



TARGETED MARKETING

HOW DO E-CIGARETTE ADS TARGET YOUTH?



4 in 5 students were exposed to e-cigarette ads in 2016.



That's an estimated **20.5 million** students!

MARKETING TACTICS



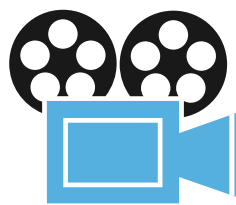
E-CIGARETTE ADVERTISEMENTS CAN BE FOUND



Internet



Retail



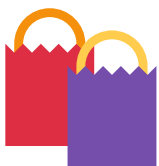
Movies



Print



T.V.



Retail stores are the primary source for youth exposure to e-cigarette ads.

Did you know?

E-cigarette ads are not banned from television like tobacco ads.

