

NOT BUYING IT is calling on Transport for London, TfL, to stop free newspapers widely distributed on its networks from carrying ads for the porn and sex industry as a breach of its codes:



TfL codes Schedule 9 Content Guideline: The Copy and Images of Newspapers must

c. not be likely to cause widespread or serious offence to members of the public or sections of the public

Ads for the porn/sex trade can be offensive to many *women*, and likely to be seriously offensive to many of the survivors of rape and sexual assault (1 in 4 women).

They are also highly likely to be offensive to many sections of society from different *religious and cultural backgrounds* – whether British citizens or many of the millions of visitors our city attracts every year.

They are in and of themselves an offence to *parents and children* – because of the total inappropriateness of exposing underage children to these industries. Given that **10% of pre-teens are already addicted to pornography** they should be stopped immediately for this reason alone.

Above and beyond ‘offence’, ads that promote the porn/sex trade are promoting, condoning and normalising one of the most harmful industries in the world and this is an issue of *harm*. These industries harm the women in them (potentially even the sex chat line ads carried by these papers), they harm the attitudes of men and boys towards women (which are so poor that 1 in 3 women experience male violence) and, of course, sex chat lines simply provide a slippery slope for men and boys into the world of hard code porn (90% of which shows violence towards women) and prostitution (a devastating industry for the vast majority of women in it).

d. not depict men, women or children in a sexual manner, or display nude or semi-nude figures in an overtly sexual content

Surely any ad for the porn/sex trade is sexual and thus depicts women in a sexual manner, regardless of the imagery involved?

In addition these ads often do depict sexualised imagery of women

Furthermore, The Metro in particular frequently breaches this code with gratuitous sexualised imagery of half-naked women in its non-advertising content:

‘I have to be careful when reading the Metro on the tube in front of my kids. I turn every page in trepidation, particularly the Guilty Pleasures section, as there is bound to be a shot of some half clothed female celeb there’ Shami