“50 WAYS TO SEDUCE A MAN” vs. “THE BETTER SEX DIET”:
A CONTENT ANALYSIS OF SEX ARTICLES
IN WOMEN’S AND MEN’S LIFESTYLE AND HEALTH MAGAZINES

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ABSTRACT

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 women’s and men’s lifestyle and health magazines. 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 magazines’ sex content, women’s and men’s health and lifestyle 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 sampled titles’ statuses as health or lifestyle magazines and also based on the targeted gender of their readerships.