

SENATE
STATE OF MINNESOTA
EIGHTY-NINTH SESSION

S.F. No. 2654

(SENATE AUTHORS: DAHLE)

DATE	D-PG	OFFICIAL STATUS
03/14/2016		Introduction and first reading Referred to Commerce

A bill for an act

1.1 relating to commerce; requiring written magazine renewal offers to disclose
 1.2 the subscription's expiration date; proposing coding for new law in Minnesota
 1.3 Statutes, chapter 325F.
 1.4

1.5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.6 Section 1. **[325F.699] MAGAZINE SUBSCRIPTIONS; DISCLOSURES.**

1.7 (a) A person engaged in business, the principal purpose of which is to regularly
 1.8 solicit magazine subscription orders through the mail for profit, shall disclose the month
 1.9 and year in which the subscription expires in a clear, conspicuous, understandable, and
 1.10 readable form. The disclosure required by this paragraph must be made in an offer or
 1.11 solicitation to renew, extend, or add issues to a magazine subscription.

1.12 (b) A person engaged in business, the principal purpose of which is to regularly
 1.13 solicit magazine subscription orders over the telephone for profit, shall clearly and
 1.14 expressly disclose in an offer or solicitation to renew, extend, or add issues to a magazine
 1.15 subscription the month and year in which the subscription expires.

1.16 (c) A violation of paragraph (a) or (b) is a violation of section 325F.69.

1.17 (d) This section does not apply to publishers soliciting renewals to their own
 1.18 magazines or agents acting with a publisher's express consent to solicit renewals to the
 1.19 publisher's own magazines.