



10,000 Escorts throughout Europe and the best massage parlours in your city



S PORN ONARY
week's smutacular *Darkside Of* here's how to tell your "Pinkeye"



Airtight Simultaneous penetration of a woman's vagina, anus and mouth. Sometimes called a Tupperware Party.
Alley-cattin' Group sex where one female has sex with a sequence of male partners, as with stray felines in heat (NB not the girly celeb mag).
Bukkake When a group of men take turns ejaculating on a woman. Based on a punishment for arks without women from Jethro

ME AND MY SLAVES
Channel 4, 11.05pm
Meet Rick, a "sado-masochist slave master" / whip-cracking control freak trying to kick his S&M habit in this mucky, murky pornumentary



LADS MAGS EXPOSED

Their images, their content and their messages

Object May 2006



THE Sex ISSUE
MICHELLE GETS DIRRRRTY!
CAN YOU HANDLE MARSH'S ULTIMATE SEX FANTASY?



Buy & Get FREE Euro DVD Full length unboxed original Satisfact Guarantee
50727 female Orgasms
50445 Gang Bang
To: EuroDVD, 27 Old Gloucester St



About this Report

This report looks in some detail at Lads Mags – their covers, contents, language, culture and connections with the pornography and sex industries – and asks if it is acceptable for these publications to be sold in a non-age restricted fashion, rather than being recognised as adult and marketed responsibly, on the top shelf.

We would ask anyone reading this report to ask the same questions ?

- Should 'lads mags' be classified as 'adult' and sold covered and wrapped on the top shelf ?
- Supermarkets and family friendly retailers do not stock pornography - should they stock 'lads mags' ?
- Does the 'freedom of expression' mean the media has the right to portray women in this manner at all ?

This is based on a report the pressure group, Object, presented to the Home Office. A sister report examines The Sport newspaper and asks the same questions.

Object challenges the sexual objectification of women and the damaging messages this endorses and creates as to women's status and function. We are particularly concerned by the normalising of the porn and sex industry.

Publications

We focused on 'Lads Mags' as one of the most blatant examples of 'unrecognised pornography'. The publications used here comprise a handful of copies of varied 'lads mags'. The information we present is based on a brief analyses of these few representatives of the 'unrecognised porn' market.

There is no question that a more thorough investigation of the publications cited here, not to mention a comprehensive review of the industry, would reveal even more explicitly the true nature of these publications – sexually arousing, highly sexually discriminatory and closely linked to the hard core pornography industry – including possibly illegal aspects of it.

We would suggest just such a review be undertaken by decision makers - whether the retailers of material such as 'lads mags' or the Government itself - before it can reasonably be decided if the current manner of sale and display is appropriate. Or indeed that the media's portrayal of women in this manner is acceptable at all.

The Covers - 'Lads Mags' or 'Top Shelf' ?



From the covers alone it is hard to tell which publications are 'lads mags' and which 'recognised pornography' (and thus sold on the top shelf or absent from most high street retailers).

Inside, it becomes clear that pornography is being defined purely on the basis of how much of the female anatomy is exposed. 'Men's World' (1) or 'International Club' (6) show exposed genitalia (female only) and are thus deemed 'top shelf' pornography. As is Playboy (4) with no exposed genitals but full frontals.

Lads Mags - with naked women, often in the same sexual poses as top shelf porn do not clearly show the genital area and are therefore not classified as pornography.

However, pornography cannot be classified purely on the basis of how much anatomy is exposed.

Lads mags are clearly highly sexual, sexually arouse men and are widely used for masturbation. They are thus clearly 'pornographic' in the commonly used sense that they provide sexual stimulation.

However, the word 'pornography' also carries an element of sexual denigration with it. Our research suggests 'lads mags' are in many ways more 'pornographic' than Playboy, due to the far greater contempt they display towards women.

And this contempt could not be clearer when their language, culture and contents are examined.

Why are magazines with covers indistinguishable from 'top shelf' porn not being sold, wrapped and obscured on the top shelf ?

Indeed many retailers, particularly petrol stations, prominently display 'lads mags'

Suitable for Children ? Lads Mags - Pictorials



Front Summer 2004: This is just one pictorial (photo shoot) from one lads mag. There were numerous further examples of such imagery in this one publication. And this is the *only* way in which women are portrayed. Often 'lads mags' have separate 'sex supplements'. This is clearly sexual material. Lads mags and their readers themselves state again and again that this is sexually arousing, masturbatory material ('wank mags').

Not Adult ? – Lads Mags the Ads

10,000 Escorts throughout Europe and the best massage parlours in your city

FRONT : Summer 2004, issue 73



'18' CD 'Oral Erotica' in Maxim April 2006

Why is non-age restricted material promoting escorts and massage parlours ? And sex chat lines ? The same question holds for all forms of the non-age restricted press.

Why are 18, age restricted CDs free giveaways in non-age restricted, 'non-pornographic' publications ?



EuroDVD with a London address : Zoo 4-10 Nov 2005, issue 91.

Blissbox.com with a London address as promoted in Maxim April 2006 and many other lads mags : Gang Bangs .teen try-outs .. weapons of ass destruction .. crack her jack

Why are non-age restricted, 'non pornographic' publications promoting pornography ? Not just pornography but hardcore pornography.

According to the BBFC (British Board of Film Classification) :

R18, videos may not be supplied by mail order

Why do lads mags appear to be promoting illegal, UK-based mail order pornography ?

Some of the adverts, with a London address, state the material comes from a non-UK distributor; others state their material is bought from a licensed sex shop by an agent. **Is this legal, or a legal loop hole ?**

Lads Mags also feature numerous ads for WAP/ mobile phone pornographic downloads

All 'Lads Mags' including the weeklies, Zoo and Nuts, often with a 60p cover price contain several pages of adverts for adult 'entertainment'.

Is this appropriate in publications that are not 'top shelf' pornography ?

Lads Mags – Content not ‘adult’ ?



All ‘lads mags’ agony aunts are highly sexualised, such as FHM’s ‘Adult actress’, Tera. Whilst ‘letters’ are descriptions of sex acts. FHM Nov 2005



Like so much of ‘lads mags’ contents this highly sexualised ‘FHM letter of the month’ refers to ‘Greek Blow Job competitions’.

FHM Nov 2005



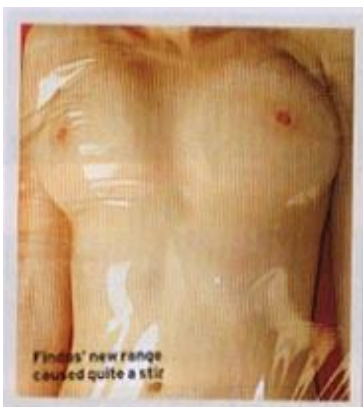
FRONT’s highly sexualised ‘reportage’ on Escorts - full of sexual imagery and descriptions of sex with clients - and mockery of prostitutes

Front Summer 2004 Issue 73



Zoo’s Dictionary of Porn, describes violent pornographic acts, such as :

- ‘Glass-bottom boat ride’ wrap a woman’s head in cling film then defecate on her
- ‘Pinkeye’ – ejaculate on to the surface of a woman’s eyeball
- ‘Gapers’ – anal sex focussing on the woman’s anus being stretched apart, usually by a speculum
- Bukkake – a group of men ejaculate on a woman in turns based on an ancient form of punishment
- ‘Gokkun’ – similar to Bukkake where a ‘woman drinks the cum of up to 100 men’ form a receptacle (eg ‘comically’ large Martini glass) Zoo 7-13 April 2006 Issue 112



Zoo’s coverage of ‘cling film’ bondage or ‘mummification sex’ includes offering advice on how reader ‘s could coerce their girlfriends to be cling-film wrapped for sex

Zoo : 4-10 Nov 2005 Issue 91

Much of content of ‘lads mags’ is clearly sexual and adult in nature, as illustrated by the handful of examples given here.

Why is this being sold in a non-age restricted fashion ?

Lads Mags- holding women in contempt

NUTS / ZOO Jokes Section

'What's the difference between a prostitute and a bowling ball?

Nothing, they both get picked up, fingered and banged down an alley'

'What's the difference between a woman and a fridge?

A fridge doesn't fart when you take your meat out!'

ZOO Competitions

'Finding Britain's dumbest girlfriend' – Readers send in descriptions of their 'dumb girlfriends' with the offer of a cash reward. One stated he was : **'going to get her a stale turd for Christmas, because it goes with her shit brain.'**

Babe Index (ZOO website)

Women 'catalogued' for every day of the week. Click on her photo, for information that ridicules her profession and links to the 'best titbits' i.e. topless photos



Zoo Cover 7-13 April, issue 112, featuring 2 'lesbians' who then proceeded to suggest a surprising number of girls enjoy 'being pissed on'

A summary of some of Lads Mags' website features, subscription emails and the mere text of their covers shows a culture of gender contempt

Should the media have the right to portray women in this manner ? If this were material that was *racially* discriminatory would we grant the media the same rights ?

Lads Mags – Peeping Toms

“browse in admiration how.. our readers convinced their girlfriends [to expose themselves]“ How many of these images are taken with consent ? How many women are being coerced ?

The FHM Gallery receives hundreds of new images like these ones here every day. Browse in admiration and awe at how our brave readers convinced their girlfriends to have their wares photographed and posted on FHM mobile. Just head to the 18+ section to see the worst of it.



The individual exposed here could be an underage girl. Would that make this image paedophilic ? Even if she is not, the setting, full of children yet again clearly blurs the distinction between woman and child



Zoo : 4-10 Nov 2005 Issue 91

RUDE ARCHIVE: CAMERON DIAZ

Tonight's not-just-for-kids animated caper *Shrek 2* is ace. Only one flaw: you don't get to see its painfully hot "voice artist", Cameron Diaz. Happily, you can see just about all of her in these highlights of her earlier "work"

Zoo : 8-14
July 2005
Issue 74

Lads Mags (like The Sport and much of the pornography industry) promote, trivialise and endorse male voyeurism – from the youngest age. Mobile technology has made it easy to film women without their knowledge (in toilets, for instance).

How can this culture do anything other than encourage such voyeurism ?

Is this really just a bit of fun? Or potentially damaging?

Lads Mags – Reality not Fantasy



FHM Dec 2005



Nuts Front Cover : 18-24 Feb 2005



FHM Dec 2005

As with much of pornography, there is incessant emphasis on real women not fantasy.

Research shows even 'fantasy' porn effects real men's attitudes to women in the real world. How much more so when fantasy and reality are constantly blurred?

In the words of an ex-lads mags editor :

" Trouble is the lads mags blur this line [between fantasy and reality], especially those who feature 'real' girls and girlfriends. Presumably even the girls in the lads mags want to say 'no' from time to time. The thing is in the mags they never do."

'Confessions of a lads mags journo' :

http://www.malehealth.co.uk/userpage1.cfm?item_id=1724

Lads Mags – Real Women to be judged & scored



Maxim: April 06



'Lads mags' have become skilled in sending out the message that real women are to be judged, scored and rated, compared to 'the fantasy' and found lacking.

Competitions to sexually judge and denigrate the real girlfriends of readers are endless – bum quests, breast quests, 'dumbest girlfriend', 'tit op comps'. Readers are constantly invited to send in pictures of their girlfriends (which may or may not be consensual).

FHM's 'how much are you paying for sex' invites men to score their 'pay per lay' and then, tellingly, rank woman in terms of prostitutes ('Cambodian whores' ..'Cypriot tarts').

Is combining the sexualisation of women with denigration acceptable or a potentially dangerous combination given that 1 in 3 women in the UK experience male violence ?

LADS MAGS – Tit Op Comp

NEWS

WIN A BOOB JOB FOR YOUR GIRLFRIEND

Make your lady a more rounded individual with our feel-good, selfless, world-first competition. ZOO is giving away a £4,000 boob job for your partner, and a £1,000 cash prize for you!

How much do you love your girlfriend? Enough to give her the ultimate gift? One of rare beauty and class that will last for all of eternity and draw jealous, lusty stares from everyone she comes across (and, for that matter, everyone who comes across her)? Do you care enough about your beloved to bag her a prize that will transform her into a happier, more generous, intelligent, spiritual, interesting, witty, caring and

politically-aware version of the slightly second-rate person she is today? Do you want to win your lady a brand-new set of expertly crafted tits?

If you're successful in our competition, your girlfriend will have a new set of rib-lamps worth £4,000 fitted by top professionals in a British hospital. And, as well as having something different to muck about with in bed, you'll get a £1,000 cash reward. What's not to love?

HOW TO ENTER

For your chance to win, decide whose girl-bags from our selection (opposite page) you want your partner to have. Then, take a photo of your lady (either topless or in bra or bikini top) and send that, with your completed application to: **Tit Op Comp, ZOO, 189 Shaftesbury Avenue, London WC2H 8JG.** One winner will be chosen on merit by a panel of experts (us).

Alternatively, attach all the above information and a photograph and e-mail it to brandnewtits@zooweekly.co.uk

APPLICATION FORM

NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

CASE STUDY JORDAN



CHOOSE YOUR CHEST

Which type of tits do you want for YOUR girlfriend?

SIZE A



SIZE B



SIZE C



SIZE D



SIZE DD



SIZE E



SIZE F



Zoo 8-14 July 2005 Issue 74

Perhaps the most notorious example of the 'judgement' philosophy is Zoo's 'tit op comp' – whereby one lucky reader will be paid to win breast surgery for his girlfriend. A selection of headless breasts are provided to help the reader chose what size he wants for his girlfriend. The operation itself promises to :

“ transform her into a happier, more generous, intelligent .. version of the slightly second-rate person she is today ”

LADS MAGS – Harassment & Intimidation

■ Do you know one of the 18 whistle-blowers? Are you one of them? Then call our confidential ratline on 0207 208 3797. We want to talk to YOU!

But the worst criticism came from *Guardian* misery-hose Flic Everett. Our children are "heading to an adulthood of deeply confused – and, potentially deeply misogynist – attitudes to women," opined Ms Everett. "As women's economic power grows, their image is increasingly abased and sexualized." continue the

"MUCKY, DANGEROUS, MISOGYNIST"
What was said, and by whom, on ZOO's day of infamy

ASA RULING
"Taking an irreverent approach to a surgical procedure that could cause physical and psychological harm was irresponsible."

THE GUARDIAN
"Object - a group opposed to the objectification of women - has already described the boob job competition as 'totally insulting, totally objectifying and totally irresponsible... to young boys, who are only educated about sex by the media and porn'. And there are few

women held up for their achievement; while even I'm aware that no hormonal 12-year-old will be excited by a Florence Nightingale poster, it alarms me we have bought into the culture of porn as readily as the 1950s salary man bought into the culture of domestic bliss."

THE TIMES
"Sick, but funny. From a philosophical point of view there's really very little difference between colouring your hair and having a boob job. Both... involve dangerous chemicals and will get you served quicker at the bar."

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Zoo 4-10 Nov 2005 Issue 91

The aftermath of the 'tit op comp' showed an even uglier side of the 'lads mag' (and indeed mass media and porn) industry – harassment and intimidation.

The ASA (Advertising Standard Authority) ruled that Zoo's 'tit op comp' competition was irresponsible. The competition itself also received considerable press coverage and a degree of criticism.

Zoo retaliated by mocking the ASA's ruling and press concern (Zoo 4-10 Nov 2005).

Furthermore, it named Object and a Guardian journalist (Flic Everett) as opposing its 'tit op comp' and then asked readers to inform on individuals who complained about the competition. The clear implication was that Object and Flic Everett had complained. The predictable reaction of Zoo readers is retaliation.

We see this as a clear case of intimidation & harassment. Not only does it interfere with the complaints procedure but it clearly intimidates so as to deter future complainants.

The ASA told Object 'it felt it could do nothing' about this behaviour.

Lads Mags – Harassment & Intimidation



“ ... Cop-botherer MSP Louise Robertson – we’re on to you ”

FHM Nov 2005

Another blatant case of intimidation is exemplified by FHM. A Member of the Scottish Parliament complained in confidence to the police about what appeared to be 'pornographic material' being read by police whilst on duty.

This was FHM. FHM then proceeded to run this as an editorial, naming the complainant, labelling her 'a cop botherer' and threatening her.

The MSP contacted support groups, including Object, feeling threatened and harassed.

This incident raises some very real concerns about the confidentiality of police investigations; about press regulation; and about the nature of Lads Mags .

Is this 'just a bit of fun' too ? Or does it give a very clear insight into the mentality of the corporate media world generally and its attitude towards women and towards anyone who dare challenge it ?

Lads Mags in Summary

Lads mags' imagery and content is clearly sexually explicit and arousing. This includes even the front and back covers which are indistinguishable from 'top shelf' titles.

They contain pages of adverts (including possibly illegal mail order ads) for adult 'entertainment'. Sex chat lines and masseur ads are also common in national and local newspaper.

Is such content generally appropriate in 'non pornographic', non-age restricted material ?

Argos recently withdrew Playboy bedding from the children's section of its catalogue following advice from child experts.

Could the sale of material such as 'lads mags' in a non-age restricted sale and often via prominent displays constitute an issue of child protection ?

However the most concerning aspect of lads mags, and that which most makes them 'pornographic' (sexually demeaning), is their highly contemptuous attitude towards women.

Their constant denigration, trivialisation and sexualisation of women is further bolstered by their promotion of voyeurism; the blurring of fantasy and reality; the message that women are to be judged, rated, scored and found wanting; that women are commodities to be owned.

Should responsible retailers be selling publications such as this in any manner other than wrapped, obscured and on the 'top shelf' ?

Should responsible retailers be selling publications such as this at all?

Does the media have a right to present women in this manner – or is it not simply legitimising society's apparent contempt of women – the same attitudes that lead to sexual harassment, discrimination and worse ?

Even if this really were 'harmless', is it acceptable? Would we find it acceptable if ethnic minorities were being presented in this way, to white people? Or would we see that as a clear case of discrimination, whether or not there were proof that it harmed, and therefore totally unacceptable ?

Don't Rape ! – putting it in context



Caption: "He was in for a shock when her dad got home ! (they have the same dad)'

Maxim: April 2006



Zoo 7-13 April 2006 : Issue 112



—Front Summer 2004



Zoo 7-13 April 2006 : Issue 112



Caption: "... Victoria looks good for a girl who might be waking up from a drugging .."

Zoo 7-13 April 2006 : Issue 112



Caption: "Practising for when they're allowed to mix with non-siblings "

Maxim: April 2006

The government recently launched a series of ads urging men not to have non-consensual sex. Some of these ads could themselves be seen as objectifying and trivialising – such as that presented here, showing a woman as a groin, a point of no entry.

More importantly, this is set against a backdrop of jokes about incest, drugging and drunk-sex and a culture of women as sexually insatiable, cheap commodities.

One such ad was printed opposite a page which showed the young woman featured here in a T-shirt stating "Don't bother I'm not Drunk yet".