

**CAMPAIGN TO BAN “SEX FOR SALE” ADVERTISING IN ALL MEDIA
RESULTS OF DATA COLLECTION EXERCISE MADE July 2012**

Thank you if your club was one of the 44 who participated in our research regarding the nature of Adult Services advertising in local newspapers and Classified Ads papers.

Why? The purpose of this data collection exercise was to explore the extent, quantity and nature of potential “sex for sale” advertisements in newspapers nationwide, and over time, to compare data collected in 2012 to data collected in a similar fashion in future years. We hope we will be able to analyse this data and use it purposefully to draw conclusions regarding our campaign for legislation to ban this type of advertising.

What? We understand from an informed source that advertising in the classified section of newspapers can play a key role in facilitating the exploitation of trafficked victims. The adverts in question often purport to be massage parlours, saunas or escort agencies, but in reality may be a front for criminal networks to advertise trafficked victims for sexual services. Advertisements that offer multi-national or young women, or which are sexually suggestive in tone and/or in photographs, are often the type found to be linked to the provision of sexual services and/or the presence of trafficked women. It is these types of adverts which we wished to collect data on. Examples of such adverts are given below.

HOW? In June 2012 we asked every UK Soroptimist club to collect data from their local newspaper(s) on two specific days, to look for adverts as described above in the Classified Ads section, possibly under Adult Services, Alternative Therapy, Complimentary Therapy, or other descriptive headings and to complete a standard Data Collection form returning the form to us by 31st August. The newspapers chosen were to be locally focussed, bought or a free paper, or a Classified Ads paper for the area.

RESULTS: a simple spreadsheet showing the collected data for one day is shown on Excel Document Appendix 1. A summary of basic findings follows.

Examples:



- Sexually suggestive image with text overlaid
- small image with text offering multi-national women



Massage/sauna – offering multinational women, suggestive?

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CAMPAIGN TO BAN “SEX FOR SALE” ADVERTISING IN ALL MEDIA DATA COLLECTION EXERCISE

METHODOLOGY, FINDINGS AND CONCLUSIONS

These findings are based solely on the data which was collected voluntarily by a number of Soroptimists from 44 clubs in the UK, and reported back to us on a specific form designed for the purpose.

The data collected is, therefore, a limited random sample reflecting only the number of adverts which appeared in the stated publications on a specific day in July 2012 by those Soroptimist clubs who chose to collect the data – to whom we are extremely grateful.

Researchers were asked to complete a standard form for each publication reviewed, and to record the number of advertisements listed under Classified Ads Adult Services/Personal Services/Lifestyle categories, and under Massage, Escorts, Sauna sub-categories which they considered were sexually suggestive in tone and/or in photographs; according to informed sources these are often the type found to be linked to the provision of sexual services and/or the presence of trafficked women.

Every effort has been made to identify the Publishing Group or Owner of each publication researched. However, newspaper takeovers in recent years have greatly concentrated ownership and it cannot be totally guaranteed that each newspaper listed is currently owned by the identified newspaper group. We would welcome any updated information to rectify incorrectly identified ownership, to the address given below.

Newspaper Data Analysis

Total number of newspapers available uk-wide = 1,054 (Source: [\(Top 20 Press Publishers Jan 2013\)](#)
Less than twenty publishers now account for 87% per cent of all local press titles in the UK.
(Source: [Regional Press Structure Jan 2013](#))

Total number of publications reviewed as a percentage of total number ukwide = 53 = 5.03%
This includes local newspapers, both free and paid, and publications which contain adverts for items for sale, in a range of classifications (Classified Ad publications).

Number of publications reviewed = 57.

Number reviewed which are owned by the top 20 publishing groups (accounting for 87% of all regional press titles) = 28

Number of publishing groups (including Classified Ads papers) included in survey = 33

Number of publishing groups (including Classified Ads papers) surveyed who are also in the Top 20 listed regional UK publishers: 7

Findings (A – D): (See App 1 for more detail)

(A) 29 forms were submitted where publications showed no advertising of the type described. These publications/newspaper groups have chosen not to carry this form of advertising, at a financial cost to their overall income.

(A) Anglia Newspapers	0	Media UK	0
Archant Ltd	0	Mourne Observer	0
Bucks Free Press	0	Newsgroup Newspapers Ltd	0
Clyde & Forth Press Ltd	0	Newshopper Group	0
Cornish Guardian	0	Newsquest Media Group	0
Cumbrian Newspapers Ltd	0	Local World Media	0
EDA Media	0	Sussex Newspapers	0
Friday-Ad Media Ltd	0	The Cornish Times	0
Gryffe Advertiser Ltd	0	Tindle Newspapers	0
Johnson Press	0	Trinity Mirror Group	0

(B) 7 forms indicated publications carrying 1 to 9 adverts in the given categories. All these adverts were for massages and carried text only, not of a suggestive sexual nature. They may or may not be a front for criminal activity, ie exploitation of trafficked victims for sexual services, brothels or pimping.

N Wales Chronicle Group	3
N'hamptonshire Newspapers	3
Trinity Mirror Group	4
Berks Media Group	6
Local World Media	7
Gloucestershire Media	8
Trinity Mirror	8

(C) 13 forms highlighted publications which carried between 10 and 19 adverts in the given or other categories; it was in these publications that researchers also highlighted sexually explicit adverts for sex films, sex chat lines, and sex dating, which although not requested clearly disturbed some researchers sufficiently to add them under “other”. Otherwise the majority of these adverts were text only, most not of an obviously sexual nature. They may or may not be a front for criminal activity, ie exploitation of trafficked victims for sexual services, brothels or pimping

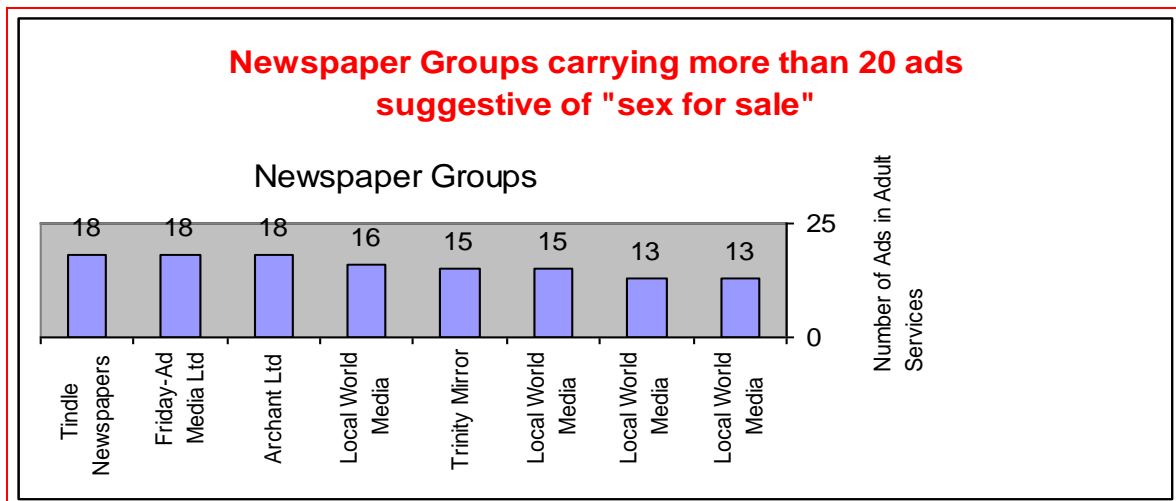
Baylis Media Ltd	10
Bucks Advertiser & Examiner Services	10
Tindle Newspapers	11
Baylis Media Ltd	12
Local World Media (were Llife Media)	13
Local World Media (were Llife Media)	13
Local World Media (were Northcliffe)	15
Trinity Mirror	15
Local World Media	16
Archant Ltd	18
Friday-Ad Media Ltd	18
Tindle Newspapers	18
Wirral News Group	18

(D) 8 forms showed publications which carried more than 20 adverts in the given categories. All 5 of the Classified Ad papers reviewed are in this range. The most sexually suggestive adverts, in tone, implication and images, are in these papers, the majority advertising massage, escort or no specified services. They may or may not be a front for criminal activity, ie exploitation of trafficked victims for sexual services, brothels or pimping.

Friday-Ad Media Ltd	22
Trinity Mirror	22
Media Wales	24
Tindle Newspapers	36
Trader Publishing	65
Adtrader	66
Printing Investments	70
Free Ad Mart	84

All findings, including the newspapers to which the findings refer, can be found on the spreadsheet Appendix 1 and results can be displayed in a number of ways. We have, as an example, taken Findings D to show results as a bar chart, and also to show the specific newspapers in which the ads can be found.

Expansion of Finding (D)



Newspaper Group	Newspaper	Area
Friday-Ad Media Ltd	Friday Ad - Kent	Tunbridge Wells
Trinity Mirror	Birmingham Mail	Birmingham
Media Wales Ltd	Western Mail	Wales
Tindle Newspapers	Mercury	Lewisham
Trader Publishing Ltd	Ad Trader Southern	Southern England
Adtrader	Free Ads	S & W Wales
Printing Investments Ltd	Loot	London

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CONCLUSIONS:

- 1 It is clear from even this small sample that many regional newspapers have voluntarily made the decision to refuse adverts which we refer to as “Sex for Sale” adverts, those which may be a front for criminal activity as described in the preamble, and are commended for this action. Without further enquiry we might speculate that morally or ethically these newspapers feel it inappropriate to carry such adverts; or that previous Home Secretaries’ requests not to carry them have been effective; or that their decision was influenced by SOCA and SCD9, (the unit that deals with victims of trafficking), who may have pointed out that “criminal liability can arise in certain circumstances where evidence clearly shows that the advertising in question supports or promotes offences associated to trafficking, exploitation or proceeds of crime”, or for other unknown reasons.

Possible Actions: to circulate our findings to Newspaper Editors and Groups, to appropriate Government Ministers, and others, drawing attention and praise to those newspapers which do not allow advertising space to be utilised to promote these practices.

- 2 From our sample the implication can be drawn, for instance, that some Newspaper Groups either do not have a Policy and system to satisfy themselves that those seeking to place advertisements are genuine concerns or businesses and not a cover for the types of criminal activity previously mentioned, or that the monitoring of their Adult Policy is not adequate to ensure that advertising space is not unwittingly supporting such activity, or that the implications of carrying such adverts have not been carefully considered, or that the financial gain in so doing outweighs the objections.

Possible Actions: to circulate our findings to Newspaper Editors and Groups covered in our survey, together with examples of adverts which may be a front for illegal sexual exploitation, and request details of Adult Policy for Classified Advertisements, and systems to ensure Policy is being adhered to, in order to identify best practice. To seek their support in addressing this issue by tightening up their policy and practice. To copy these letters to relevant Government ministers and the Advertising Standards Authority. To survey the same and additional publications year on year to identify change in current practice, and to share this with Government Ministers and others concerned with implementing the Government Strategy on Human Trafficking.

12/02/2013

Appendix 1 – Spreadsheet showing data collected, sorted by Adult/Personal Services

Double click pdf file below to show full spreadsheet

DATA COLLECTION - SEX ADVERTS IN LOCAL NEWSPAPERS FRIDAY 20TH JULY 2012 or near date
Sorted by Column 6 - Ads listed as Adult Services or Personal Services/Lifestyle

No	Newspaper Group	Newspaper Title	Area Covered	Free	Paid	Adult Services Personal Services	Alternative Therapy	Complementary Therapy	Massage Text Only	Image with text overlaid	Text with small image	Escorts Text Only	Image with text overlaid	Text with small image	Sauna (men only) Text Only	Image with text overlaid	Text with small image
Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11	Column12	Column13	Column14	Column15	Column16	Column17	Column18
1	Anglia Newspaper	Lynn News	Kings Lynn		1	0	0	0	0	0	0	0	0	0	0	0	0
2	Archant Ltd	W & S Mercury	Weston s/mare & Dist		1	0	0	0	0	0	0	0	0	0	0	0	0
3	Bucks Free Press	Marlow Free Press	High Wycombe, Bucks		1	0	0	0	0	0	0	0	0	0	0	0	0
4	Clyde & Forth Press	Dunfermline Press	West Fife		1	0	0	0	0	0	0	0	0	0	0	0	0
5	Cornish Guardian	Cornish Guardian	SE Cornwall		1	0	0	0	0	0	0	0	0	0	0	0	0
6	Cumbrian Newspaper	The Cumberland News	Cumbria		1	0	0	0	0	0	0	0	0	0	0	0	0
7	EDA Media	East Down Advertiser	South & East Down	1		0	0	0	0	0	0	0	0	0	0	0	0
8	Friday-Ad Media Ltd	Friday Ad - Sussex	Lewis, Ringmer	1		0	0	4	4	0	0	0	0	0	0	0	0
9	Gryffe Advertiser Ltd	The Advertiser	Renfrewshire	1		0	0	0	0	0	0	0	0	0	0	0	0
10	Johnson Press	Motherwell Times	Motherwell, Lanarks		1	0	0	0	0	0	0	0	0	0	0	0	0
11	Johnston Press	Lancaster Guardian	City of Lancaster	1		0	0	0	0	0	0	0	0	0	0	0	0
12	Media UK	Courier	Kent & Sussex		1	0	0	0	0	0	0	0	0	0	0	0	0
13	Mourne Observer	Mourne Observer	South Down, NI		1	0	0	0	0	0	0	0	0	0	0	0	0
14	Newsgroup News	The Sun	Paisley area		1	0	0	0	0	0	0	0	0	0	0	0	0
15	Newshopper Group	Newshopper Bromley	Bromley, Kent	1		0	0	0	0	0	0	0	0	0	1	0	0
16	Newsquest Media	Croydon Guardian	Croydon Borough	1		0	1	0	1	0	0	0	0	0	0	0	0
17	Newsquest Media	Daily Echo	Bournemouth & district	1		0	8	11	18	0	0	0	0	0	1	0	0
18	Newsquest Media	Evesham Journal	Evesham, Pershore	1		0	0	0	0	0	0	0	0	0	0	0	0
19	Newsquest Media	The Argus	E & W Sussex, Brighton	1		0	8	8	8	0	0	0	0	0	0	0	0
20	Newsquest Media	The Herald	Renfrewshire		1	0	0	0	0	0	0	0	0	0	0	0	0
21	Newsquest Media	Westmoreland Gazette	South Lakes		1	0	0	0	0	0	0	0	0	0	0	0	0
22	Northcliffe Media*	Western Morning News	South West England		1	0	0	0	0	0	0	0	0	0	0	0	0
23	Sussex Newspaper	Mid-Sussex Times	Haywards Hth, Burgess Hill		1	0	0	0	0	0	0	0	0	0	0	0	0
24	The Cornish Times	Cornish Times	SE Cornwall		1	0	0	0	0	0	0	0	0	0	0	0	0
25	Tindle Newspaper	Tavistock Times	Tavistock		1	0	0	0	0	0	0	0	0	0	0	0	0
26	Trinity Mirror Group	Daily Record	Scotland		1	0	0	0	0	0	0	0	0	0	0	0	0
27	Trinity Mirror Group	Paisley Daily Express	Paisley area		1	0	0	0	0	0	0	0	0	0	0	0	0
28	Trinity Mirror Group	The Record	Renfrewshire		1	0	0	0	0	0	0	0	0	0	0	0	0
29	Trinity Mirror Group	Wishaw Press	Wishaw, Lanarks		1	0	0	0	0	0	0	0	0	0	0	0	0

If you wish to view original spreadsheet, which is write-protected, ask for password to purple.teardrop@ntlworld.com then Download original spreadsheet, which is write-protected.

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