[Template:About](/wiki/Template:About" \o "Template:About) [Template:Use mdy dates](/wiki/Template:Use_mdy_dates) [Template:Infobox magazine](/wiki/Template:Infobox_magazine)

[Template:Pp-semi-vandalism](/wiki/Template:Pp-semi-vandalism) ***Playboy*** is an American men's [lifestyle](/wiki/Lifestyle_magazine) and entertainment magazine. It was founded in Chicago in 1953 by [Hugh Hefner](/wiki/Hugh_Hefner) and his associates, and funded in part by a $1,000 loan from Hefner's mother.[[1]](#cite_note-1) Notable for its [centerfolds](/wiki/Centerfold) of [nude](/wiki/Nude) and semi-nude[[2]](#cite_note-2) [models](/wiki/Model_(people)) ([Playmates](/wiki/Playmate)), *Playboy* played an important role in the [sexual revolution](/wiki/Sexual_revolution)[[3]](#cite_note-3) and remains one of the world's best-known brands, having grown into [Playboy Enterprises, Inc.](/wiki/Playboy_Enterprises), with a presence in nearly every medium.[[4]](#cite_note-4) In addition to the flagship magazine in the United States, special [nation-specific versions](/wiki/#International_editions) of *Playboy* are published worldwide.

The magazine has a long history of publishing short stories by notable novelists such as [Arthur C. Clarke](/wiki/Arthur_C._Clarke),[[5]](#cite_note-5) [Ian Fleming](/wiki/Ian_Fleming),[[5]](#cite_note-5) [Vladimir Nabokov](/wiki/Vladimir_Nabokov),[[6]](#cite_note-6) [Saul Bellow](/wiki/Saul_Bellow), [Chuck Palahniuk](/wiki/Chuck_Palahniuk), [P. G. Wodehouse](/wiki/P._G._Wodehouse),[[5]](#cite_note-5) [Haruki Murakami](/wiki/Haruki_Murakami), and [Margaret Atwood](/wiki/Margaret_Atwood).[[5]](#cite_note-5) With a regular display of full-page color cartoons, it became a showcase for notable cartoonists, including [Harvey Kurtzman](/wiki/Harvey_Kurtzman), [Jack Cole](/wiki/Jack_Cole_(artist)),[[7]](#cite_note-7) [Eldon Dedini](/wiki/Eldon_Dedini),[[8]](#cite_note-8) [Jules Feiffer](/wiki/Jules_Feiffer),[[9]](#cite_note-9) [Shel Silverstein](/wiki/Shel_Silverstein),[[10]](#cite_note-10) Erich Sokol,[[5]](#cite_note-5) [Roy Raymonde](/wiki/Roy_Raymonde),[[11]](#cite_note-11) [Gahan Wilson](/wiki/Gahan_Wilson), and [Rowland B. Wilson](/wiki/Rowland_B._Wilson).<ref name=eli>[Template:Cite web](/wiki/Template:Cite_web)</ref> *Playboy* features monthly interviews of notable public figures, such as artists, architects, economists, composers, conductors, film directors, journalists, novelists, playwrights, religious figures, politicians, athletes and race car drivers. The magazine generally reflects a liberal editorial stance, although it often interviews conservative celebrities.[[12]](#cite_note-12)[thumb|The](/wiki/File:Pb1253.jpg) [front cover](/wiki/Cover_art) of the first issue of *Playboy*, December 1953

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## Publication history[[edit](/index.php?title=(none)&action=edit&section=1)]

### 1950s[[edit](/index.php?title=(none)&action=edit&section=2)]

[thumb|left|225px|](/wiki/File:1953_Playboy_centerfold.jpg)[Centerfold](/wiki/Centerfold) of [Marilyn Monroe](/wiki/Marilyn_Monroe) from the first issue of *Playboy*, December 1953

By spring 1953, Hugh Hefner—a 1949 [University of Illinois](/wiki/University_of_Illinois) psychology graduate who had worked in Chicago for [*Esquire*](/wiki/Esquire_(magazine)) magazine writing promotional copy; Publisher's Development Corporation in sales and marketing; and *Children's Activities* magazine as circulation promotions manager[[13]](#cite_note-13)—had planned out the elements of his own magazine, that he would call *Stag Party*.<ref name=watts62>[Template:Cite web](/wiki/Template:Cite_web)</ref> He formed HMH Publishing Corporation, and recruited his friend Eldon Sellers to find investors.[[14]](#cite_note-14) Hefner eventually raised just over $8,000, including from his brother and mother.<ref name=watts63>[Template:Cite web](/wiki/Template:Cite_web)</ref> However, the publisher of an unrelated [men's adventure](/wiki/Men's_adventure) magazine, [*Stag*](/wiki/Stag_(magazine))*,* contacted Hefner and informed him it would file suit to protect their trademark if he were to launch his magazine with that name.<ref name=sumner134>[Template:Cite book](/wiki/Template:Cite_book)</ref><ref name=watts64>[Template:Cite web](/wiki/Template:Cite_web)</ref> Hefner, his wife Millie, and Sellers met to seek a new name, considering "Top Hat", "Gentleman", "Sir'", "Satyr", "Pan" and "Bachelor" before Sellers suggested "Playboy".[[15]](#cite_note-15) The first issue, in December 1953, was undated, as Hefner was unsure there would be a second. He produced it in his [Hyde Park](/wiki/Hyde_Park,_Chicago) kitchen. The first centerfold was [Marilyn Monroe](/wiki/Marilyn_Monroe), although the picture used originally was taken for a calendar rather than for *Playboy*.[[16]](#cite_note-16) Hefner chose what he deemed the "sexiest" image, a previously unused [nude study](/wiki/Nude_study) of Marilyn stretched with an upraised arm on a red velvet background with closed eyes and mouth open.[[17]](#cite_note-17) The heavy promotion centered around Marilyn's nudity on the already-famous calendar, together with the teasers in marketing, made the new Playboy magazine a success.[[18]](#cite_note-18)[[19]](#cite_note-19)The first issue sold out in weeks. Known circulation was 53,991.[[20]](#cite_note-20) The cover price was 50¢. Copies of the first issue in mint to near mint condition sold for over $5,000 in 2002.

The novel [*Fahrenheit 451*](/wiki/Fahrenheit_451), by [Ray Bradbury](/wiki/Ray_Bradbury), was serialized in the March, April and May 1954 issues of *Playboy*.

An [urban legend](/wiki/Urban_legend) started about Hefner and the [Playmate of the Month](/wiki/Playboy_Playmate) because of markings on the front covers of the magazine. From 1955 to 1979 (except for a six-month gap in 1976), the "P" in *Playboy* had stars printed in or around the letter. The legend stated that this was either a rating that Hefner gave to the Playmate according to how attractive she was, the number of times that Hefner had slept with her, or how good she was in bed. The stars, between zero and 12, actually indicated the domestic or international advertising region for that printing.<ref name=snopes>[Template:Cite web](/wiki/Template:Cite_web)</ref>

### 1960s–1990s[[edit](/index.php?title=(none)&action=edit&section=3)]

[thumb|right|The Editorial Board of *Playboy* in 1970. Back, left to right:](/wiki/File:Playboy_Staff_in_1970.jpg) [Robie Macauley](/wiki/Robie_Macauley), Nat Lehrman, Richard M. Koff, Murray Fisher, Arthur Kretchmer; front: Sheldon Wax, Auguste Comte Spectorsky, Jack Kessie.

From 1966 to 1976, [Robie Macauley](/wiki/Robie_Macauley) was the Fiction Editor at *Playboy*. During this period the magazine published fiction by [Saul Bellow](/wiki/Saul_Bellow), [Sean O'Faolain](/wiki/Sean_O'Faolain), [John Updike](/wiki/John_Updike), [James Dickey](/wiki/James_Dickey), [John Cheever](/wiki/John_Cheever), [Doris Lessing](/wiki/Doris_Lessing), [Joyce Carol Oates](/wiki/Joyce_Carol_Oates), [Vladimir Nabokov](/wiki/Vladimir_Nabokov), [Michael Crichton](/wiki/Michael_Crichton), [John le Carré](/wiki/John_le_Carré), [Irwin Shaw](/wiki/Irwin_Shaw), [Jean Shepherd](/wiki/Jean_Shepherd), [Arthur Koestler](/wiki/Arthur_Koestler), [Isaac Bashevis Singer](/wiki/Isaac_Bashevis_Singer), [Bernard Malamud](/wiki/Bernard_Malamud), [John Irving](/wiki/John_Irving), [Anne Sexton](/wiki/Anne_Sexton), [Nadine Gordimer](/wiki/Nadine_Gordimer), [Kurt Vonnegut](/wiki/Kurt_Vonnegut) and [J. P. Donleavy](/wiki/J._P._Donleavy), as well as poetry by [Yevgeny Yevtushenko](/wiki/Yevgeny_Yevtushenko).[[21]](#cite_note-21) Macauley also contributed all of the popular *Ribald Classics* series published between January 1978 and March 1984.

Since reaching its peak in the 1970s, *Playboy* saw a decline in circulation and cultural relevance due to competition in the field it founded—first from [*Penthouse*](/wiki/Penthouse_(magazine))*,* then [*Oui*](/wiki/Oui_(magazine)) (which was published as a spin-off of *Playboy*) and [*Gallery*](/wiki/Gallery_(magazine)) in the 1970s; later from pornographic [videos](/wiki/Videotape); and more recently from [lad mags](/wiki/Lad_mags) such as [*Maxim*](/wiki/Maxim_(magazine))*,* [*FHM*](/wiki/FHM)*,* and [*Stuff*](/wiki/Stuff_(magazine))*.* In response, *Playboy* has attempted to re-assert its hold on the 18–35 male demographic through slight changes to content and focusing on issues and personalities more appropriate to its audience—such as hip-hop artists being featured in the "*Playboy* Interview".

[Christie Hefner](/wiki/Christie_Hefner), daughter of the founder Hugh Hefner, joined Playboy in 1975 and became head of the company in 1988. She announced in December 2008 that she would be stepping down from leading the company, effective in January 2009, and said that the election of Barack Obama as the next President had inspired her to give more time to charitable work, and that the decision to step down was her own. “Just as this country is embracing change in the form of new leadership, I have decided that now is the time to make changes in my own life as well,” she said.[[22]](#cite_note-22)

### Post-2000[[edit](/index.php?title=(none)&action=edit&section=4)]

The magazine celebrated its 50th anniversary with the January 2004 issue. Celebrations were held at [Las Vegas](/wiki/Las_Vegas_Valley), Los Angeles, New York, and Moscow during the year to commemorate this event.

The magazine runs several annual features and ratings. One of the most popular is its annual ranking of the top "party schools" among all U.S. universities and colleges. For 2009, the magazine used five considerations: bikini, brains, campus, sex and sports in the development of its list. The top ranked party school by *Playboy* for 2009 was the [University of Miami](/wiki/University_of_Miami).[[23]](#cite_note-23) In June 2009, the magazine reduced its publication schedule to 11 issues per year, with a combined July/August issue and on August 11, 2009. London's [*Daily Telegraph*](/wiki/Daily_Telegraph) newspaper reported that Hugh Hefner had sold his English Manor house (next door to the famous [Playboy Mansion](/wiki/Playboy_Mansion)) for $18 m ($10 m less than the reported asking price) to another American Daren Metropoulos the President and co-owner of [Pabst Blue Ribbon](/wiki/Pabst_Blue_Ribbon). Also that due to significant losses in the company's value (down from $1 billion in 2000 to $84 million in 2009) the Playboy publishing empire is up for sale for $300 million.[[24]](#cite_note-24) In December 2009, they further reduced the publication schedule to 10 issues per year, with a combined January/February issue.

On July 12, 2010, Playboy Enterprises Inc. announced Hefner's $5.50 per share offer ($122.5 million based on shares outstanding on April 30 and the closing price on July 9) to buy the portion of the company he did not already own and take the company private with the help of Rizvi Traverse Management LLC. The company derives much of its income from licensing rather than the magazine.[[25]](#cite_note-25) On July 15, *Penthouse* owner FriendFinder Networks Inc. offered $210 million (the company is valued at $185 million), though Hefner, who already owned 70 percent of voting stock, did not want to sell.[[26]](#cite_note-26) In January 2011, the publisher of *Playboy* magazine agreed to an offer by Hefner to take the company private for $6.15 per share, an 18 percent premium over the price of the last previous day of trading.[[27]](#cite_note-27) The buyout was completed in March 2011.[[28]](#cite_note-28)

#### 2016 changes and ending of frontal nudity[[edit](/index.php?title=(none)&action=edit&section=5)]

[Template:Quote box](/wiki/Template:Quote_box) In October 2015, Playboy announced that starting with their March 2016 issue, the magazine would no longer feature full frontal nudity.[[29]](#cite_note-29) *Playboy* CEO Scott Flanders acknowledged the magazine's inability to compete with freely available [Internet pornography](/wiki/Internet_pornography) and nudity; according to him, "You're now one click away from every sex act imaginable for free. And so it’s just passé at this juncture".[[30]](#cite_note-30) Hefner agreed with the decision.[[31]](#cite_note-31) The redesigned *Playboy*, however, would still feature a [Playmate of the Month](/wiki/Playmate_of_the_Month) and pictures of women, but they would be rated as not appropriate for children under 13.[[31]](#cite_note-31) The move would not affect PlayboyPlus.com (which features nudity at a paid subscription), but it is currently unknown what will happen to the "special" issues.[[32]](#cite_note-32) Josh Horwitz of [Quartz](/wiki/Quartz_(publication)) argues that the motivation for the decision to remove nudity from the magazine was to give [Playboy Licensing](/wiki/PB_Lifestyle) a less deviant image in India and China, where the brand is a popular item on apparel and thus generates significant revenue.[[33]](#cite_note-33) Among other changes to the magazine included ending the popular jokes section and the various cartoons that appeared throughout the magazine. The redesign eliminated the use of jump copy (articles continuing on non-consecutive pages), which in turn eliminated most of the space for cartoons.[[34]](#cite_note-34) Hefner, himself a former cartoonist, reportedly resisted dropping the cartoons more than the nudity, but ultimately obliged. *Playboy* plans to market itself as a competitor to [*Vanity Fair*](/wiki/Vanity_Fair_(magazine)) as opposed to more traditional competitors [*GQ*](/wiki/GQ) and [*Maxim*](/wiki/Maxim_(magazine)).[[35]](#cite_note-35)

### {{anchor|Circulation}}Circulation history and statistics[[edit](/index.php?title=(none)&action=edit&section=6)]

The best-selling *Playboy* edition was the November 1972 edition, which sold 7,161,561 copies. One-quarter of all American college men were buying or subscribing to the magazine every month.[[36]](#cite_note-36) On the cover was model Pam Rawlings, photographed by [Rowland Scherman](/wiki/Rowland_Scherman).

Perhaps coincidentally, a cropped image of the issue's centerfold (which featured [Lena Söderberg](/wiki/Lena_Söderberg)) became a de facto [standard image](/wiki/Standard_test_image) for testing image processing algorithms. It is known simply as the "[Lenna](/wiki/Lenna)" (also "Lena") image in that field.[[37]](#cite_note-37) In 1970, *Playboy* became the first gentleman's magazine to be printed in [braille](/wiki/Braille).[[38]](#cite_note-38) It is also one of the few magazines whose [microfilm](/wiki/Microfilm) format was in color, not black and white.[[39]](#cite_note-39)

## Features and format[[edit](/index.php?title=(none)&action=edit&section=7)]

### Rabbit logo[[edit](/index.php?title=(none)&action=edit&section=8)]

[thumb|upright|A Playboy cigarette lighter with the distinctive rabbit](/wiki/File:Playboy_lighter.jpg) [logo](/wiki/Logo)

Playboy's iconic and enduring mascot, a stylized [silhouette](/wiki/Silhouette) of a [rabbit](/wiki/Rabbit) wearing a [tuxedo bow tie](/wiki/Black_tie), was created by *Playboy* [art director](/wiki/Art_director) [Art Paul](/wiki/Art_Paul) for the second issue as an [endnote](/wiki/Note_(typography)), but was adopted as the official [logo](/wiki/Logo) and has appeared ever since.<ref name = Faye>[Template:Cite web](/wiki/Template:Cite_web)</ref><ref name = Heller>[Template:Cite book](/wiki/Template:Cite_book)</ref> A running joke in the magazine involves hiding the logo somewhere in the cover art or photograph. Hefner said he chose the rabbit for its "humorous [sexual](/wiki/Human_sexual_behavior) connotation", and because the image was "frisky and playful". [thumb|upright|](/wiki/File:VX-4_Evaluators_(insignia).jpg)[VX-4](/wiki/VX-4) [insignia](/wiki/Military_aircraft_insignia)

In an interview Hefner explained his choice of a rabbit as *Playboy's* logo to the Italian journalist [Oriana Fallaci](/wiki/Oriana_Fallaci):

[Template:Quote](/wiki/Template:Quote)

The jaunty rabbit was quickly a popular symbol of extroverted male culture, becoming a [lucrative source](/wiki/Playboy_Enterprises,_Inc.#Playboy_Licensing) of [merchandizing](/wiki/Merchandizing#Licensing) revenue for Playboy.[[40]](#cite_note-40) In the 1950s, it was adopted as [military aircraft insignia](/wiki/Military_aircraft_insignia) for the [Navy's VX-4](/wiki/VX-4) fighter-evaluation squadron.

### The ''Playboy'' Interview[[edit](/index.php?title=(none)&action=edit&section=9)]

Besides its centerfold, a major part of *Playboy* for much of its existence has been the *Playboy* Interview, an extensive (usually several thousand-word) discussion between a notable individual and an interviewer (historian [Alex Haley](/wiki/Alex_Haley), for example, served as a *Playboy* interviewer on a few occasions; one of his interviews was with [Martin Luther King Jr.](/wiki/Martin_Luther_King_Jr.); he also interviewed [Malcolm X](/wiki/Malcolm_X) and American Nazi Party founder [George Lincoln Rockwell](/wiki/George_Lincoln_Rockwell) in the April 1966 issue,[[41]](#cite_note-41) then coauthored his autobiography). One of the magazine's most notable interviews was a discussion with then-presidential candidate [Jimmy Carter](/wiki/Jimmy_Carter) in the November 1976 issue in which he stated "I've committed [adultery](/wiki/Adultery) in my heart many times."[[42]](#cite_note-42)[[43]](#cite_note-43) [David Sheff's](/wiki/David_Sheff) interview with [John Lennon](/wiki/John_Lennon) and [Yoko Ono](/wiki/Yoko_Ono) appeared in the January 1981 issue, which was on newsstands at the time of Lennon's murder; the interview was later published in book format.

Another interview type section, entitled "20Q" (a play on the game of [Twenty Questions](/wiki/Twenty_Questions)), was added in October 1978. [Cheryl Tiegs](/wiki/Cheryl_Tiegs) was the first interviewee for the section.[[44]](#cite_note-44)

### Rock the Rabbit[[edit](/index.php?title=(none)&action=edit&section=10)]

"Rock the Rabbit" was an annual music news and pictorial feature published in the March edition.[[45]](#cite_note-45) The pictorial featured images of [rock bands](/wiki/Rock_bands) photographed by music photographer [Mick Rock](/wiki/Mick_Rock). Fashion designers participated in the Rock the Rabbit event by designing T-shirts inspired by Playboy's rabbit head logo for each band. The shirts were sold at Playboy's retailers and auctioned off to raise money for AIDS at LIFEbeat: The Music Industry Fights AIDS.[[45]](#cite_note-45) Notable bands who were featured include: [MGMT](/wiki/MGMT), [Daft Punk](/wiki/Daft_Punk), [Iggy Pop](/wiki/Iggy_Pop), [Duran Duran](/wiki/Duran_Duran), [Flaming Lips](/wiki/Flaming_Lips), [Snow Patrol](/wiki/Snow_Patrol), and [The Killers](/wiki/The_Killers).[[46]](#cite_note-46)

### Photographers[[edit](/index.php?title=(none)&action=edit&section=11)]

Many notable photographers have contributed to *Playboy*, including [Ken Marcus](/wiki/Ken_Marcus),<ref name=Vintage>[Template:Cite web](/wiki/Template:Cite_web)</ref> [Richard Fegley](/wiki/Richard_Fegley),[[47]](#cite_note-47) [Arny Freytag](/wiki/Arny_Freytag),[[48]](#cite_note-48) [Ron Harris](/wiki/Ron_Harris_(photographer)),[[49]](#cite_note-49) [Tom Kelley](/wiki/Tom_Kelley_(photographer)),<ref name=Vintage/> [David Mecey](/wiki/David_Mecey),[[50]](#cite_note-50) [Russ Meyer](/wiki/Russ_Meyer),[[51]](#cite_note-51) [Pompeo Posar](/wiki/Pompeo_Posar),[[52]](#cite_note-52) [Suze Randall](/wiki/Suze_Randall),[[53]](#cite_note-53) [Herb Ritts](/wiki/Herb_Ritts),<ref name=Christies>[Template:Cite web](/wiki/Template:Cite_web)</ref> [Stephen Wayda](/wiki/Stephen_Wayda),[[54]](#cite_note-54)[[55]](#cite_note-55) [Sam Wu](/wiki/Sam_Wu),[[56]](#cite_note-56) [Mario Casilli](/wiki/Mario_Casilli),[[57]](#cite_note-57) [Annie Leibovitz](/wiki/Annie_Leibovitz),<ref name=Christies/> [Helmut Newton](/wiki/Helmut_Newton),<ref name=Christies/> and [Bunny Yeager](/wiki/Bunny_Yeager).[[58]](#cite_note-58)

### Celebrities[[edit](/index.php?title=(none)&action=edit&section=12)]

*For a full listing, please see* [*List of people in Playboy 1953–1959*](/wiki/List_of_people_in_Playboy_1953–1959)*,* [*1960–1969*](/wiki/List_of_people_in_Playboy_1960–1969)*,* [*1970–1979*](/wiki/List_of_people_in_Playboy_1970–1979)*,* [*1980–1989*](/wiki/List_of_people_in_Playboy_1980–1989)*,* [*1990–1999*](/wiki/List_of_people_in_Playboy_1990–1999)*,* [*2000–2009*](/wiki/List_of_people_in_Playboy_2000–2009)*,* [*2010–2019*](/wiki/List_of_people_in_Playboy_2010–2019)*.*

Many celebrities (singers, actresses, models, etc.) have posed for *Playboy* over the years. This list is only a small portion of those who have posed. Some of them are:

Film:

* [Jayne Mansfield](/wiki/Jayne_Mansfield) *(February 1955)*
* [Mara Corday](/wiki/Mara_Corday) *(October 1958)*
* [Ursula Andress](/wiki/Ursula_Andress) *(June 1965)*
* [Carol Lynley](/wiki/Carol_Lynley) *(March 1965)*
* [Margot Kidder](/wiki/Margot_Kidder) *(March 1975)*
* [Kim Basinger](/wiki/Kim_Basinger) *(February 1983)*
* [Terry Moore](/wiki/Terry_Moore_(actress)) *(August 1984)*
* [Janet Jones](/wiki/Janet_Jones) *(March 1987)*
* [Drew Barrymore](/wiki/Drew_Barrymore) *(January 1995)*
* [Denise Richards](/wiki/Denise_Richards) *(December 2004)*

Music:

* [La Toya Jackson](/wiki/La_Toya_Jackson) *(March 1989/Nov 1991)*
* [Fem2Fem](/wiki/Fem2Fem) *(December 1993)*
* [Nancy Sinatra](/wiki/Nancy_Sinatra) *(May 1995)*
* [Samantha Fox](/wiki/Samantha_Fox) *(October 1996)*
* [Joey Heatherton](/wiki/Joey_Heatherton) *(April 1997)*
* [Linda Brava](/wiki/Linda_Brava) *(April 1998)*
* [Belinda Carlisle](/wiki/Belinda_Carlisle) *(August 2001)*
* [Tiffany](/wiki/Tiffany_(American_singer)) *(April 2002)*
* [Carnie Wilson](/wiki/Carnie_Wilson) *(August 2003)*
* [Debbie Gibson](/wiki/Debbie_Gibson) *(March 2005)*

Sports:

* [Svetlana Khorkina](/wiki/Svetlana_Khorkina) *(November 1997 Russian edition)*
* [Katarina Witt](/wiki/Katarina_Witt) *(December 1998)*
* [Tanja Szewczenko](/wiki/Tanja_Szewczenko) *(April 1999 German Edition)*
* [Joanie Laurer](/wiki/Chyna) *(November 2000 and January 2002)*
* [Gabrielle Reece](/wiki/Gabrielle_Reece) *(January 2001)*
* [Kiana Tom](/wiki/Kiana_Tom) *(May 2002)*
* [Torrie Wilson](/wiki/Torrie_Wilson) *(May 2003 and March 2004 [the latter with* [*Sable*](/wiki/Sable_(wrestler))*])*
* [Amy Acuff](/wiki/Amy_Acuff) *(September 2004)*
* [Amanda Beard](/wiki/Amanda_Beard) *(July 2007)*
* [Ashley Harkleroad](/wiki/Ashley_Harkleroad) *(August 2008)*[[59]](#cite_note-59)

Television:

* [Linda Evans](/wiki/Linda_Evans) *(July 1971)*
* [Suzanne Somers](/wiki/Suzanne_Somers) *(February 1980 and December 1984)*
* [Teri Copley](/wiki/Teri_Copley) *(November 1990)*
* [Dian Parkinson](/wiki/Dian_Parkinson) *(December 1991 and May 1993)*
* [Shannen Doherty](/wiki/Shannen_Doherty) *(March 1994 and December 2003)*
* [Farrah Fawcett](/wiki/Farrah_Fawcett) *(December 1995 and July 1997)*
* Women of [*Baywatch*](/wiki/Baywatch) *(June 1998)*
* [Claudia Christian](/wiki/Claudia_Christian) *(October 1999)*
* [Shari Belafonte](/wiki/Shari_Belafonte) *(September 2000)*
* [Brooke Burke](/wiki/Brooke_Burke) *(May 2001 and November 2004)*
* [Susie Feldman](/wiki/Susie_Feldman) *(August 2008)*
* [Karina Smirnoff](/wiki/Karina_Smirnoff) *(May 2011)*

[Template:Clear](/wiki/Template:Clear)

## Other editions[[edit](/index.php?title=(none)&action=edit&section=13)]

### ''Playboy Special Editions''[[edit](/index.php?title=(none)&action=edit&section=14)]

[Template:Main](/wiki/Template:Main)

The success of *Playboy* magazine has led PEI to market other versions of the magazine, the [Special Editions](/wiki/Playboy_Special_Edition) (formerly called *Newsstand Specials*), such as [*Playboy's College Girls*](/wiki/Playboy's_College_Girls)[[60]](#cite_note-60) and [*Playboy's Book of Lingerie*](/wiki/Playboy's_Book_of_Lingerie), as well as the [*Playboy* video](/wiki/List_of_Playboy_videos) collection.

### Braille[[edit](/index.php?title=(none)&action=edit&section=15)]

The [National Library Service for the Blind and Physically Handicapped](/wiki/National_Library_Service_for_the_Blind_and_Physically_Handicapped) (NLS) has published a [Braille](/wiki/Braille) edition of *Playboy* since 1970.[[61]](#cite_note-61) The Braille version includes all the written words in the non-Braille magazine, but no pictorial representations. Congress cut off funding for the Braille magazine translation in 1985, but U.S. District Court Judge Thomas Hogan reversed the decision on [First Amendment](/wiki/First_Amendment_to_the_United_States_Constitution) grounds.[[62]](#cite_note-62)

### International editions[[edit](/index.php?title=(none)&action=edit&section=16)]

[Template:Refimprove section](/wiki/Template:Refimprove_section) [thumb|center|upright=2.5|This map shows the countries where *Playboy* is published. The dark pink indicates the countries where regional editions of the magazine are produced today and the lighter pink indicates the countries where regional editions of *Playboy* were once published.](/wiki/File:Playboy_magazine_world_map_new.png)

(starting at the accompanying date, or during the accompanying date range)

#### <big>Current</big>[[edit](/index.php?title=(none)&action=edit&section=17)]

[Template:Columns-list](/wiki/Template:Columns-list)

#### <big>Former</big>[[edit](/index.php?title=(none)&action=edit&section=18)]

[Template:Columns-list](/wiki/Template:Columns-list)

### Online[[edit](/index.php?title=(none)&action=edit&section=19)]

The growth of the Internet prompted the magazine to develop an official web presence called *Playboy* Online or Playboy.com, which is the official website for [Playboy Enterprises](/wiki/Playboy_Enterprises), and an online companion to *Playboy* magazine. The site has been available online since 1994.[[63]](#cite_note-63) As part of the online presence, Playboy developed a pay web site called the *Playboy Cyber Club* in 1995 which features online chats, additional pictorials, videos of [Playmates](/wiki/Playboy_Playmate) and Playboy Cyber Girls that are not featured in the magazine. Archives of past *Playboy* articles and interviews are also included. In September 2005, Playboy launched the online edition of the magazine *Playboy Digital*.

In 2010, Playboy introduced "The Smoking Jacket", a [safe-for-work](/wiki/Safe_for_work) website designed to appeal to young men, while avoiding nude images or key words that would cause the site to be filtered or otherwise prohibited in the workplace.[[64]](#cite_note-64) In May 2011 Playboy introduced i.playboy.com, a complete, uncensored version of its near 700 issue archive, targeting the [Apple](/wiki/Apple_Inc.) [iPad](/wiki/IPad). By launching the archive as a [web app](/wiki/Web_app), Playboy was able to circumvent both Apple's [App Store](/wiki/App_Store_(iOS)) content restrictions and their 30% subscription fee.

## Litigation and legal issues[[edit](/index.php?title=(none)&action=edit&section=20)]

[Template:Further](/wiki/Template:Further)

On January 14, 2004, the [Ninth Circuit U.S. Court of Appeals](/wiki/Ninth_Circuit_U.S._Court_of_Appeals) ruled that Playboy Enterprises Inc.'s (PEI) trademark terms "Playboy" and "Playmate" should be protected in the situation where a user typing "Playboy" or "Playmate" in a [browser](/wiki/Web_browser) search was instead shown advertisements of companies that competed with PEI. (The decision reversed an earlier district court ruling.) The suit started on April 15, 1999, when Playboy sued [Excite Inc.](/wiki/Excite) and [Netscape](/wiki/Netscape_Communications_Corporation) for trademark infringement.[[65]](#cite_note-65)

### {{anchor|Bans on the sale of ''Playboy''}}Censorship[[edit](/index.php?title=(none)&action=edit&section=21)]

Many in the American religious community opposed the publication of *Playboy*. The [Louisiana](/wiki/Louisiana) pastor and author L. L. Clover wrote in his 1974 treatise *Evil Spirits Intellectualism and Logic* that *Playboy* encouraged young men to view themselves as "pleasure-seeking individuals for whom sex is fun and women are play things."[[66]](#cite_note-66) In many parts of Asia, including India, [mainland China](/wiki/Mainland_China), [Myanmar](/wiki/Myanmar), Malaysia, Thailand, Singapore and Brunei, sale and distribution of *Playboy* is banned. In addition, sale and distribution is banned in most Muslim countries (except Lebanon[[67]](#cite_note-67)[[68]](#cite_note-68) and Turkey) in Asia and Africa, including Iran, Saudi Arabia and Pakistan. Despite the ban on the magazine in these countries, the official *Playboy* brand itself can still appear on various merchandise such as perfume and deodorants.

While banned in mainland China, the magazine is sold in Hong Kong. In Japan, where [genitals of models cannot be shown](/wiki/Censorship_of_pornography_in_Japan), a separate edition was published under license by [Shueisha](/wiki/Shueisha).[Template:Citation needed](/wiki/Template:Citation_needed) An Indonesian edition was launched in April 2006, but controversy started before the first issue hit the stands. Though the publisher said the content of the Indonesian edition will be different from the original edition, the government tried to ban it by using anti-pornography rules.[Template:Citation needed](/wiki/Template:Citation_needed) A Muslim organization, the Islamic Defenders Front (IDF), opposed *Playboy* on the grounds of pornography. On April 12, about 150 IDF members clashed with police and stoned the editorial offices. Despite this, the edition quickly sold out. On April 6, 2007 the chief judge of the case dismissed the charges because they had been incorrectly filed.[[69]](#cite_note-69) In 1986, the American convenience store chain [7-Eleven](/wiki/7-Eleven) removed the magazine. The store returned *Playboy* to its shelves in late 2003. 7-Eleven had also been selling *Penthouse* and other similar magazines before the ban.[Template:Citation needed](/wiki/Template:Citation_needed)

In 1995, *Playboy* was returned to shelves in Republic of Ireland after a 36-year ban, despite staunch opposition from many women's groups.[[70]](#cite_note-70) *Playboy* was not sold in the state of [Queensland, Australia](/wiki/Queensland,_Australia) during 2004 and 2005 but returned as of 2006. Due to declining sales, the last Australia-wide edition of *Playboy* was the January 2000 issue.[Template:Citation needed](/wiki/Template:Citation_needed)

In 2013, *Playboy* was cleared by the Pentagon of violating its rule against selling sexually explicit material on military property, but the base exchanges stopped selling it anyway.[[71]](#cite_note-71)

## Books[[edit](/index.php?title=(none)&action=edit&section=22)]

General compilations

* Nick Stone, editor. *The Bedside Playboy*. Chicago: Playboy Press, 1963.

Anniversary collections

* Jacob Dodd, editor. *The Playboy Book: Forty Years*. Santa Monica, California: General Publishing Group, 1994, ISBN 1-881649-03-2
* *Playboy: 50 Years, The Photographs*. San Francisco: Chronicle Books, 2003, ISBN 0-8118-3978-8
* Nick Stone, editor; Michelle Urry, cartoon editor. *Playboy: 50 Years, The Cartoons*. San Francisco: Chronicle Books, 2004. ISBN 0-8118-3976-1
* Gretchen Edgren, editor. *The Playboy Book: Fifty Years*. Taschen, 1995. ISBN 3-8228-3976-0

Interview compilations

* [G. Barry Golson](/wiki/G._Barry_Golson), editor. *The Playboy Interview*. New York: Playboy Press, 1981. ISBN 0-87223-668-4 (hardcover), ISBN 0-87223-644-7 (softcover)
* G. Barry Golson, editor. *The Playboy Interview Volume II*. New York: Wideview/Perigee, 1983. ISBN 0-399-50768-X (hardcover), ISBN 0-399-50769-8 (softcover)
* David Sheff, interviewer; G. Barry Golson, editor. *The Playboy Interviews with* [*John Lennon*](/wiki/John_Lennon) *and* [*Yoko Ono*](/wiki/Yoko_Ono). New York: Playboy Press, 1981, ISBN 0-87223-705-2; 2000 edition, ISBN 0-312-25464-4
* Stephen Randall, editor. *The Playboy Interview Book: They Played the Game*. New York: M Press, 2006, ISBN 1-59582-046-9

## See also[[edit](/index.php?title=(none)&action=edit&section=23)]

* [:Category:Playboy lists](/wiki/Category:Playboy_lists)
* [Counterculture of the 1960s](/wiki/Counterculture_of_the_1960s)
* [List of men's magazines](/wiki/List_of_men's_magazines)
* [Playboy Bunny](/wiki/Playboy_Bunny)
* [Playboy Club](/wiki/Playboy_Club)
* [Playboy TV](/wiki/Playboy_TV)
* [Playboy UK](/wiki/Playboy_UK)
* [Pubic Wars](/wiki/Pubic_Wars)
* Media
  + [*Playboy's Book of Forbidden Words*](/wiki/Playboy's_Book_of_Forbidden_Words)
  + [Playboy Dolls](/wiki/Playboy_Collectors'_Figure_Series)
  + [*Playboy: The Mansion*](/wiki/Playboy:_The_Mansion)

## References[[edit](/index.php?title=(none)&action=edit&section=24)]

[Template:Reflist](/wiki/Template:Reflist)

## External links[[edit](/index.php?title=(none)&action=edit&section=25)]

[Template:Commons category](/wiki/Template:Commons_category)

Official

* [Playboy.com](http://www.playboy.com/)
* [Playboy Enterprises Inc.](http://www.playboyenterprises.com/) (Corporate website)
* [*Playboy* UK](http://www.playboy.co.uk/)

Others

* [*Playboy* Covers of the World](http://www.pbcovers.com/)—Thousands of *Playboy* covers from all past and present editions worldwide.
* Crossett, Andrew, "[*Index: The Women of Playboy – 1967 – 2007*](http://www.aeolia.net/playboy/playboy.htm)", 2007.
* [Playmate database at the University of Chicago - archived version June, 2008](http://mozart.lib.uchicago.edu/cgi-bin/nand/search/pmstat?browse=%3A%3ACONFIG%3A%3Amodelbrowse)
* [A full listing of the *Playboy* Interview subjects and their interviewers](http://daggy.name/cop/bkofdead/pboyintv.htm)
* [Josh Lambert, "My Son, the Pornographer: Jewish Editors at *Playboy*"](http://www.tabletmag.com/arts-and-culture/books/26418/my-son-the-pornographer/)
* [Playboy's Chicago history](http://www.chicagotribune.com/news/ct-playboy-in-hefners-chicago-040516-htmlstory.html)

[Template:Playboy](/wiki/Template:Playboy) [Template:Sexual revolution](/wiki/Template:Sexual_revolution)

[Category:American monthly magazines](/wiki/Category:American_monthly_magazines) [Category:American men's magazines](/wiki/Category:American_men's_magazines) [Category:American erotica magazines](/wiki/Category:American_erotica_magazines) [Category:American pornographic film studios](/wiki/Category:American_pornographic_film_studios) [Category:American literary magazines](/wiki/Category:American_literary_magazines) [Category:History of Chicago, Illinois](/wiki/Category:History_of_Chicago,_Illinois) [Category:Pornographic men's magazines](/wiki/Category:Pornographic_men's_magazines) [Category:Obscenity controversies](/wiki/Category:Obscenity_controversies) [Category:Playboy](/wiki/Category:Playboy) [Category:Magazines established in 1953](/wiki/Category:Magazines_established_in_1953) [Category:Playboy magazines](/wiki/Category:Playboy_magazines) [Category:Sexual revolution](/wiki/Category:Sexual_revolution) [Category:1953 establishments in Illinois](/wiki/Category:1953_establishments_in_Illinois) [Category:Counterculture of the 1960s](/wiki/Category:Counterculture_of_the_1960s)