

Return to Sender

In 1998, tobacco companies promised not to market to teens, but what teen hasn't seen a cigarette ad in a magazine recently? The tobacco companies are still targeting youth; we all know they still use sneaky tactics to send out their deadly messages portraying smoking as popular, fun, and glamorous. They know that tons of teens flip through their magazines, and that is why they advertise in them.

This is your chance to let those magazines know that you're not buying them and also to ask them to stop taking tobacco ads. Grab tons of guilty magazines, pull out the subscription cards and mail them back with a RETURN TO SENDER message – you won't buy their tobacco advertising.

These magazines typically run tobacco ads, but make sure to check others and gather as many as you can:

Sports Illustrated	Sport	Spin	Vibe
Glamour	Motor Trend	People	Inside Sports
Sporting News	Rolling Stone	Field & Stream	Hot Rod
Entertainment Weekly			

- Start collecting magazines. Get your whole school involved by putting it in the announcements, making flyers or holding a contest for the class that brings the most magazines.
- Be creative! Design your label – or use one shown here.

RETURN TO SENDER
Tobacco ads target kids.
STOP running tobacco ads!
We don't buy it.

kids read your magazine
BIG Tobacco
Targets kids
STOP running tobacco ads!
We don't buy it.

- Tell the media what you're doing and how many magazines you've collected.
- Bring all the stuff you need: magazines, labels, etc. Once everyone arrives, start ripping out subscription cards and place the RETURN TO SENDER labels on them
- Put them in the mail. Your message will reach the magazines – and they're paying for it!