

Web appendix: Methodology

Traditional print media sources searched systematically														
<i>Shading indicates the months searched</i>														
	May '12	Jun '12	Jul '12	Aug '12	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13
Nexis® UK Publications (e-database) Contains: Newspapers; Magazines, Journals & Trade Press; Newswires & Press Releases; Web-based Publications*; and Other.														
2 UK Daily Broadsheets (hardcopies) Top two for 'all adults'†												29 May-26 Jun		
2 UK Daily Tabloids (hardcopies) Top two for 'all adults'†												29 May-26 Jun		
1 UK Freesheet Newspaper (hardcopy) Monday-Friday excl. Bank Holidays												29 May-26 Jun		
2 UK Women's Weekly Magazines (hardcopies) Top one for 'all adults' and for '15-34 year-olds'†												29 May-26 Jun		
2 Tobacco Industry Periodicals (hardcopies) One monthly, one bimonthly														
4 UK Tobacco Retailers' Trade Periodicals (hardcopies) One weekly, two fortnightly, one monthly												29 May-26 Jun		
1 UK Tobacco Retailers' Trade Periodicals (website)														
Notes: *Web-based Publications identified in the Nexis® UK Publications database contained multiple duplicates of newspaper articles. To keep the numbers manageable, the web-based publications were coded only for the 'two weeks pre-' and 'two weeks post-announcement' time periods. †From the National Readership Survey January – December 2012 http://www.nrs.co.uk/top-line-readership/ (accessed May 3 2013).														

- 991 discrete items (editorial text, images or adverts) were identified and uploaded into the qualitative data analysis software database NVivo 10 for thematic analysis. Inter-rater coding consistency was used to test the application of the iterative thematic coding scheme.
- A social media analysis was conducted separately for the 2 weeks leading to/following the MHRA announcement. Data was captured using the software tool 'NCapture' and netnography carried out using the codes and themes that had emerged from the traditional media content analysis.
- Detailed methodology and coding available at: de Andrade M, Hastings G, Angus K, Dixon D, Purves R. *The Marketing of Electronic Cigarettes in the UK*. 2013. London: Cancer Research UK report.