

WEAPONS ADVERTISING

**A survey of standards in
advertisements for weapons**

April 1996

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1. INTRODUCTION

1.1 BACKGROUND

“Knife ads fuel culture of violence”, “Call for ban on mail order knife ads” and “New gun laws called for” are just some of the many headlines featured in the press in recent months. Public and political concern about the availability of weapons of different kinds has understandably increased in line with press reports about vicious and unprovoked killings.

When concern about the availability of certain products arises, attention often turns to the advertising of those products. Unsurprisingly, the advertising of weapons has been brought into sharp focus as a result of heightened awareness of the apparent ease with which some weapons can be acquired. The debate surrounding weaponry advertising has crystallised various points of view. There are those who maintain that such advertising encourages brutality and should therefore be banned; others believe that it is impossible to legislate against isolated acts of violence.

There has been much discussion in both the public and political arenas about what should be done to reduce the number of weapon-related deaths in the UK. The possibility of an ASA ban on advertisements for knives, guns and other weapons has been mooted by various groups and individuals.

As part of its contribution to the debate, the ASA has carried out a survey into the advertising of guns, knives and other weapons appearing in non-broadcast media in the UK. The principal aim of this research was to ascertain the prevalence and presentation of weapons advertising in the UK.

The ASA can take action on any specific weapon advertisement it considers unacceptable, but full surveys can also be carried out on specific areas of concern. The last dedicated research project on weaponry advertising was carried out in 1987 when specialist magazines and catalogues selling weapons by mail order were scrutinised. The findings were used as a basis for discussions with the Home Office.

1.2 THE RULES

If it is legal to sell a product, then it must follow that it is legal to advertise that product, albeit within the limitations of the Codes. If Parliament were to bring in legislation banning weapons, or advertising for them, companies would have to comply. At present, therefore, the question is not whether the ASA should ban the advertising of weapons but whether the advertisements themselves are dubious.

The Codes lay down the criteria for high standards in advertisements, the most important of which are that all advertisements should be legal, decent, honest and truthful. Expanding on the first point, the Codes state that advertisers have the

primary responsibility for ensuring that their advertisements are legal. While the ASA is not a law enforcement body, it is a basic requirement that advertisements should not break the law or encourage others to break it.

The Codes also state that advertisements should be prepared with a sense of responsibility to consumers and society and they should not contain anything which might condone or encourage violent or antisocial behaviour. For example, advertisements that are presented in a way which might appeal to the immature or unstable mind would be unacceptable. Likewise, if a weapon advertisement was emotive or aggressive, this would certainly bring it into conflict with the Codes.

2. METHOD AND SAMPLE

The ASA's research team collected all advertisements featuring or selling guns, knives, martial arts and other weapons (real or imitation) appearing in the following media in the first two weeks of February 1996:

all national daily and Sunday newspapers, including supplements

a cross section of regional daily and Sunday newspapers, including supplements

a cross section of magazines dedicated to interests such as the military, diving, field sports and martial arts, and

a wide variety of consumer and leisure magazines, including women's, men's, youth and style titles. The monthly magazines were those on sale in February, not necessarily those editions dated February.

Eight mail order catalogues referred to in several of the specialist press advertisements were also examined. These covered goods ranging from judo suits and exercise mats to ear mufflers and air rifles.

A full list of the titles examined is given in Appendix 1.

In total, 259 advertisements, including duplicates, were found. These were divided into the following product categories:

guns ranging from hand pistols to air rifles

knives, excluding kitchen and domestic knives

sports goods ranging from martial arts weapons to archery equipment

replica weapons including commemorative knives and imitation guns, and

catalogues.

None of the advertisements in the sample appeared to offer illegal products. The Restriction of Offensive Weapons Act 1959 makes it an offence to manufacture, sell or import flick knives and gravity knives. The Criminal Justice Act 1988 designated a wide variety of knives and martial arts weapons as offensive and therefore illegal to make, sell, hire or expose in public.

Examples of weapons designated as offensive under the Criminal Justice Act 1988 are given in Appendix 2.

The methodology of this survey was chosen to give an indication of the trends in, and standards of, weapons advertising, from a representative sample of relevant publications.

3. CONTEXT, MEDIA AND PRODUCT CATEGORIES

The overwhelming majority of the advertisements in the sample were for guns. Advertisements, both display and classified, for air rifles, pistols, handguns, shotguns and softfirers (those which fire balls at very low velocities) accounted for 226 (87%) of the total sample. The chart below details the occurrence of advertisements in relation to product category and media choice.

Fig. 1 Product categories by media type:

	<i>Specialist press</i>	<i>Newspapers</i>	<i>General Magazines</i>	<i>Total</i>
<i>Guns</i>	220	4	2	226
<i>Knives</i>	4	0	0	4
<i>Replica Weapons</i>	5	0	2	7
<i>Martial Arts</i>	21	0	1	22
<i>Total</i>	250	4	5	259

The chart also shows that 250 advertisements (97% of the total) came from titles dedicated to subjects such as martial arts, fishing and field sports. It is unsurprising that the vast majority of the advertisements appeared in the specialist press, whose readership has an already established interest in guns, knives or martial arts weapons.

Of the nine advertisements appearing in the general consumer press, five were not actually selling weapons. Two of these, from the national daily press, were recruitment advertisements for the armed forces. Another advertisement, for chicken, appeared in a food magazine and featured a stylised photograph of three wild west characters one of whom was holding a pistol. The fourth, a regional press advertisement for a car dealer, was designed in the style of a 1950's private detective storyboard which featured an illustration of a handgun. The last advertisement in this category was a local press advertisement in which a used car dealer was presented in the style of a "wanted" poster and included an illustration of a pistol.

The remaining four advertisements appearing in the general consumer press (1.5% of the total sample) were found in a buying and selling magazine. The products on offer included archery equipment and replica pistols but none went any further than to give price and availability details.

The recent round of concern about weapons advertising has highlighted various issues, not least the availability of goods by mail order, where few or no checks are made about the buyer or the intended use. In this survey, 77 advertisements (30%) specifically invited mail order purchases, of which 24 requested readers to declare their age when ordering. Other advertisers may have a mail order facility but this was not directly indicated in the copy.

A large proportion of the advertisements (134, or 52% of the total) were classified advertisements, including those placed by readers, of which 131 were for guns. Although some transactions would be carried out by post, these advertisements were not strictly mail order; generally they were offering guns and gun accessories through private sales.

One publisher included the following disclaimer in the reader classified section: "the usual laws apply when buying, selling or swapping items .. anyone purchasing an airgun or pellets must be aged over 17 and licences may also be required for certain items. It is the responsibility of both buyer and seller to ensure that these rules are followed". The Authority considered this reminder of the existing gun laws useful and appropriate.

One other advertisement also contained a useful reminder; the products on offer were replica handguns and the advertisers warned "It is illegal to have these guns in a public place. To do so could attract a lethal response from the police or military".

4. LEVELS OF COMPLIANCE

4.1 PRESS ADVERTISEMENTS

The main objective of the survey was to establish whether advertisements for guns, knives and other weapons in the UK conform to the British Codes of Advertising and Sales Promotion.

Of the 259 press advertisements examined, 244 (94%) were acceptable under the Codes and 15 were questionable. Just over half the questionable advertisements offered goods via mail order and, unsurprisingly, the majority (80%) were for guns. The chart below gives details of the number of acceptable advertisements by product category.

Fig. 2 Acceptability of weapons advertising:

	<i>Acceptable</i>	<i>Questionable</i>	<i>Total</i>
<i>Guns</i>	214	12	226
<i>Knives</i>	3	1	4
<i>Replica Weapons</i>	6	1	7
<i>Martial Arts</i>	21	1	22
<i>Total</i>	244	15	259

A close scrutiny of the dubious advertisements revealed the following issues.

Glorifying violence

Advertisements should not glorify violence nor should they suggest that psychological excitement is to be gained from owning and handling weapons. Claims which refer to power and strength (even by using exaggerated exclamation marks) could appeal to the immature or unstable mind.

Six advertisements (five for guns and one for replica guns) caused concern by making claims such as “THE LIGHTWEIGHT RIFLE PACKING A HEAVYWEIGHT PUNCH!!”, “PISTOL POWER! shooting fun starts with [brand]”, “A FISTFUL OF FUN” and “IT’S THE KIND OF GUN YOU JUST CAN’T PUT DOWN”.

While these phrases could be relatively harmless if used purely in connection with the Olympic sport of shooting, in another context the descriptions could be inappropriately emotive.

One of the advertisements, for an airshotgun (which fires several pellets simultaneously), contained a testimonial which stated “ We blasted cans through the air .. it’s truly addictive .. moving targets were no problem .. the supreme Ratbuster .. I don’t care what type of gun you own, the [brand] is more fun! .. pump up the power and blast that can!”. This advertisement was considered to glorify violence and power in a way that might appeal to readers to whom the concept of domination is all too attractive.

The replica gun advertisement offered several soft shooters; one was described as a “MASSIVE MAGNUM MAN SIZE MODEL MOVIE STAR” (sic) and another as having “Furious Firepower”. Despite the fact that the products were replicas, there can be little doubt that the advertisers intended to appeal to readers’ feelings of masculinity and machismo.

Aggressive behaviour

Advertisements should not be presented in a way that could be seen as aggressive or challenging. In this survey, five advertisements were considered questionable because they seemed unnecessarily provocative.

Two mail order advertisements for air rifles, by the same advertiser, featured an illustration of a raging bull breathing fiercely through it’s nostrils. One execution stated “TERMINATOR HUNTING MAXIMISER KIT .. INCLUDES THE AWESOME HAMMERHEAD SYSTEM .. POWER BEYOND BELIEF”. The illustration of an angry bull in both advertisements was considered excessively aggressive; the additional language used in the one execution was considered over emotive.

A mail order advertisement by a retailer of air guns, blank firers, swords, knives and replicas was also considered irresponsible because the claims “OUR KASH KRUNCHING PRICES LEAVE KOMPETITORS’ HEADS ROLLING LIKE LEMONS ON LINO. BATTLE BURGERS, HAD ENOUGH OF PLEDGIE-WEDGIES & STENCH WARFARE? .. SADISTIC BALLISTICS” were viewed as both aggressive and likely to appeal to the immature.

Although the claims related primarily to the prices of the products on offer, the tone of the advertisement was nonetheless considered disturbing.

Another advertisement in the sample, this time for martial arts products such as judo mats, clothing and weapons included the claims “GET YOUR KICKS IN ‘96” and “call us now and discover how we can bring out the WARRIOR in you”. This was considered to fall just inside the boundaries of acceptability given the context of the advertisement.

The last example in this category was a mail order advertisement for a wide variety of pocket knives, hunting and fishing knives and fancy (presumably ornate) knives. While the advertisement contained no specific claims, it was headlined “KNIVES KNIVES KNIVES” which was considered excessive.

Flippant approach

The last category of advertisements which gave some cause for concern were those that appeared to take a frivolous approach to the advertising of potentially dangerous weapons. One mail order advertisement for rifles, in the style of a comic strip, featured a father and his son getting excited about the guns they were looking at in a catalogue. The advertisement contained no specific claims but the cartoon approach and the use of phrases such as “Brill!” and “get this!” was considered an immature way of promoting guns.

Finally, two advertisements for air rifles were considered borderline because they contained claims such as “FUN!!” and used numerous exclamation marks. An editorial competition to win a shotgun was also considered dubious because it described the weapon as “mouthwatering”. While these are not extreme examples, this approach is certainly not ideal. In these cases, the ASA would advise the advertisers to moderate their advertising copy.

4.2 CATALOGUES

A number of the press advertisements stated “ring now for our full catalogue”. We requested and received eight such catalogues and examined them in detail. Five of the catalogues were considered acceptable because they made very few claims other than to give a factual description of the product on offer, details of the prices and instructions on how to order.

Two of the acceptable catalogues offered martial arts equipment such as judo suits, exercise mats, Tonfa (truncheons), Tai Chi swords and boxing gloves. The three other acceptable catalogues were for country sports equipment products such as animal feeds, electric fencing, kennels, ear mufflers and clays predominated. Two featured a small number of shotguns and cartridges and one offered stalking knives but none referred to anything other than availability and prices.

An analysis of the three questionable mail order catalogues showed the following problems:

Guns and sports equipment

One catalogue offered a large range of guns that were available through mail order and retail outlets. The catalogue gave a great deal of information about, and featured numerous pictures of, the guns on offer and, for the most part, this was unobjectionable. In addition, readers were asked to declare their age when ordering

guns. However, one gun was given a very large headline which said "A FISTFUL OF FUN" along with the quote "It's the kind of gun you just can't put down". This claim, which had also featured in the press advertisement, was considered to be a frivolous and irresponsible way in which to promote an air gun.

Military supplies advertising

One catalogue offered various survival goods ranging from heavy duty sleeping bags to US Army style clothing. The catalogue also offered a wide variety of guns and knives, many of which were promoted using emotive language and numerous exclamation marks. Despite the fact that respondents were asked to sign an age declaration form, many critics would find such a catalogue dubious because it could appeal to those with an immature and perhaps unhealthy interest in the military. Also, unless additional checks were made, there would be no way of ensuring that only those over a certain age could obtain the weapon. One of the guns on offer was promoted as being an exact working copy of the rifle used by guerrilla forces in South America.

The advertisers also promoted a number of blank firers. One was described as "rapidly gaining popularity .. a true Man's Gun". Also on offer were a number of toy guns, or airsoft guns, which fire balls at low velocities and so do not cause flesh wounds.

Readers were referred to the "Toys for Boys" catalogue for details of "realistically priced quality toy (guns) ideal for the youth marketplace". One toy gun was referred to as "Great Fun!". Such enthusiasm for a weapon in today's climate of concern might be considered unacceptable.

This catalogue also contained details of numerous knives for sale. While the majority of these gave only factual information, such as what the handle was made of and how much it cost, one was ambiguously described as "just the thing for cutting through your jungle". It is difficult to imagine exactly which jungle the advertisers were referring to and this entry was therefore considered to be of concern.

Replica weapons

One company, whose advertisements came up several times in the sample, also produced a catalogue offering a wide variety of replica and commemorative goods ranging from "Alexander the Great Swords" to Roman trooper helmets. While the majority of the goods were promoted in a factual and unemotive manner, a number did give cause for concern. For example, a 13 inch replica sword, based on those used in the Napoleonic wars, was clearly illustrated and referred to as "carried by riflemen for vicious hand to hand combat". A replica Skean Dhubu (s) dagger,

worn with traditional Highland dress, was described as a “wickedly effective fighting knife”. Both entries were considered questionable.

Some of the entries in the catalogue offered products in the context of “an excellent battle reenactment accessory”. However, one for a 14 inch “Crusader Dagger” was simply described as an “Excellent accessory”. Using the word “accessory” in isolation lends an ambiguous tone to the intended use of the product and is therefore a cause for concern.

It is important that a distinction is made between product names (the “Rambo Knife” for example) and claims made in advertisements. While the ASA’s scope does not extend to cover the actual name of a product, the Codes require that advertising copy does not unduly exploit a trade name in a misleading or offensive way. The replica weapons brochure offered a “Terminator Terror Sword” for many, the name alone is sufficient cause for concern. However, our main concern was the language used to describe this product “an explosive power radiates from this monstrous double handed sword ... fearsome death’s head skull that grins menacingly .. absolutely awesome at 56 inches overall”. While this and all the other items were only replicas of historical weapons, the use of words such as “sinister”, “menacing” and “monstrous” was considered unnecessary and excessive.

4.3 SPECIALIST LISTINGS MAGAZINES

Not included in the main body of the survey but worth mentioning here were two magazines dedicated to guns. One was a British buying and selling magazine; the other was an American publication which specialised in a wide variety of guns.

The buying and selling magazine consisted largely of classified advertisements placed by various retail outlets as well as classifieds placed by readers. The products on offer ranged from guns and cartridges to clay traps and waterproof clothing. Most of the advertisements went no further than to give details of the availability and price of the goods. A number of editorial style advertisements did however break the Codes because they were not clearly identified as advertising.

The American title differed from its British counterparts both in terms of editorial content and advertising approach. The gun debate has been a common political topic in America for many years and, while most British magazines specialising in guns and gun accessories are directed to participants of field sports and competitions, the American magazine was dominated by articles promoting the pro gun lobby. To some extent, the advertisements reflected the attitude of the pro gun lobbyists in that many used a platform of civil rights and self defence as a major selling point. As a consequence, a number of the advertising claims, “Choose wisely. Live longer” for example, were a lot more emotive than those found in the British magazines.

5. COMPLAINTS

The findings of the survey were examined in the context of complaints received by the Authority in 1995. In total, the ASA received 12,804 complaints in 1995, of which three related to advertisements featuring weapons.

Of these complaints, one concerned the non-receipt of a refund for faulty goods. A second complainant objected to the fact that replica firearms were being advertised in the national press, and a third objected to an advertisement for a television programme which featured a glamorous woman handling a gun. These figures show that the ASA generally receives very few complaints about weapons advertising- 3 complaints equates to 0.02% of the total received in 1995.

What is perhaps more telling is the public reaction to specific events. Between the beginning of January and the end of March 1996, the Authority received 18 complaints about advertisements for, or featuring, weapons in three months, we have received six times the number of complaints received in the whole of last year.

Evidently, the heightened public sensitivity to violence after the death of headmaster Philip Lawrence in November 1995 and the Dunblane shootings in March has directly resulted in a sharp rise in complaints about weapon advertising. Of the 18 complaints received so far in 1996, 15 related to guns in advertisements and ten complainants specifically stated that they found the advertisements offensive "in light of recent events".

Only three of the complaints involved objections to the fact that the product was being advertised. Two complainants objected to mail order advertisements for replica weapons (one for a knife and one for a gun) and a third objected to a martial arts advertisement which featured a man holding a Samurai sword. The remaining 15 complaints related to advertisements which, with varying degrees of prominence, featured guns in the promotion of another product. The products on offer ranged from furniture and food to jeans and rented apartments.

Since 1990, the ASA has received fewer than 75 complaints about advertisements for, or featuring, weapons. The majority of the complaints have concerned advertisements in the general consumer press which featured weapons to promote other goods - for example, using the image of a time bomb to advertise headache pills.

The low level of complaint about weapons in general could be because most of the advertisements offering weapons for sale are found in specialist publications. Here, the readership is already interested in the products on offer and the advertisements are simply in keeping with the publication's editorial style. Most of the advertisements in the national press and general consumer magazines are for replicas and collectables, although some consumers find these products objectionable in their own right.

SUMMARY AND CONCLUSIONS

In recent months, the debate about the availability of weapons has intensified. Inevitably, attention has turned to the advertising of guns, knives and other weapons with many groups and individuals calling for a ban on such advertisements.

As part of its contribution to the debate, the ASA has recently undertaken a survey into weapons advertising. The basis of this survey was not to explore whether advertisements for guns, knives and other weapons should be banned but whether the advertisements currently appearing in the UK are complying with the British Codes of Advertising and Sales Promotion.

Of the 259 advertisements examined, 244 (94%) were acceptable. Of the 15 advertisements which were considered questionable, the main concerns related to the glamorisation of violence (6), excessive aggressiveness (5) and a flippant approach to the product on offer (4).

An analysis of complaints received by the ASA showed that consumer concerns focused on advertisements that used violent imagery to sell other products ranging from headache tablets to sportswear. In 1995, the ASA received only three complaints about advertisements for, or featuring, weapons. The number has risen to 18 complaints so far this year; an increase that can be directly attributed to well publicised recent events.

While concern about the availability of weapons is understandable, it is misleading and simplistic to attribute violent acts to the **advertising** of weapons. Home Office statistics show that 35% of the 729 homicides recorded in the UK in 1994 involved the use of a sharp instrument and 63% of the victims knew their killer. These figures therefore demonstrate that a significant proportion of murders in the UK result from incidents of violence among known associates. Furthermore, there is no evidence that either murders or less serious acts of violence are carried out with advertised weapons as opposed to kitchen or craft knives, DIY instruments or sports equipment. It is also difficult to see how the Government could outlaw the promotion of legitimate hobby and household implements.

For some complainants, the act of advertising weapons is in itself offensive. However, any ban on weapons advertising must come from Parliament; it would be inappropriate for the ASA to ban the advertising of products that are legally available in the UK. If, however, the Government did outlaw guns, knives and other weapons the ASA would, as a matter of course, follow suit.

6. FOLLOW UP ACTION

The ASA will be sending each company whose advertising featured in the sample a copy of the report along with information about the Copy Advice service provided by the Secretariat.

In addition, those companies whose advertising was found to be unacceptable or questionable will be asked to make any necessary amendments. They too will be asked to make full use of the Copy Advice service in order that future problems are avoided.

8. ABOUT THE ASA

The Advertising Standards Authority promotes and enforces the highest standards in all non-broadcast advertisements in the UK. It acts independently of both the government and the advertising industry.

The Authority operates in the public interest and in cooperation with the whole of the advertising industry by ensuring that everyone who commissions, prepares, places and publishes advertisements observes the British Codes of Advertising and Sales Promotion.

The Codes require that advertisements and sales promotions should be legal, decent, honest, truthful. They should be prepared with a sense of responsibility to consumers and to society and should be in line with the principles of fair competition generally accepted in business.

The Codes are devised by the Committee of Advertising Practice. CAP members include representatives of the advertising, sales promotion and media businesses. CAP also provides a free and confidential pre-publication advice service for the industry.

Last year the Authority received almost 13,000 complaints about advertising material. If an advertisement or promotion breaks the Codes, advertisers are asked to amend or withdraw it. Advertisers who do not to comply are subject to various sanctions:

Adverse publicity

The ASA's Monthly Reports contain details of complaint adjudications, including the name of the advertiser, agency and the media involved. The reports are circulated to the media, government agencies, the advertising industry, consumer bodies and the public. Published cases receive extensive media coverage.

Refusal of further advertising space

Media can be asked to enforce their standard terms of business that require compliance with the Codes. They may decide to refuse further space to advertisers.

Removal of trade incentives

Both advertisers and agencies may jeopardise their membership of trade or professional organisations which could result in the loss of financial and other trading benefits.

Legal proceedings

Ultimately, the ASA can refer a misleading advertisement to the Office of Fair Trading. The OFT can obtain an injunction in the courts to prevent advertisers, their agencies or the media using the same or similar claims in future advertisements.

Research

In addition to investigating complaints and providing pre-publication copy advice, the ASA has a dedicated research team that continually checks advertisements for compliance with the Codes. These checks are carried out on a wide variety of product categories and media to identify trends and future problems.

In 1995, a major survey into standards of press and poster advertising revealed compliance rates of 96% and 98% respectively. Copies of this survey, the National Advertising Review, are available from the ASA's External Affairs Department on 0171 580 5555.

APPENDIX 1. List of publications sampled**National daily press**

Today	The Times
The Star	The Financial Times
The Daily Mirror	The Daily Telegraph
The Daily Mail	The Guardian
The Daily Express	The Independent

National Sunday Press

News of the World	The Observer
The People	The Sunday Times
The Sunday Mirror	The Sunday Telegraph
The Mail on Sunday	The Independent on Sunday
The Sunday Express	

Business

Accountancy Age	The Director
Economist	Investors Chronicle
Money Marketing	Post Weekly
Insurance Age	The Banker
Money Observer	Money Management
Financial Adviser	

General interest

Private Eye	Radio Times
TV Times	Country Living
Good Housekeeping	Good Food BBC
Home Cooking	Homes & Gardens
House Beautiful	Ideal Home
Do It Yourself	BBC Gardeners World
Readers Digest	Green Magazine
Sainsbury's Magazine	Garden Answers
Military Illustrated	Impact
Practical Wood Working	Exchange & Mart

Men's

Arena
Esquire

GQ
Loaded

Women's weeklies

Best
Womans Own
Womans Weekly
More

Woman
Womans Realm
Hello

Women's monthlies

Company
Elle
Harpers & Queen
Mother & Baby
Options
Practical Parenting
She
Vogue
Womans Journal
Essentials
Hair Flair
Living

Cosmopolitan
Family Circle
Marie Claire
19
Parents
Prima
Vanity Fair
Woman & Home
New Woman
Clothes Show
Tatler
Brides

Sports, health & fitness magazines

Health & Fitness
Weight Watchers
Todays Runner
Martial Arts Illustrated
Paintball
Salmon Trout & SeaTrout
Shooting Times
Sport Diver
Sporting Gun

Slimming
90 Minutes
Fitness & Aerobics
Advanced Pole Fishing Techniques
Air Gunner
Combat
The Field
Gun Mart
TKD

Youth magazines

Just 17	Mizz
Melody Maker	Select
Smash Hits	Sky
The Face	Viz
Time Out	Mean Machines Sega
Big	ID
Q	Rasp
Zeen	

Motoring magazines

Auto Sport	Autocar & Motor
Car	Motorcycle News
What Car	Performance Car

Computer magazines

Computer Weekly	Personal Computer Magazine
PC User	Computing
Infomatics	Network
Windows User	

Audio visual magazines

Video Camera	What Hi-Fi
Amateur Photographer	What Video
Practical Photography	What Mobile

Trade magazines

Travel Trade Gazette	Caterer & Hotel Keeper
Decanter	Chemist & Druggist
Electrical Retail Trader	Morning Advertiser
The Grocer	Off Licence News
Toy Trader	Times Educational Supplement
Architecture Today	Building Design
The Engineer	Campaign
Marketing Week	Marketing
Media Week	CTN
Design Engineering	Soldier
Combat and Survival	

Regional publications

Aberdeen Press & Journal
Birmingham Post
Birmingham Evening Mail
Brighton Evening Argus
Bristol Evening Post
Cambridge Evening News
Chichester Observer
Colchester Evening Gazette
Cornish Guardian
Crawley News
Cumbrian News & Star
Daily Record
Derby Evening Telegraph
Edinburgh Evening News
Evening Standard (London)
Glasgow Evening Times
Glasgow Herald
Gloucester Citizen
Huddersfield Daily Examiner
Kent Messenger
Kent/Sussex Courier
Lancashire Evening Post
Leicester Mercury
Lincolnshire Echo

Liverpool Echo
Milton Keynes Gazette
Newcastle Evening Chronicle
Newcastle Journal
North Wiltshire Gazette
Northern Echo
Plymouth Evening Herald
Scotsman
Southampton Evening Echo
Southend Evening Echo
Southern Evening Echo
Sunday Post
Sunday Independent
Surrey Advertiser
Surrey Mirror
Swindon Evening Advertiser
Watford Observer
West Morning News
West Sussex Gazette
Western Mail
Western Daily Press
Worcester Evening News
Yorkshire Post

APPENDIX 2. Examples of weapons designated as offensive under the Criminal Justice Act 1988

Belt buckle knife A buckle which incorporates or conceals a knife

Blowpipe A hollow tube through which pellets or darts are shot

Butterfly knife A blade enclosed by a handle, designed to split down the middle (without using a spring) to reveal the blade

Death star, Hard plate having three or more sharp radiating points and designed to be thrown

Footclaw A bar of metal or other hard material with protruding spikes which is strapped to the foot

Handclaw As above but worn around the hand

Hollow Kobutan Cylindrical container containing a number of sharp spikes

Knuckleduster A band of metal or hard material worn around the fingers

Kasuri Gama A length of rope, wire, cord or chain attached at one end to a sickle

Kyoketsu Shoge As above but attached to a hooked knife

Manrikigusari As above but attached to a weight or hand grip

Push Dagger A knife where the handle fits within the user's clenched fist while the blade protrudes from between two fingers

Swordsticks Hollow walking stick or cane containing a blade which can be used as a sword

Telescopic Truncheon A truncheon which extends automatically when hand pressure is applied to a button or spring attached to the handle