
STATUTORY INSTRUMENTS

2016 No. 507

The Tobacco and Related Products Regulations 2016

PART 7

Electronic cigarette advertising

No advertising of electronic cigarettes in the press etc.

42.—(1) No person may in the course of a business publish, or procure the publication of, an electronic cigarette advertisement in a newspaper, periodical or magazine.

(2) No person may in the course of a business sell, offer for sale or otherwise make available to the public a newspaper, periodical or magazine containing an electronic cigarette advertisement.

(3) Paragraphs (1) and (2) do not apply—

- (a) to a newspaper, periodical or magazine which is intended exclusively for professionals in the trade of electronic cigarettes or refill containers; or
- (b) to a newspaper, periodical or magazine which is printed and published in a third country and is not principally intended for [^{F1}the relevant market].

[^{F2}(4) In this regulation “the relevant market”—

- (a) in relation to Great Britain, means the market in Great Britain;
- (b) in relation to Northern Ireland, means the Union Market.]

Textual Amendments

F1 Words in reg. 42(3)(b) substituted (31.12.2020) by S.I. 2019/41, **reg. 6(27)(a)** (as substituted by The Tobacco Products and Nicotine Inhaling Products (Amendment) (EU Exit) Regulations 2020 (S.I. 2020/1316), regs. 1(3), **3(32)** (with reg. 5))

F2 Reg. 42(4) inserted (31.12.2020) by S.I. 2019/41, **reg. 6(27)(b)** (as substituted) by The Tobacco Products and Nicotine Inhaling Products (Amendment) (EU Exit) Regulations 2020 (S.I. 2020/1316), regs. 1(3), **3(32)** (with reg. 5))

Changes to legislation:

There are currently no known outstanding effects for the The Tobacco and Related Products Regulations 2016, Section 42.