitable for the young as it would require maturity to understand and assess (e.g. descriptions and depictions of sex, nudity, and alternative lifestyles).
- 11 **Promote** – write or depict in such a manner so as to glamorise a behaviour or practice and/ or encourage readers that such behaviour is acceptable and desirable.
- 12 **Sexual enhancements aids** – products aimed to enhance sexual experience (e.g. sexual lubricants).
- 13 **Sexually permissive lifestyle** – behaviour which is sexually promiscuous (e.g. adultery, and partner swapping).

- 14 Supplements/ Special Editions/ Promotional Materials** – any other content or material inserted, attached, enclosed or added to the magazine (e.g. calendars or pull out sections) that are not a regular feature of the main magazine.
- 15 Wholesome** – conducive to physical and moral well-being.