

**Editor**  
Ruth E. Malone (USA)  
E: ruth.malone@ucsf.edu

**Deputy Editor**  
Andrew Hyland (USA)

**Senior Editors**  
Joaquin Barnoya (Guatemala)  
Joanna Cohen (Canada)  
Coral Gartner (Australia)  
Sally Haw (UK)  
Lisa Henriksen (USA)

**Editor Emeritus**  
Simon Chapman (Australia)  
E: sc@med.usyd.edu.au

**News Analysis Editor**  
Marita Hefler (Australia)  
marita.hefler@sydney.edu.au

**Deputy News Editor**  
Stan Shatenstein (Canada)

**Consulting editors for methods/  
statistics**  
Christopher Keith Haddock (USA)  
David Hammond (Canada)  
Karen Messer (USA)  
Todd Rogers (USA)  
Mohammad Siahpush (USA)

**Regional editors**  
Europe: Anna Gilmore (UK)  
Africa: Yussuf Saloojee  
(South Africa)  
North America: Roberta Ferrence  
(Canada)  
Australasia: Sarah Durkin (AU)  
Latin America and the Caribbean:  
Vera Luiza da Costa e Silva (Brazil)  
South Asia: Prakash Gupta (India)  
Asia-Pacific: Tai Hing Lam  
(Hong Kong)  
Middle East: Elif Dagli (Turkey)

**Assistant Editor, Web & New Media  
and Lighter Side**  
Becky Freeman (Australia)

**Founding Editor**  
Ron Davis (USA)

**Impact Factor:** 3.85

**Guidelines for Authors and  
Reviewers**

Full instructions are available online at <http://tobaccocontrol.bmj.com/site/about/guidelines.xhtml>. Articles must be submitted electronically <http://submit-tc.bmj.com>. Authors retain copyright but are required to grant *Tobacco Control* an exclusive licence to publish <http://group.bmj.com/products/journals/instructions-for-authors/licence-forms>

**Disclaimer:** *Tobacco Control* is published by BMJ Publishing Group Ltd, a wholly owned subsidiary of the British Medical Association. The publisher grants editorial freedom to the Editor of *Tobacco Control*. *Tobacco Control* follows guidelines on editorial independence produced by the World Association of Medical Editors and the code on good publication practice of the Committee on Publication Ethics.

*Tobacco Control* is intended for medical professionals and is provided without warranty, express or implied. Statements in the Journal are the responsibility of their authors and advertisers and not authors' institutions, the BMJ Publishing Group or the BMA unless otherwise specified or determined by law. Acceptance of advertising does not imply endorsement.

To the fullest extent permitted by law, the BMJ Publishing Group shall not be liable for any loss, injury or damage resulting from the use of *Tobacco Control* or any information in it whether based on contract, tort or otherwise. Readers are advised to verify any information they choose to rely on.

***Tobacco Control* aims to study the nature and consequences of tobacco use worldwide; tobacco's effects on population health, the economy, the environment and society; efforts to prevent and control the global tobacco epidemic through population level education and policy changes; the ethical dimensions of tobacco control policies; and the activities of the tobacco industry and its allies**

## Associate Editors

**Addiction and pharmacology**  
Dorothy Hatsukami (USA)

**Economics of Tobacco Control**  
Frank Chaloupka (USA)

**Harm Reduction**  
Lynn Kozlowski (USA)

**Historical Perspectives on  
Tobacco Control Policy**  
Allan M. Brandt (USA)

**Human Rights and Tobacco  
Control Advocacy**  
Josef Verovic (USA)

**Legislation and Regulation**  
Jonathan Liberman (Australia)

**Litigation**  
Richard Daynard (USA)

**Mass Media in Tobacco Control**  
Lois Biener (USA)

**Patterns and Predictors of  
Tobacco Use**  
Ron Borland (Australia)

**Politics of Tobacco Control**  
Jeff Collin (UK)

**Product Design**  
David Ashley (USA)

**Product Marketing and Promotion**  
Timothy Dewhirst (Canada)

**Secondhand Smoke**  
Alistair Woodward (New Zealand)

**Tobacco Industry Activities**  
Elizabeth Smith (USA)

**Tobacco Use Prevention**  
Amanda Amos (UK)

**Smoking Cessation Policies**  
Shu-Hong Zhu (USA)

## Editorial Advisory Board

**Chair**  
Kenneth E. Warner (USA)

**Vice Chair**  
Judith Mackay (Hong Kong)  
OA Ayo-Yusuf (South Africa)

**Stella Aguinaga Bialous**  
(USA/Brazil)  
**Sophia Chan** (Hong Kong)  
**Gregory N. Connolly** (USA)  
**Mike Cummings** (USA)  
**Pascal Diethelm** (Switzerland)  
**Stanton Glantz** (USA)

**Gary Giovino** (USA)  
**Nigel Gray** (Australia)  
**Margaretha Haglund** (Sweden)  
**Martin Jarvis** (UK)  
**Luk Joossens** (Belgium)  
**Tom Novotny** (USA)  
**John P. Pierce** (USA)  
**Tibor Szilagyi** (Hungary)  
**Prakit Vathesatogkit** (Thailand)  
**Joan Roman Villabli** (Spain)  
**Melanie Wakefield** (AU)  
**Corné van Walbeek** (South Africa)

## Representing:

**International Network of Women  
Against Tobacco**  
Deborah McLellan (USA)

**Framework Convention Alliance**  
Laurent Huber (Switzerland)

## Subscription Information

*Tobacco Control* is published bimonthly; subscribers have access to all supplements

### Institutional Rates 2013

**Print**  
£391; US\$763; €528

**Online**  
Site licences are priced on FTE basis and allow access by the whole institution. Print is available at deeply discounted rates for online subscribers; details available online at [www.bmj.com/subscriptions](http://www.bmj.com/subscriptions) or contact the Subscription Manager in the UK (see above right).

Residents of some EC countries must pay VAT; for details, call us or visit [www.bmj.com/subscriptions/vatandpaymentinfo.dtl](http://www.bmj.com/subscriptions/vatandpaymentinfo.dtl)

### Personal Rates 2013

**Print** (includes online access at no additional cost)  
£178; US\$348; €241

**Online only**  
£95; US\$186; €129

ISSN 0964-4563 (print);  
1468-3318 (online)

Personal print or online only and institutional print subscriptions may be purchased online at <http://group.bmj.com/group/subs-sales/subscriptions> (payment by Visa/Mastercard only).

## Contact Details

**Editorial Office**  
*Tobacco Control*, BMJ Journals, BMA House Tavistock Square London, WC1H 9JR, UK  
T: +44 (0)20 7383 6457  
F: +44 (0)20 7383 6668  
E: [tobaccocontrol@bmjgroup.com](mailto:tobaccocontrol@bmjgroup.com)

**Permissions**  
<http://journals.bmj.com/misc/permissions.dtl>

**Supplement Enquiries**  
T: +44 (0)20 7383 6057  
F: +44 (0)20 7383 6668  
E: [journals@bmjgroup.com](mailto:journals@bmjgroup.com)

**Subscriptions** (except USA)  
Subscription Manager, BMJ Journals  
BMJ Publishing Group, PO BOX 299  
London WC1H 9TD, UK  
T: +44 (0)20 7383 6270  
F: +44 (0)20 7383 6402  
E: [subscriptions@bmjgroup.com](mailto:subscriptions@bmjgroup.com)  
<http://group.bmj.com/group/subs-sales/subscriptions>

**US Subscriptions**  
PPoF, PO Box 361  
Birmingham, AL 35201-0361, USA  
T: +1 800 348 6473 (toll free in the USA)  
F: +1 205 995 1588  
E: [bmj-clinicalevidence@ebsco.com](mailto:bmj-clinicalevidence@ebsco.com)

**Advertising**  
**Display Advertising Sales**  
Nick Gray (Sales Manager)  
T: +44 (0)20 7383 6386  
F: +44 (0)20 7383 6556  
E: [nickgray@bmjgroup.com](mailto:nickgray@bmjgroup.com)  
<http://group.bmj.com/group/advertising>

**Online Advertising Sales**  
Marc Clifford (Sales Manager)  
T: +44 (0)20 7383 6161  
F: +44 (0)20 7383 6556  
E: [mclifford@bmjgroup.com](mailto:mclifford@bmjgroup.com)  
<http://group.bmj.com/group/advertising>

**Reprints Administrator**  
T: +44 (0)150 251 5161  
F: +44 (0)207 554 6185  
E: [admin.reprints@bmjgroup.com](mailto:admin.reprints@bmjgroup.com)

**Commercial Reprints** (except USA & Canada)  
Nadia Gurney-Randall  
T: +44 (0)20 8445 5825  
F: +44 (0)20 8445 5870  
M: 07866 262 344  
E: [ngurneyrandall@bmjgroup.com](mailto:ngurneyrandall@bmjgroup.com)

**Commercial Reprints** (USA & Canada)  
Marsha Fogler  
T: +1 800 482 1450 (toll free in the USA)  
F: +1 856 489 4446 (outside the USA)  
E: [mfogler@medicalreprints.com](mailto:mfogler@medicalreprints.com)

**Copyright:** © 2012 BMJ Publishing Group. All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission  
*Tobacco Control* is published by BMJ Publishing Group Ltd, typeset by TNQ and printed in the UK on acid-free paper from sustainable forests by Latimer Trend, Plymouth, UK.  
*Tobacco Control* (ISSN 0964-4563) is published bi-monthly by BMJ Publishing Group and distributed in the USA by Air Business Ltd. Periodicals postage paid at Jamaica NY 11431. POSTMASTER: send address changes to *Tobacco Control*, Air Business Ltd, c/o Worldnet Shipping Inc., 156-15, 146th Avenue, 2nd Floor, Jamaica, NY 11434, USA.