Public Abstract
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The present research attempted to build upon studies of sex content in popular magazines by analyzing how sex articles portray thematic aspects of sex, sexuality, and sexual health in lifestyle and health magazines targeted to either men or women. The researcher conducted a quantitative content analysis of 134 sex articles presented in 53 individual issues of Cosmopolitan, Glamour, Redbook, Esquire, GQ, Maxim, Women's Health, Self, Men's Fitness, and Men's Health. Consistent with previous examinations of popular magazine sex content, the sampled titles gave more attention to entertaining aspects of sex than they did to information about sexual health or human sexuality. Chi-square goodness-of-fit tests suggest there are significant differences in the way the magazines portray sex, sexuality, and sexual health based on the if titles were coded as health or lifestyle magazines and also based on the targeted gender of their readerships.