



Minority Representations in *Cosmopolitan* and *Playboy* Magazines from 1955-2005



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An Introduction to our Project...

- We took *Cosmopolitan* and *Playboy* magazines
- Looked at one issue in 5 year increments from 1955-2005
- Coded first 20 ads
- Analyzed our data
- Compared our data to other resources

Our thesis:

Magazine advertisements have made progress in representing minorities over the last 50 years. However, minority models are still vastly underrepresented in magazines targeted to both male and female audiences.

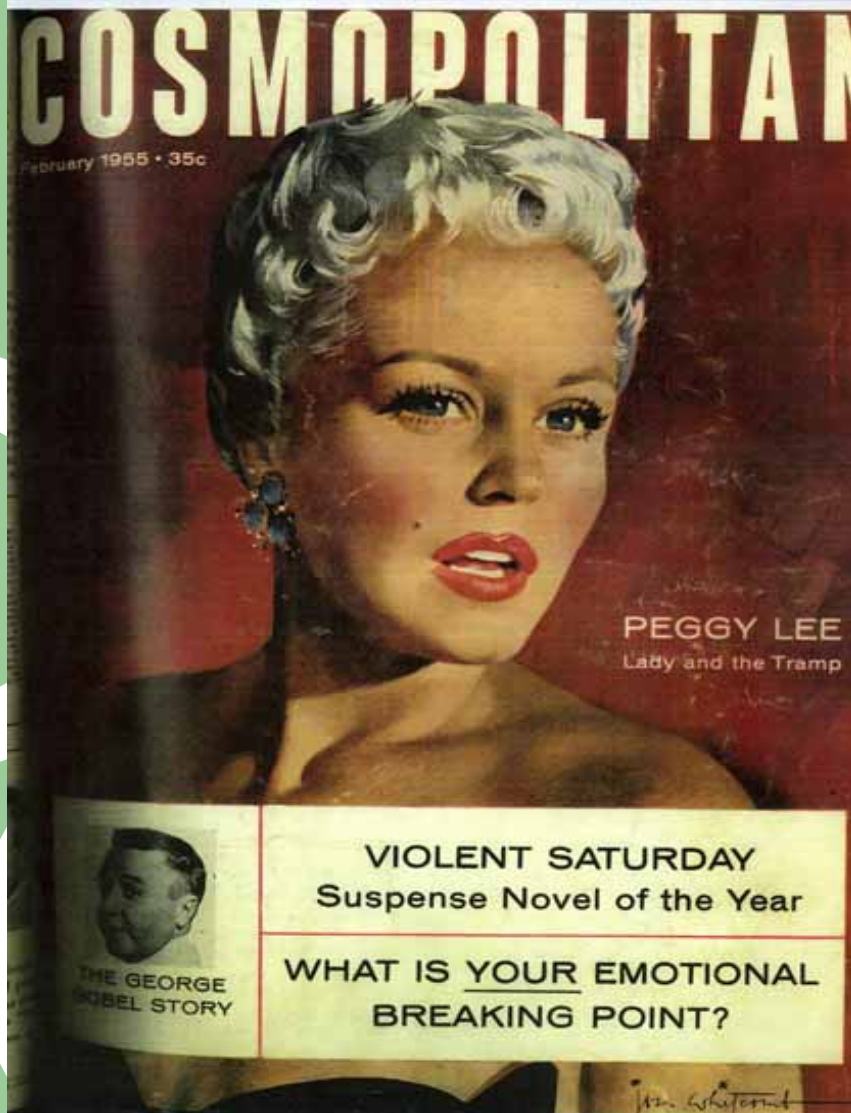
Cosmopolitan Magazine

Readership (2006 Fall MRI info):

- 58.8% of readers are 18 to 34 years-old women
- Average HHI: \$52,537
- 63.7% are attending college or graduated from college
- 75.3% from county A or B
- *Cosmopolitan* has the highest circulation and readership of all women's magazines

COSMOPOLITAN FUN FEARLESS FEMALE

Cosmopolitan 1955



- 100 percent white

- No portrayals of minorities at all present in magazine

Cosmopolitan 1955

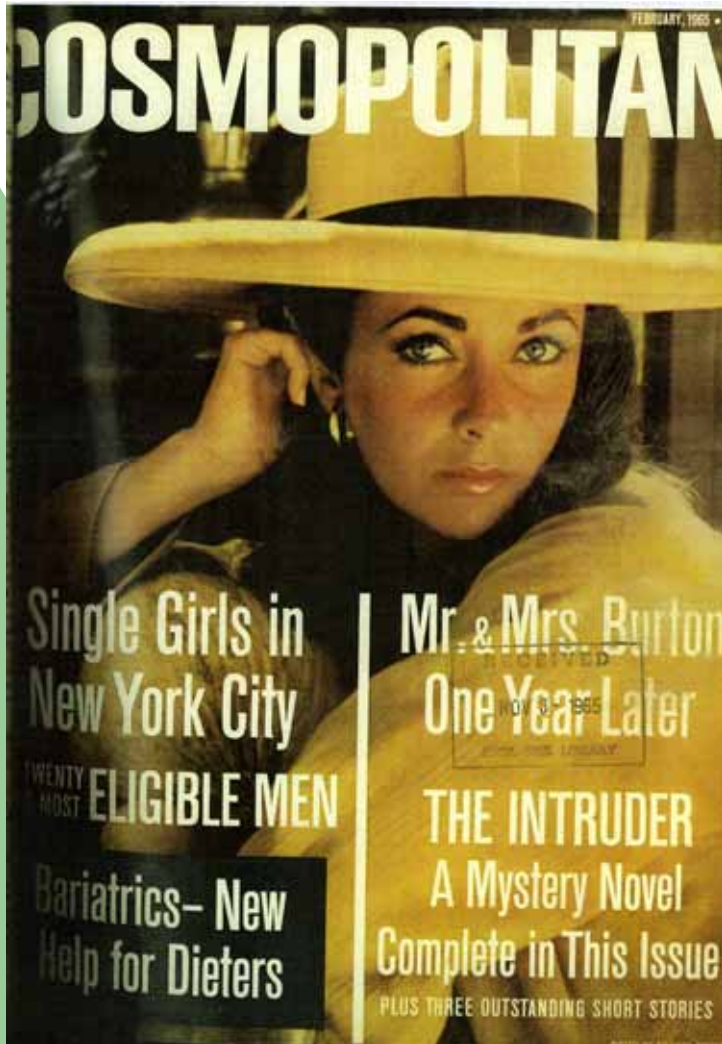


With few exceptions and until legally challenged in the 1960s, the mass media and advertising:

- 1) ignored people of color
- 2) treated them stereotypically
- 3) avoided tough social issues that affected minorities more than whites

Wilson, Gutierrez, & Chao, 2002 p.140

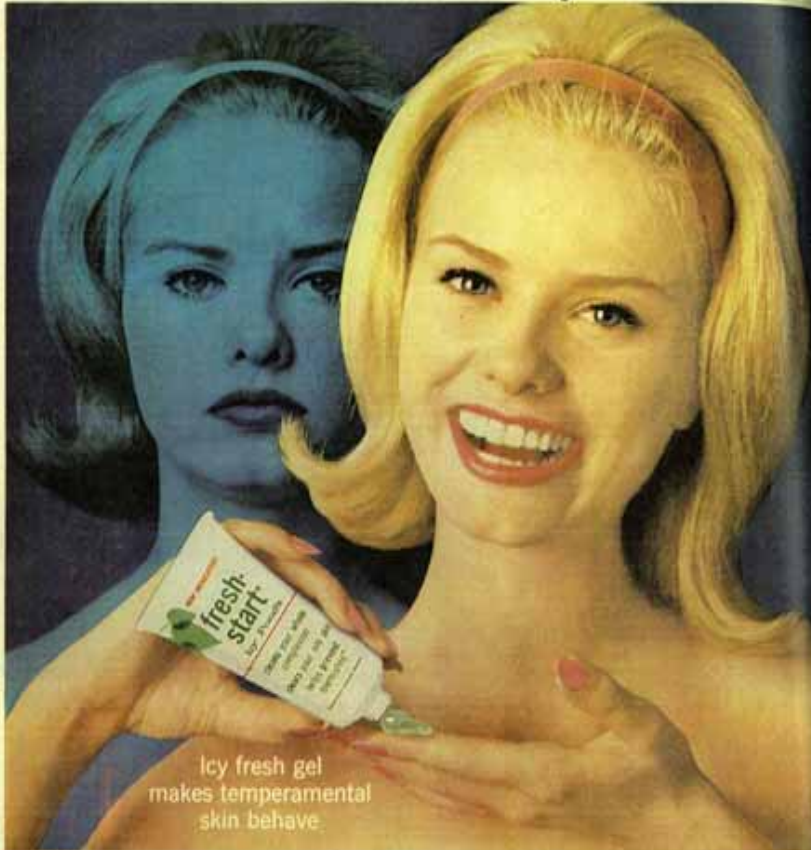
Cosmopolitan 1965



- 80 percent white
- 5 percent black
- 5 percent Hispanic
- 5 percent Asian
- 5 percent unknown (shadowed)

Progress in minority representation?...

new **fresh-start**® by Pond's



icy fresh gel
makes temperamental
skin behave.

Cleans your whole complexion, clears
your oily skin, helps prevent blemishes*

- From the 1940s to 1960s, blacks appeared in only about 3 percent of ads in national magazines
- Those who appeared usually fell into 1 of 3 categories:
 - well-known entertainers
 - famous athletes
 - unknown “servants” or poor people

Bryant and Thompson, 2002

Is this representation what the readers wanted?

In the 1960s, sales figures and research conducted in the late 60s showed the integration of blacks into advertising did not adversely affect the sales or image of the product.

In fact, it helped black consumers respond more favorably to the ads, thus increasing the market.

Studies conducted in the 1970s also found that whites did not respond negatively featuring black models.

Cosmopolitan 1975



- Back to 100 percent whites in the advertisements



Shy but not timid.

Chic but not phony.



Soft but self-reliant.

Downright adventurous.



Whatever your personality, Frost & Tip® will match it. With blondstreaks or frosting or tips, a little or a lot. You can start light, or go all the way.

And happily, there's no hassle. Everything you need is in the box: cap, gloves, frosting needle, mixing spoon, the works. And simple instructions for the effect you want.

If you're not exactly sure where you're at, Frost & Tip might show you.

Wella Care Herbal Conditioner.

A beautiful blend of rare herbs and Wella Balsam conditioning ingredients, to give you really beautiful hair.

This is the original herbal conditioner, created by Wella's experts on herbs and conditioners.

Wella Care Herbal Conditioner is a gentle, effective natural conditioner that's pH controlled to normalize your hair. In just one to two minutes, it makes your hair shiny, bouncy, easy to comb, and fragrant as it's never been before.

Wella Care Herbal Conditioner

strengthens each hair where it is weak, smooths split ends and fills in porosity, leaving your hair looking healthy and beautiful.

For hundreds of years, people have gathered rare and fragrant herbs from sunny meadows to condition and beautify their hair. Herbs like Camomile, Clover Blossom, Wild Ginger, Speedwell, Rosemary, Horsetail, Nettle, Yarrow and Birch,

Today, only Wella Care Herbal Conditioner contains the actual extracts of these treasured herbs, carefully blended with famous Wella Balsam conditioning ingredients.

So if you want to see what *real* herbs can do for your hair, try Wella Care Herbal Conditioner, the original herbal conditioner that gives you really beautiful hair.

© 1975 The Wella Corp.



Whatever your kind of skin, there's a Coppertone for you

FAIR SKIN? USE COPPERTONE SHADE

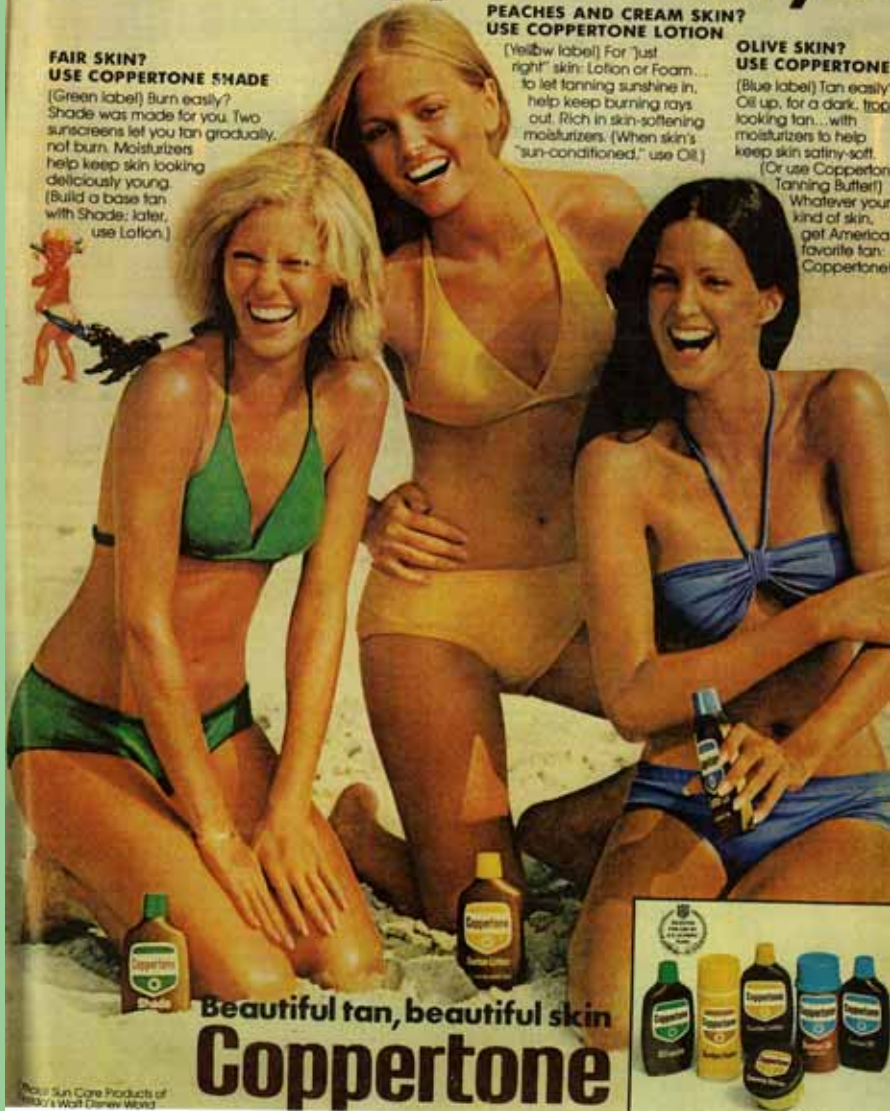
(Green label) Burn easily? Shade was made for you. Two sunscreens let you tan gradually, not burn. Moisturizers help keep skin looking deliciously young. (Build a base tan with Shade; later, use Lotion.)

PEACHES AND CREAM SKIN? USE COPPERTONE LOTION

(Yellow label) For "just right" skin: Lotion or Foam... to let tanning sunshine in, help keep burning rays out. Rich in skin-softening moisturizers. (When skin's "sun-conditioned," use Oil.)

OLIVE SKIN? USE COPPERTONE

(Blue label) Tan easily? Oil up, for a dark, top-looking tan... with moisturizers to help keep skin satiny-soft. (Or use Coppertone Tanning Butter!) Whatever your kind of skin... get America's favorite tan... Coppertone!



Beautiful tan, beautiful skin
Coppertone

Now Sun Care Products of
P&G & Walt Disney World

- A 1970s review of 8,700 ads in *Time*, *Cosmo*, *Reader's Digest*, and *Ladies' Home Journal* featured less than 1 percent of black models

Reid and Vanden Bergh, 1980.

- Despite the Civil Rights Movement, lacks were featured in only 2 to 3 percent of all magazine ads as late as 1978.

- This, however, was a sharp increase from .06 percent of 1960

Wilson, Gutierrez, and Chao, 2003.

Cosmopolitan 1985



“From 1986-1988, only 2.4% of ads in Cosmo, Glamour, and Vogue featured black women. Of those ads, 83% portrayed black models from a distance.”

Bryant and Thompson, 2002

The rise and fall of ads...

A study by Thomas Schwartz in 1991 looked at models in *Vogue*, *Cosmo*, and *Mademoiselle* from the 1960s – 1990.

Results?

Minorities in ads:

- increased from 0 percent in the late 60s to 4.9 percent in late 70s
- dropped back down to 1.6 percent in late 1980s

These findings are similar to our research.

Cosmopolitan 1995



High peak of minority representation. First ad is of Tyra and white model. There is also an ad of a Latina woman and another African American in the first 20 ads.

That's 15 percent of the ads!

Cosmopolitan 2005

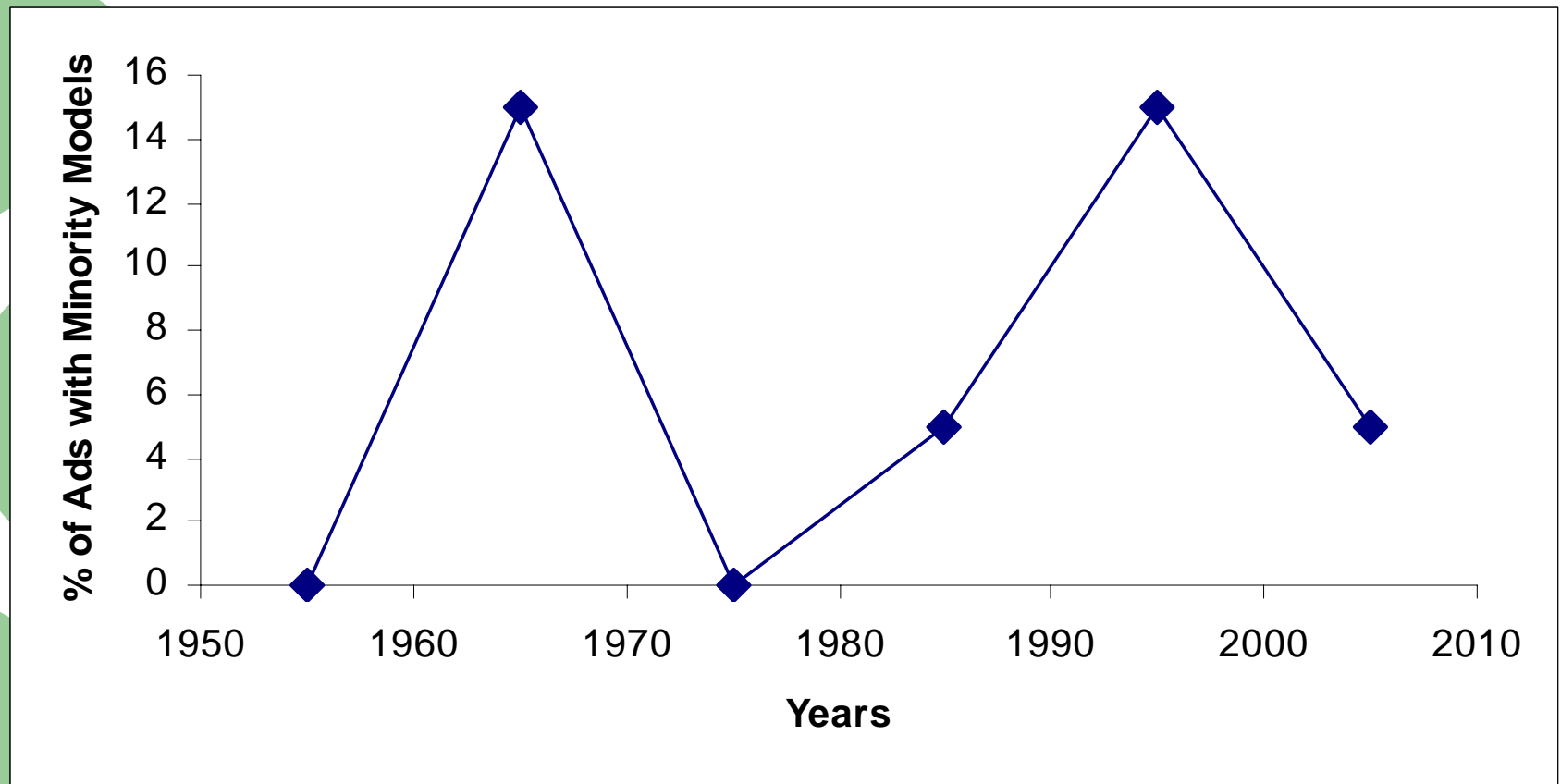


We return to only 5 percent of minority representation in 2005.

“ In neither entertainment nor advertising do we find much improvement toward treating Blacks and White’s equivalently, let alone toward active encouragement of racial comity.”

Entman

Minorities in *Cosmopolitan* Ads



From *Cosmo* to *Playboy*...

“Right or Wrong, men control the institutions that dominate American life. Because we live in a period of history that places increasing emphasis on the concerns of women, youth, the aged, minorities and other groups-this statement might come as a shock to some... Knowledge about the American male in his prime years is vital because he does dominate the institutions of American life, and because his reactions to his personal and social environment will inevitably have a major influence on the course of those institutions in the years to come.”

-Hugh M. Hefner 1979

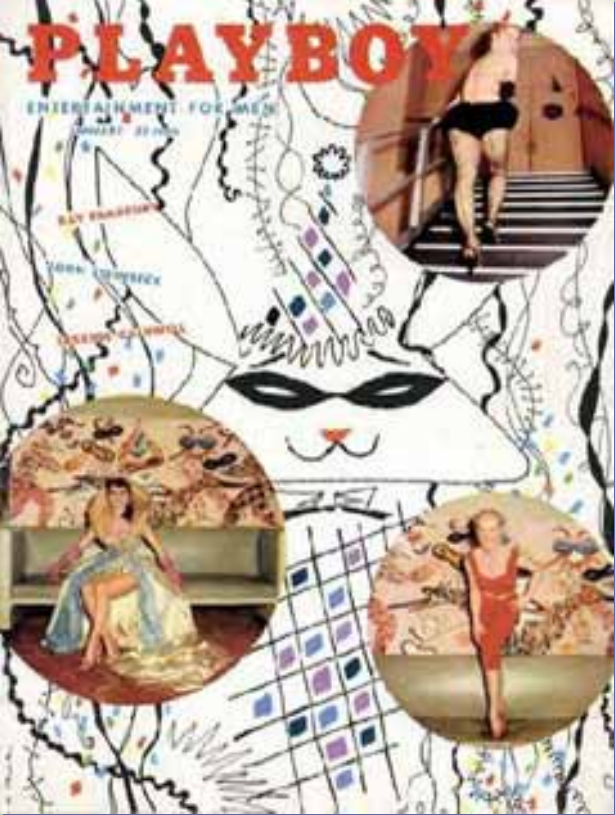
Playboy Magazine

“Hugh Hefner says that he started playboy for urbane sophisticated men who enjoy sex and liked to look at beautiful women.”

Sheila Gibbons, 2004

“It is edited for a select audience of young, literate, urban men, who share with us a particular point of view on life, and when we began, we had no idea it would attract as great a following as it has. ”

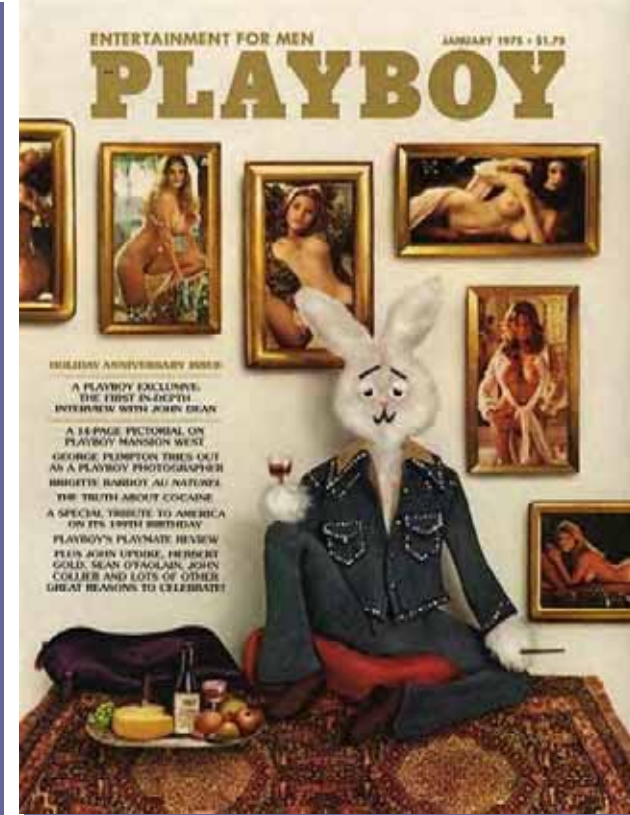
Hugh M. Hefner, 1964



1955





1965



1975



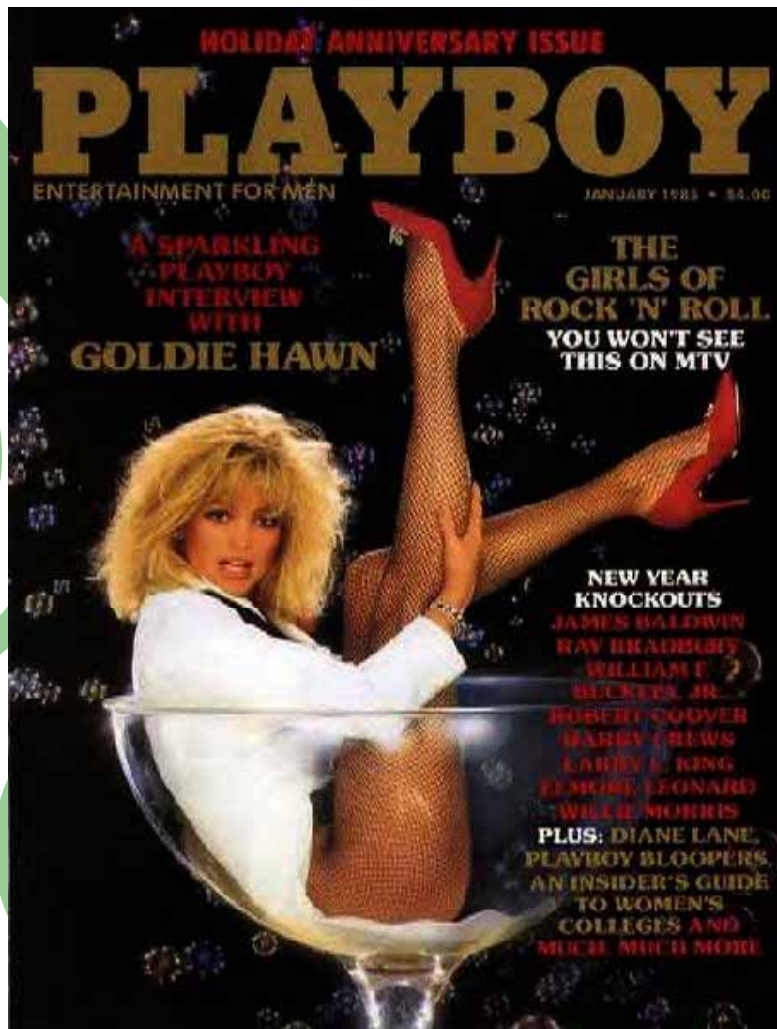
- No Minority Models represented in any of these early issues



“I kept thinking ‘See, if a big magazine like PLAYBOY will address this issue of race, it will have to come out of the closet and it will have to end; it's against the law’! But of course, it didn't at first.”

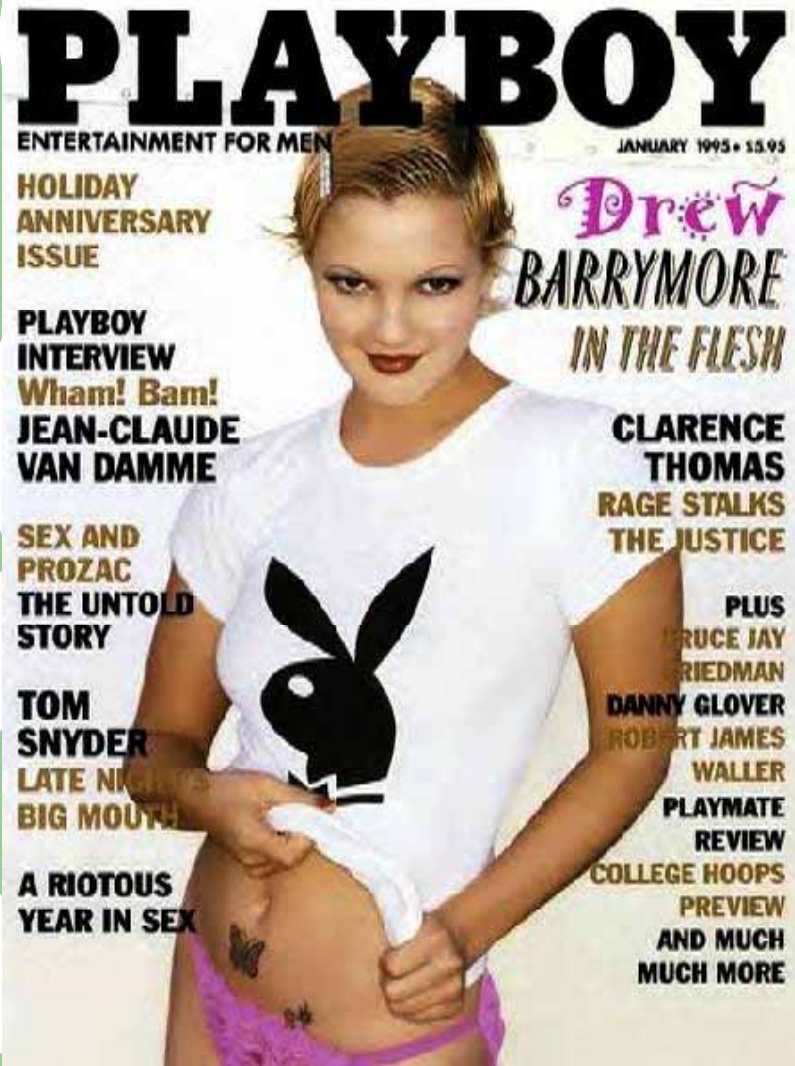
Dianne Chandler, 2002

Playboy 1985



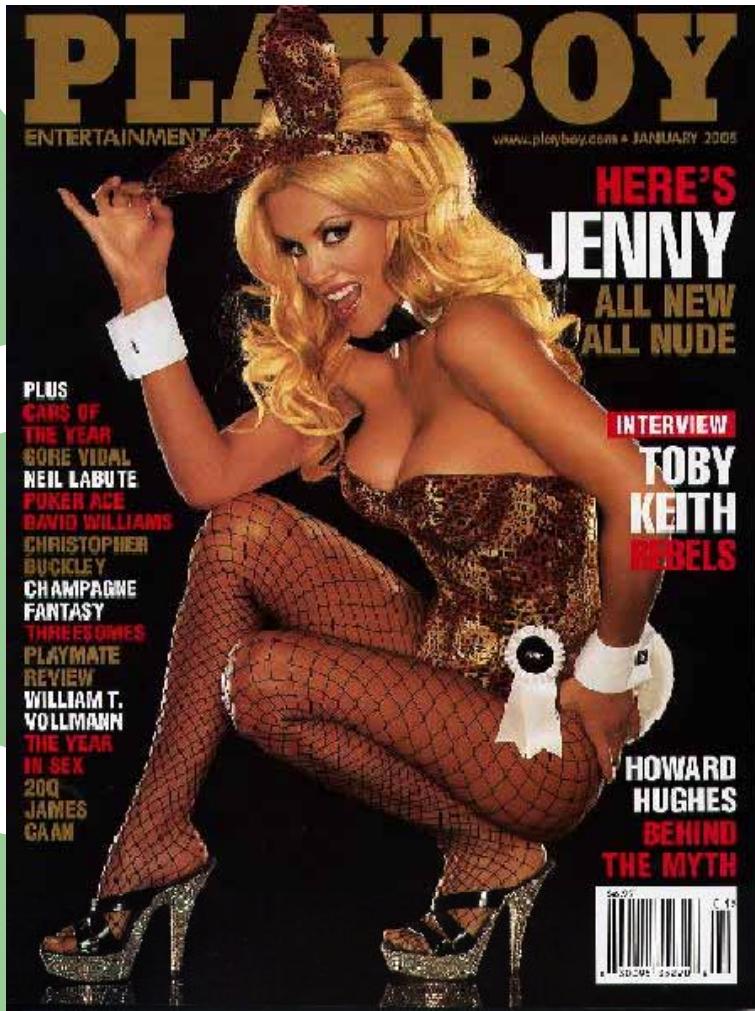
- Minority Models represented 5 percent of ads in this issue
- The rest of the ads contained only white models
- The only minority represented had “white” features

Playboy 1995



- Minority Models represented 10 percent of ads in this issue
- Minority Models used in stereotypical roles

Playboy 2005




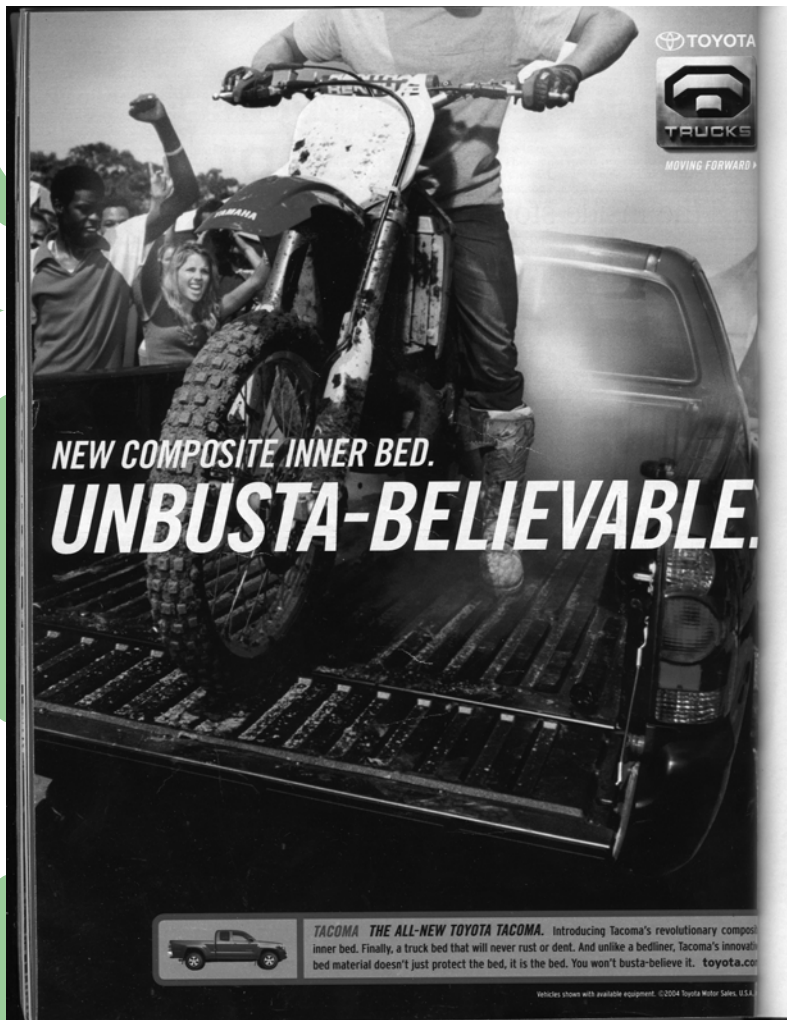
- Minority Models made up 25 percent of the ads in this issue
- Much more product diversity
- Less stereotypical roles



www.mixedmedia.com, 2006

“In 1900, one in eight Americans was of a race other than Caucasian; in 2000, that ratio is one in four, with significant growth in the Hispanic and Asian populations. The industry is responding with lighter, reflective makeup that is more wearable for everyone — and beauty icons who embody the new mix.”





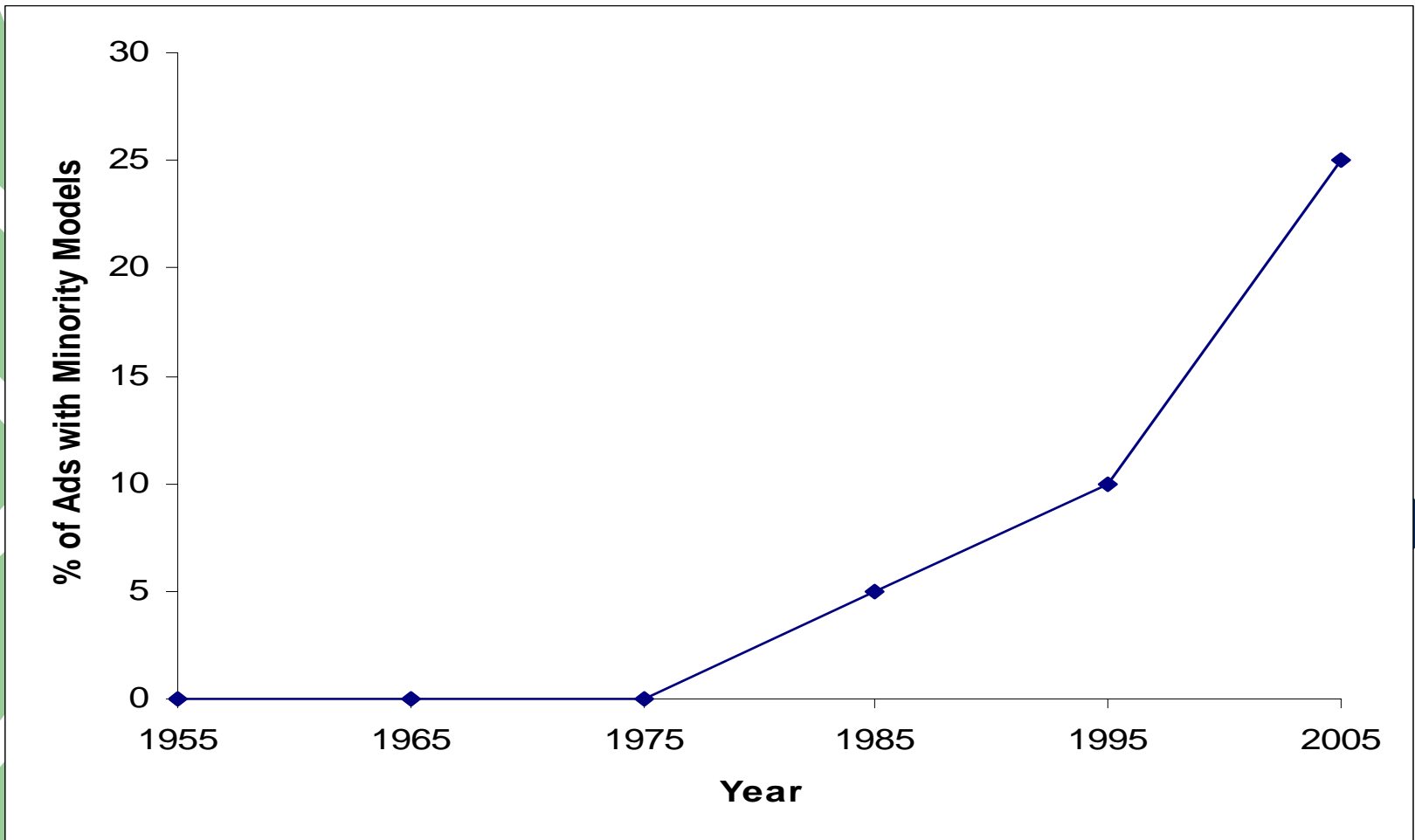
Even though minorities continue to gain representation, they are still placed in subordinate positions within the ads.



TACOMA THE ALL-NEW TOYOTA TACOMA. Introducing Tacoma's revolutionary composite inner bed. Finally, a truck bed that will never rust or dent. And unlike a bedliner, Tacoma's innovative bed material doesn't just protect the bed, it is the bed. You won't busta-believe it. toyota.com

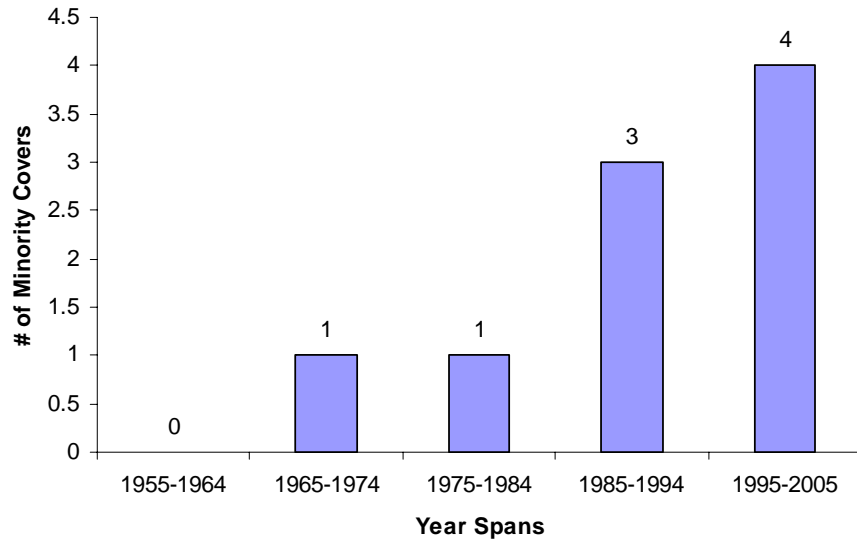
Vehicles shown with available equipment. ©2004 Toyota Motor Sales, U.S.A., Inc.

Minorities in *Playboy* Ads

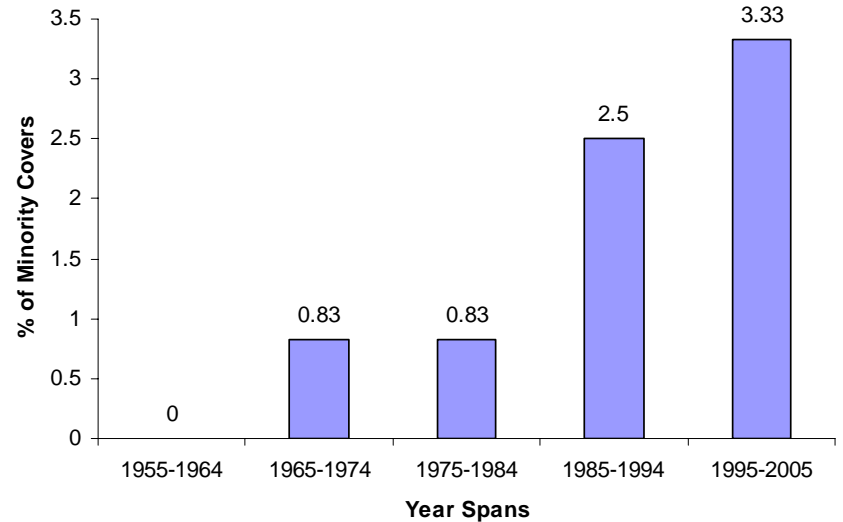


Playboy Cover Trends

of Minorities on Playboy Covers



% of Minority Playboy Covers





“From the show, I learn that an aspiring model can make race work for her... Up to that point she had lived a pretty white life. But since the industry will continually peg her as the Asian girl, she decides to use ‘ethnicity’ to her benefit. In the first episode, the producers painted a dragon across April’s chest and stuck Chinese lanterns on her head.”

Tammy Johnson, 2004

Conclusion...

“Tyra [Banks] even goes so far as to acknowledge that, ‘the fashion industry is all about race.’”

Tammy Johnson, 2004

“Of course, a lot of that has to do with the lack of diversity within the fashion industry. It’s still a white, white, white world...And don’t get me started on the lack of diversity within the magazine industry.”

www.mixedmedia.com, 2006

Conclusion Continued...

“Good intentions, political pressure, and market forces have yielded real progress, making African Americans more visible in advertising.”

BUT.....

“The findings reveal the racial chasm still bisecting American culture...”

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