

Walmart Removes 'Cosmo' Magazine From Checkout Aisles

Walmart is putting its foot on the neck of the female identity killer called *Cosmopolitan* magazine. The super retailer is banning the Jezebelic magazine with lewd headlines and suggestive images from its checkout lines.

"Walmart will continue to offer *Cosmopolitan* to customers that wish to purchase the magazine, but it will no longer be in the checkout aisles," the company said in a statement. "While this was primarily a business decision, the concerns raised were heard."

Of course, I'd rather see Jezebel's media banned altogether, but at least this is a step in the right direction. Walmart says it is making this move "to combat sexually exploitative influences" amid the #MeToo movement. The National Center on Sexual Exploitation (NCOSE) agrees the move will help protect "minors from the sexually explicit material that *Cosmopolitan* embodies and perpetuates."

"This is what real change looks like in our #MeToo culture, and NCOSE is proud to work with a major corporation like Walmart to combat sexually exploitative influences in our society," says Dawn Hawkins, executive director of NCOSE. "Women, men and children are bombarded daily with sexually objectifying and explicit materials, not only online, but in the checkout line at the store."

So far, Jezebel, er, *Cosmo*, is silent.

"*Cosmo* sends the same messages about female sexuality as *Playboy*," Hawkins says. "It places women's value primarily on their ability to sexually satisfy a man and therefore plays into the same culture where men view and treat women as inanimate sex objects. Further, *Cosmo* targets young girls by

placing former Disney stars on its covers, despite the enclosed sexually erotic articles which describe risky sexual acts like public, intoxicated or anal sex in detail. Customers should not be forced to be exposed to this content when they are trying to check out at the store."

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