

		Andalusia	Aragón	Asturias	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extre madura	Galicia	Madrid	Murcia	Navarra	La Rioja	Valencia	País Vasco
Age limit for purchasing/ consuming alcoholic beverages		18	18	16*18	18	18	18	18	18	18	18*	18	18	18	18	18	18
Definition of alcoholic beverage; (alcohol content equal to or more than. ...% ABV)		n/m	1%	n/m 1%	n/m	n/m	n/m	1%	n/m	1%	1.2 %	1%	1%	n/m	n/m	n/m	n/m
U18's must not be used in advertisements for alcoholic beverages (use image or voice/ star or feature in....)		n/m	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	n/m	Y
Advertising is prohibited via sponsorship or financing of sporting, cultural or any other activities aimed at U18's		Y	Y	n/m	n/m	Y	Y	Y	n/m	Y	Y	Y	Y	n/m	Y*	Y	Y*
Any advertising of alc. beverages specifically aimed at U18s is prohibited (scenarios directed at U8s/directly or indirectly encourages consumption)		n/m	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Restrictions on Advertising of Alcoholic Beverages:																	
Outdoor advertising	Prohibited in Outdoor Public Areas (Public thoroughfares)	N /m	Y	U18* +LGO M	Y*	Y*	Y*	U18	Y* +23 %	Y* +23 %	U18	Y* +20 %	U18	U18	Y**	Y*	Y**
Advertising of alcoholic beverages is prohibited in:	Educational Buildings/Institutions (incl. universities: u)	Y (u)	Y	Y	Y	Y	Y (u)	Y	Y (u) +23 %	Y	Y	Y	Y*	Y	Y (u)	Y (u)	Y
	Government Offices/ Departments	Y	Y	Y	Y	Y	Y	n/m	n/m	Y	n/m	Y	Y	n/m	n/m	Y	
	Healthcare Establishments	Y	Y	Y	Y	Y	Y	n/m	Y +23 %	Y	n/m	Y	Y	Y	Y	Y	Y
	Public Transport	n/m	Y	n/m	Y	Y	Y**	n/m	Y +23	Y	n/m	Y	Y	n/m	Y	Y	Y

									%								
	Motorway/ Highways Service Areas (in some regions exception for alcohol under 18% ABV)	Y	Y +18%	Y**	Y	n/m	n/m	n/m	Y +23%	n/m	n/m	n/m	Y +18%	n/m	n/m	Y +18%	n/m
	Sports facilities / venues (& cultural = c)	Y	U18	n/m	n/m	n/m	U18	U18 (c)	Y** +23%	U18 (c)	n/m	n/m	Y +18%	Y	Y	Y	Y
	Public Entertainment venues (cinema/ theatre/ shows)	n/m	U18	n/m	n/m	U18	U18	n/m	Y +23%	Y**	U18	U18	U18	U18	Y	U18	Y** *
	Centres where activities are intended for U18's (incl. recreation, leisure, juvenile)	Y	Y	Y	n/m	Y	Y	Y	Y +23%	Y	Y	Y	Y	Y	Y	Y	Y
Channel (advertising of alc. Beverages produced/published/broadcast within the Region is prohibited in) So: advertising of alcoholic beverages is prohibited in all media aimed at U18...	Youth Publications (printed in the Region)	n/m	Y	Y	Y	Y	Y	Y	Y*	Y	Y	Y	Y	Y	Y	Y	Y
	TV and Radio programmes (broadcast from stations in the Region)	n/m	U18 edu con	U18	U18 mpt	U18	U18	U18	Y +20%	U18	Y 8am 10p m	U18	U18	U18 * edu con	Y	U18 **	Y 8am 10p m
	Newspapers/ mags (produced in the region)	n/m	U18	U18	U18	U18	U18	U18	U18 *	U18	U18	U18	U18	U18	U18	U18	U18
	Outer covers (Front/ Back pages) sports and puzzle sections, content directed at U18s in all publications (print or digital p/d) produced in the Region	n/m	n/m	n/m	n/m	n/m	n/m	n/m	n/m	n/m	Y** p/d	n/m	n/m	n/m	Y P/d	n/m	Y Prnt
	Prohibitions (in the whole chap / article /previous paras) apply to all forms of advertising, direct or indirect, incl. advertising of items/ objects which due to	n/m	Y (chap) So:	Y (n/a) So:	n/m	Y (pp) So:	n/m	Y (pp) So:	n/m	Y Cha p)	n/m	Y Cha p	Y (pp) So:	Y (art) So:	Y (n/a) So:	Y (pp) so:	½*

	their name, graphics, mode of presentation or any other reason may class as surreptitious advertising of alc beverages		U18	U18		U18		U18		So: U18		So: U18	U18	U18	U18	U18 ***	
	Prohibition to all types of media under control of Local Government	n/m	n/m	Y***	n/m	n/m	n/m	n/m	Y** * +20 %	n/m	n/m	n/m	n/m	n/m	n/m	n/m	n/m
	Any other media specifically mentioned Key: internet - int; optical storage media (dvd)-osm; all print media - apm; periodical publications - pp	n/m	n/m	U18 - broch, osm	U18 apm	U18 apm	U18 apm	U18 apm	U18 apm *	U18 apm	U18 apm int	U18 apm int	n/m	U18 pp	U18 apm ,int	n/m	n/m
Message Content in Commercial Communications:																	
Must not associate alcoholic beverages with:	Enhanced physical or psychological / mental performance (incl. sporting performance: sp)	n/m	Y	Y	Y	Y	Y	n/m	Y	Y	Y (sp)	Y	Y	n/m	Y just phy sp	Y	Y
	driving vehicles	n/m	Y	n/m	Y	Y	Y	n/m	Y	Y	Y	Y	Y	n/m	Y	n/m	Y
	Weapons handling	n/m	Y	n/m	Y	Y	Y	n/m	n/m	Y	Y	Y	Y	n/m	Y	n/m	Y
	social or sexual success	n/m	Y	Y	Y	Y social	Y	n/m	Y	Y social	Y	Y	Y social	n/m	Y	Y	Y
	Sport / sporting activities (incl. educational, health, social practices: e,h,s)	Y	n/m	n/m	n/m	n/m	Y	n/m	n/m	Y (e,h,s)	Y (e,h)	Y (e,h)	Y (e,h)	n/m	n/m	n/m	Y (e,h)
Must not claim that alcohol:	Has therapeutic qualities/ effects	n/m	Y	Y	Y	Y	Y	n/m	Y	Y	Y	Y	n/m	n/m	Y	Y	Y
	Is a stimulant, sedative or a means of	n/m	Y	n/m	n/m	Y**	n/m	Y	Y	Y	Y	Y	n/m	n/m	Y	n/m	Y

	resolving conflict						*											
Must not encourage immoderate/excessive consumption of alcohol		n/m	n/m	n/m	n/m	n/m	Y	n/m	Y	n/m	Y	Y	n/m	n/m	Y	Y	Y	
Must not present abstinence or moderation in a negative light		n/m	n/m	n/m	Y	n/m	Y	n/m	Y	Y	Y	Y	Y	n/m	Y	Y	Y	
Must not place emphasis on high alcohol content as being a positive quality of the beverages.		n/m	n/m	n/m	n/m	n/m	n/m	n/m	Y	n/m	n/m	Y	n/m	n/m	Y	n/m	Y	
Promotions:	Promotions of alcohol in trade fairs, exhibitions, shows and similar activities must be carried out in segregated and distinctly separate areas.	Y	Y	Y n/m	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y +20 %
	During tours/visits of production, distribution facilities U18s must not be sold, supplied, offered alcoholic beverages.	n/m	Y	Y	Y	Y	n/m	n/m	n/m	n/m	Y	Y	n/m	n/m	n/m	Y	n/m	
Direct Marketing/ Dissemination	The promotion of alcoholic beverages by mail drop, post, telephone, and in general, any message sent to a home address is prohibited, unless personally addressed to an adult.	n/m	n/m	n/m	n/m	Y	n/m	n/m	n/m	n/m	Y	Y	Y	n/m	Y	n/m	Y	
	Dissemination of advertising of alcohol to minors, directly or by mail is prohibited / Promotion of alcoholic beverages specifically directed at U18s must not be carried out	n/m	n/m	Y	n/m	n/m	Y	Y	Y	Y	Y(cross-over above)	n/m	n/m	n/m	n/m	Y	n/m	

Key:

U18: only applies to those advertisements directed at under 18's / target audience is mainly U18s

n/m: no mention

mpt: minor protected timeframe

edu con: educational content (as in programmes with educational content)

LGOM: Local Government owned media – in case of Asturias: any type of advertising of local government owned media or located on local government owned land (digital/audiovisual/physical – billboards, signposts, bus shelters, urban furniture, publications)

Highlighted yellow: Not specifically mentioned, but inferred from provision(s) elsewhere in text

Footnotes:

Asturias:

* The Local Government have approved (19/02/2014) a draft bill that raises the minimum age to consume alcohol from 16 to 18. Text in red denotes provisions from draft bill / Text in black corresponds to current law (5/1990)

* Applies to static advertising; both to U18s and for LGOM: Local Government owned media: any type of advertising of local government owned media or located on local government owned land (digital/audiovisual/physical – billboards, signposts, bus shelters, urban furniture, publications)

**Except in retail and catering areas authorised for that purpose and are clearly separate from automotive and fuel related services.

*** digital/audiovisual/physical – billboards, signposts, bus shelters, urban furniture, publications

Canarias

* Outdoor public areas, except on terraces, bar tables or on fiesta days.

Cantabria

* Outdoor public areas, except terraces, outside bar tables or on days of patron saint festivities.

Castilla y León

* Outdoor public areas, zones, spaces which are less than 100 metres from the entrance to educational centres attended by minors or in locations which are ostensibly visible from such centres

** The interior and exterior of public transport, including city and intercity bus stations and their intermediate stops, railway stations and airports, except international areas.

*** Or helps overcome shyness

Cataluña

* Outdoor Public Areas includes: Beaches, camp-sites, spas/ health resorts, recreation centres, leisure and recreation centres for children, swimming pools, water parks, amusement parks, theme parks and zoos. Streets, squares, parks, roads and other outdoor public areas, on billboards, panels, signs and other outdoor advertising media, except signs directly related to production and sale centres (i.e. bars).

**Except static advertising and sponsorship advertising

*** This prohibition does not extend to indirect advertising which can be derived from programmes not specifically related to advertising, such as sports broadcasts, including sponsorship or static advertising.

Y – applies to alcoholic beverages less than 20% ABV in media under the control of the Generalitat (Regional Government of Catalonia)

* - Applicable to media under control of Generalitat

Extremadura

* The advertising of alcoholic beverages with alcohol content more than 23% ABV is not permitted in streets, squares, parks, roads and other outdoor public areas, on billboards, signs and other outdoor advertising media, excluding signs relating to production and sales operations.

** All forms of advertising are prohibited in cinemas. All forms of advertising of alc. Beverages are prohibited in shows aimed at U18s.

Galicia

*Although in Law 2/1996 - Art. 13: The sale and supply of alcoholic beverages less than 18% ABV is permitted to those aged between 16-18. However this runs contrary to Art. 12(1&2) of Law 11/2010 – the sale, supply of alcoholic beverages to U18s is expressly prohibited, as is the consumption by U18s.

**Exemption for specialist publications or publications for professionals

Madrid

* So this prohibition does not apply to outdoor advertising of beer, cider, wine and any product whose alcohol content does not exceed 20% ABV

Murcia

* Higher education and university institutions which are authorised to do so can sell beverages with alc. content less than 18% ABV; advertising is prohibited in those places where its sale is prohibited. In this case, only the sale of beverages with alc. content higher than 18% is prohibited meaning advertising of alcohol below 18% ABV would in theory be permitted.

Navarre

* Advertising of alcoholic beverages is also prohibited in Radio and TV programmes broadcast from stations in Spanish region of Navarre of an informative nature on topics of public interest. (i.e. news programmes)

La Rioja

* The advertising of alcoholic beverages is prohibited on the occasion of or through the sponsorship of sporting, educational, cultural, health or social activities (i.e. irrespective of whether directed at U18s – applicable to all)

** Advertising liable to attract by images or sound, the attention of people in or passing through areas of general use or open spaces;

Valencia

* Advertisements are prohibited where there exists a distance of less than 200 metres between the advertisement and Healthcare Centres/ Educational institutions/ entertainments centres for U18s.

** Advertisements of alcoholic beverages are also prohibited on radio and TV programmes broadcast from the Region when they are about programmes of an informative nature on matters of public interest (i.e. news programmes)

*** And potentially news related media (so newspapers) – see Art. 15d and 15e LD 1/2003.

Pais Vasco

* The advertising of alcoholic beverages is prohibited on the occasion of or through the sponsorship of sporting, educational, cultural, health or social activities (i.e. irrespective of whether directed at U18s – applicable to all)

** Advertising liable to attract by images or sound, the attention of people in or passing through areas of general use or open spaces;

*** Except last performance of the night

* Just includes 2nd half of statement, i.e. that advertising of brands, objects and products, which due to their name... so no reference to all forms of advertising.

