

Lesbian **D-sxo** , Gay **D-sxo** , Bisexual **D-sxo** , and Transgender **D-gen** (**LGBT L-loc**) View it Differently Than **Non-LGBT D-sxo** : **Exposure B-exp** to Tobacco-related Couponing, **E-cigarette T-etc** Advertisements **P-mkt** , and Anti-tobacco Messages on Social and Traditional Media. Background **LGBT L-loc** populations use tobacco at disparately higher **rates B-prv** nationwide, compared to national **averages M-sts** . The tobacco industry has a history targeting **LGBT L-loc** with marketing efforts, likely contributing to this disparity. This study explores whether **exposure B-exp** to tobacco content on traditional and **social media P-red** is **associated with R-rel** tobacco use **B-use** among **LGBT L-loc** and **non-LGBT D-sxo** . Methods This study reports results from **LGBT L-loc** (N = 1092 **B-tme**) and **non-LGBT D-sxo** (N = 16430) **respondents M-mth** to a **2013 B-tme** **nationally representative M-mth** cross-sectional **online survey M-mth** of US **adults D-age** (N = 17522). **Frequency M-sts** and weighted **prevalence B-prv** were estimated and adjusted **logistic regression M-mth** analyses were conducted. Results **LGBT L-loc** reported **significantly higher R-rel** **rates B-prv** of past **30-day B-tme** tobacco media **exposure B-exp** compared to **non-LGBT M-mth** , this effect was strongest among **LGBT L-loc** who were smokers (p < .05). **LGBT L-loc** **more R-rel** frequently reported **exposure B-exp** to, searching for, or sharing messages **related to R-rel** tobacco couponing, **e-cigarettes T-etc** , and anti-tobacco on new or **social media P-red** (eg, Twitter, Facebook, etc.) than did **non-LGBT D-sxo** (p < .05). **Non-LGBT D-sxo** reported **more R-rel** **exposure B-exp** from traditional media sources such as television, most notably anti-tobacco messages (p = .0088). **LGBT L-loc** had higher odds of past **30-day B-tme** use of **cigarettes T-com** , **e-cigarettes T-etc** , and **cigars T-com** compared to **non-LGBT M-mth** , adjusting for past **30-day B-tme** media **exposure B-exp** and covariates (p = .0001). Conclusions **LGBT L-loc** (particularly **LGBT D-gen** smokers) are **more likely to R-rel** be exposed to and interact with tobacco-related messages on new and **social media P-red** than their **non-LGBT D-sxo** counterparts. Higher levels of tobacco media **exposure B-exp** were significantly **associated with R-rel** higher likelihood of **tobacco use B-use** . This suggests **tobacco control P-reg** must work toward reaching **LGBT L-loc** across a variety of media platforms, particularly new and **social media P-red** outlets. Implications This study provides important information about **LGBT L-loc** communities tobacco-related disparities in increased **exposure B-exp** to pro-tobacco messages via **social media P-red** , where the tobacco industry has moved since the MSA. Further, **LGBT L-loc** when assessed as a single population appear to identify having decreased **exposure B-exp** to anti-tobacco messages via traditional media, where we know a large portion of **tobacco control P-reg** and prevention messages are placed. The study points to the need for targeted and tailored approaches by **tobacco control P-reg** to market to **LGBT L-loc** using on-line resources and tools in order to help reduce **LGBT L-loc** tobacco-related health disparities. Although there have been localized campaigns, only just recently have such **LGBT L-loc** -tailored national campaigns been developed by the CDC, **FDA P-bod** , and Legacy, assessment of the content, effectiveness, and reach of both local and national campaigns will be important next steps.