

Measures for the Administration of Internet Advertisements

(Promulgated by State Administration for Market Regulation order No. 72 of February 25, 2023, effective from May 1, 2023)

Article 1

These Measures have been formulated according to laws and administrative regulations including the "Advertising Law of the People's Republic of China" (Advertising Law hereafter) and "E-commerce Law of the People's Republic of China" (E-commerce Law hereafter) to regulate Internet advertising activities, protect the legal rights and interests of consumers, promote the healthy development of the Internet advertising industry and maintain market economic order for fair competition.

...

Article 6

...

It is forbidden to use the Internet to release advertisements for tobacco (including electronic cigarettes).

...

Article 23

For violation of the provisions of Articles 6 and 12 of these Measures, a penalty shall be imposed under Article 57 of the Advertising Law.

...

Article 32

These Measures take effect on May 1, 2023. The former "Interim Measures for the Administration of Internet Advertising" promulgated by order No. 87

Unofficial Translation; Excerpts

of the State Administration for Industry and Commerce of the People's Republic of China on July 4, 2016 are simultaneously revoked.