

Look Here.

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You've
Just
Seen
The
Typical
American
Smoker.

PHILIP MORRIS MAGAZINE

Dear Editor:

Philip Morris Magazine has surveyed America's smokers, and they are us. This basic truth is at the core of the results of the most in-depth survey ever made of the American smoker.

Philip Morris Magazine is pleased to present the highlights of this survey to you. It underscores the tremendous contribution America's more than 55 million smokers make to our economy, our culture, and our political system. The survey provides a clear demographic and psychographic portrait of our readers — smokers whose strength has remained largely unrecognized by politicians and industry leaders.

Coinciding with the publication of the survey results, *Philip Morris Magazine* will launch an advertising campaign designed to demonstrate the contributions of smokers to the U.S. economy. These ads — samples of which are enclosed in the attached press kit — will appear in daily newspapers, the financial press, and the trade press.

We hope the message is clear — Americans who smoke contribute economically, politically and socially to the very fabric of our country. Smokers are everybody.

Sincerely,



Mary A. Taylor
Associate Publisher
Philip Morris Magazine

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MAGAZINE

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