

## **CONTENT GUIDELINES FOR LOCAL MAGAZINES**

- 1 This document serves as a guide to permit holders who are engaged in publishing and distributing magazines/periodicals in Singapore under the Newspaper and Printing Presses Act (NPPA). Definitions of terms used can be found in the Glossary.
- 2 These guidelines must be read in conjunction with applicable legislation and permit conditions.
- 3 All local magazines/periodicals must be suitable for general readership and must not feature descriptions, depictions or other content which:
  - (i) Undermine prevailing social norms by featuring nudity and sexual activities, or by the use of coarse, vulgar or offensive language, or by the promotion of alternative lifestyles, deviant sex, sexually permissive lifestyles, crime, gambling, and drug/substance abuse.
  - (ii) Cause or has the tendency to cause misunderstanding, insensitivity and disharmony among racial and religious groups. Content must not denigrate or be insensitive towards racial groups or religious beliefs.
  - (iii) Undermine national interest and/or subvert national security or stability.
- 4 Magazines/periodicals that publish content targeted at young persons must exercise greater responsibility and adopt stricter content standards than for magazines targeted at adults.
- 5 Cover pages (i.e. front or back) of publications must be kept suitable for a general audience. As content on these pages are highly visible, special attention must be paid to prevent young persons and the general public from being exposed to materials which are unsuitable for them or offend community standards of taste and decency.
- 6 Advertisements and publicity materials promoting a publication and appearing in a publication must comply with the Singapore Code of Advertising Practice (SCAP) issued by the Advertising Standards Authority of Singapore.
- 7 Supplements, special editions and promotional materials of a publication must also comply with these Content Guidelines.

## Glossary

- 1 **Alternative lifestyle** – unconventional manner of living atypical of the concept of the traditional family (e.g. homosexuality, bisexuality, and trans-sexuality).
- 2 **Coarse language** – crude and/or offensive language lacking refinement and taste, such as “f\*\*k”.  
*(The use of asterisks in place of some letters in a coarse word or phrase is also not allowed as it is clear to the reader what the particular coarse or offensive word is, and hence the use of coarse language with asterisks would be subject to the guidelines for coarse language.)*
- 3 **Depiction** – refers to both “realistic depictions” which include photographs and “stylised depictions”, which include cartoons and other illustrations such as drawings.
- 4 **Description** – representation through text (e.g. articles, interviews and advice columns).
- 5 **Deviant sex** – behaviour which is atypical of mainstream sexual conventions (e.g. sado-masochism, fetishism, group sex, threesomes, incest, paedophilia and sexual activity involving minors).
- 6 **Promote** – write or depict in such a manner so as to glamorise a behaviour or practice and/or encourage readers that such behaviour is acceptable and desirable.
- 7 **Sexually permissive lifestyle** – behaviour which is sexually promiscuous (e.g. adultery, and partner swapping).
- 8 **Supplements/Special Editions/Promotional Materials** – any other content or material inserted, attached, enclosed or added to the publication (e.g. calendars or pull out sections) that are not a regular feature of the main publication.