



NEW! - **PictureRama's Burlesque Map London...**

...from the Publishers of Fetish Map London

Introducing our New, Exciting and Unique publication...

Building on the great success of five previous releases of *Fetish Map London* - we are pleased to launch the dedicated and unique guide to London burlesque lifestyle...

PictureRama's Burlesque Map London

A unique publication - available free across 100s of tightly controlled distribution points including carefully selected shops, clubs, bars, cafés and hotels across London.

Its 50,000 print run makes *PictureRama's Burlesque Map London* the most extensive pan-sexual burlesque publication.

Unlike other publications - *PictureRama's Burlesque Map London* is a one-stop shop for clubbing, shopping, socialising and essential services at a convenient pocket size - it's a publication that travels. It is fully comprehensive delivering the user even the hardest to reach places.

The *PictureRama's Burlesque Map London* has a shelf-life of one whole year. Our continuous distribution policy means that regardless of the lifestyle choices of the users the map will find them and they will find you - the advertisers and listees that make the *PictureRama's Burlesque Map London* a varied and essential must-have.

Listings are free to London based businesses who can help us with distribution by making *PictureRama's Burlesque Map London* available as a free gift for their customers and visitors.

The premier edition of *PictureRama's Burlesque Map London* is planned for release towards the end of 2008.

Take advantage of our pre-payment offer or loyalty discounts for previous (Fetish Map London) advertisers.

See our updated advertising rate card attached.



LIMITED AVAILABILITY
 Guarantee your advertisement space & free listing in the premier edition of *PictureRama's Burlesque Map London* by returning our advertisers booking & listing forms.

Some History... The Premier Issue of *Fetish Map London* was published in the Autumn of 2002. The whole 50,000 run was snapped up by users within 4 months, the same happened with Issue 2 of the map in 2003/04. To keep up with demand in 2005 we published 75,000 maps, which makes *Fetish Map London* the most far reaching fetish publication. We continued to expand our reach, in December 2006, with Issue 4 and the launch of a dedicated web site. Issue 5, published April 2008, took *Fetish Map London* fully international attracting more international advertisers than ever... Now fetish enthusiasts can order a copy of *Fetish Map London* from anywhere in the world. During 2008 *Fetish Map London* will be attending all the major London retail fairs and distributing the Map free to all visitors... See page 2 of this media pack for "quotes and testimonials" case history...



Case History...

Fetish Map London advertiser/press/users quotes and testimonials. Distributors...



Fetish Map London - Advertisers Quotes and Testimonials:-

"Our bookings from the UK/ London Area have doubled in the last two months, and we can trace a portion of that surge directly to your maps." Bo Tobin, Etxea Erasmus/Amsterdam 37

"Loved the map. A truly original contribution to the scene and, like all the best ideas, a very simple one." Ivan Dembina, Comedian

"Just to say that we at Libidex found that a lot of customers took a map and some customers did arrive clutching it! They made many favourable comments, i.e. "a map showing many fetish locations in London, I've never seen one like that before."

Simon Rose, Libidex

"We have been delighted with the response we have received so far from advertising in The London Fetish Map and will look to placing further ads in the next edition."

Lady Caroline, Club Wicked

"The Guild Of Erotic Artists was formed last year to promote new, emerging and established erotic artists, and we have had a massive response from readers of the whatsyours.com map. We are very pleased with the results and will continue to use this unique form of promotion in the future."

Colin Ballard, The Guild Of Erotic Artists

"We at Eros UK were very impressed with the presentation of the London Fetish Map, and felt it provided an excellent way to launch the new Pjur range of lubricants." Nick, www.ErosUK.com

"We have found that advertising on the London Fetish Map has been surprisingly successful. Since it has been published, a number of new customers have come in clutching their maps to look at the products we sell. Most of them had never heard of us before, found us on the map and were very pleased they had made the journey up to Holloway Road! Not only that, but the feedback from customers who have used the map has been very positive. Like us, they find it clear, accurate, informative and easy to use. We also give out the map when directing customers to other stores and business they may be interested in or have asked about. We are very happy with the new business that advertising on the map has brought us and will be promoting our company via the map in the future." Andy, Fettered Pleasures

"Anything which leads people to House of Harlot is good news to me!"

Robin, House of Harlot

"The map has been very popular, we have only a handful left. I can't fault the map or its contents at all. It's an very good idea and I hope you plan to issue another in due course. London has long needed such an aid to pull the scene into a coherent whole that we can all benefit from. We've used it to recommend clubs etc frequently. Good luck with future plans, I look forward to advertising again in due course." Sam, FairyGothMother

Users' quotes and testimonials:-

"Thank you to the team who produce The London Fetish Map. A frequent traveller, I have visited many cities in search of fetish shops and venues. It always takes at least a month of research before arriving, then another week once in the city. Here in London, you've done all the work for us! Amazing! Since randomly picking up a copy of the map at The Purple Turtle, I've visited several of the sites listed and intend to visit many more over the next two months. I hope that shops and venues intending to list will appreciate the value of this map to us, the consumers. This is a fantastic step forward for the industry. My only question is: why didn't someone think of it sooner?!" M.B., Australia

"Fetish Map London, great for people from all over the world to see were to go in London. Well done all." Malcolm & Anne, Suffolk.

"Totally unaware of the fetish scene without the London Fetish Map." R.D.Faran

"London Fetish Map is very very useful and handy for knowledge of naughtiness!"

Mouse (Performing Artist)

"We used your London Fetish Map when we were in London in December - loved it, couldn't fault it." Rubberkink (Mr & Mrs)

"We send a lot of people to the Rubber Ball and other Fetish events around the world so send us a stack of these maps to be distributed to those naughty friends heading to the UK. Thanxxx." Area 101, Los Angeles

Press Quotes:-

"The map is really useful, why didn't I think of it first?!"

Tim Woodward, SKIN TWO Magazine

"With over 120 places listed, the London Fetish Map is the ultimate all-encompassing reference for sexual adventurers and other erotic explorers looking for kinky good times in London." Desire Magazine

"Very useful.... every major city should have one." MARQUIS Magazine

Map Advertisers to Date:

Abbey Leather
ABS Group
Affordable Leather Products
Alternative Image
Amsterdam 37
Angelic Hell Tattoo World
Atsuko Kudo
Babes-n-Horny
Beautiful & Damned
Black Rose
Breathless
Central Station
City Sex Tours
Clone Zone
Club Dominion
Club Hades
Club RUB
Club Submission
Club Wicked
Coffee, Cake & Kink
Cold Steel
Dark Kitten
Démonia
Desire Magazine
D.Vote
Dominion of Pleasure
Electrastim/Cyrex
Elegantly Waisted
Emerald Video
English Leather Rose
Esinem
Ess & Emm
Eros UK
Erotica Exhibition
Expectations
FairyGothMother
Femme Boudoir
Fetish Club Isis
Fetish Freak
FetishMovies.com
Fettered Pleasures
Fet-X Magazine
Hair From Hell
Hot Rod
House of Harlot
Iconia
Inner Sanctum
International Fetish Fayre
It's Marvellous
Jacks Floggers
Jack the Rubber
Jed Phoenix of London
Jeffery West
Kaos Techno Club
Latexa/Prolatex
Liberation
Libidex
London Alternative Market
London Dungeon Hire
London Fetish Weekend
Marquis Magazine
Masks of Venice
Master U
Murray and Vern
Nookii
Passion @ Earl's Court
Peaches Spanking Club
PixMeTV.com
Pretty Pervy
PWP Images
Random Harvest
Regulation
Richard Larsen
Rockabelly Lifecasts
Ruby Rouge
SadoJudaism
Screamin Master
Second Coming Clothing
Sh! Womenstore
Skin Two Expo/Film/Rubber Ball
Starkers! Club
Stormes Transgender Nights
The Chelsea Gentlemen
The Edge
The Erotic Art of Richard Savage
The F Club
The Guild of Erotic Artists
The Hourglass
The Kink Link

The Spanner Trust
The Ultimate Leather
The Xpo @ Barbican
Tops & Tails
Torture Garden

London Map Distribution Points:

Adonis Art
Aquamarine
Bakers
Bang Bang Clothing Exchange
Beautiful & Damned
Black Cotton Club
Black Cotton Vintage
Black Rose
Bondinage
Boutique Boutique
Breathless
Bromptons Pub/Club
Burleska
Central Station
Centre for Sexual Wellbeing
Chariots Sauna Chain
Chic Productions
City Sex Tours
Clone Zone - Earl's Court
Clone Zone - Soho
Club Antichrist
Club Coitus
Club Diabesse
Club Dominion
Club Pedestal
Club Red
Club R.U.B
Club Smack!
Club Subversion
Club Wotever
Cold Steel
Colossium Club
Crash
Cyberdog Camden
D.Vote
Ectomorph
Electrastim/Cyrex
Elizium
Engineers of Desire
Esinem
Expectations
Fetish Freak
Fettered Pleasures
First Out Café Bar
Gay's The Word
Hair from Hell
Hard On Club
Hidden
Honour
House of Harlot
Hub Club
Images
Inner Sanctum
Interpole Exotic Dance Studio
Into You Tattoo
Jacks Floggers
Jane Doe Latex
Janus Bookshop
Jeffrey-West
Jungle
Kaos Techno Club
Kristal X
Lacing Lilith
Lady Luck Club
Le Fan Noir
Libby Rose
Liberation
Libidex
London Alternative Market
London Fetish Fair
London Fetish Weekend
London Munch
London Swingers Club
Mad World Fancy Dress
Master U
Miss Katie Corsetry
Natasha Marro Shoes
No:Wear
OMYGOD
Outlet
Overt Clothing
Paradiso
Passion @ Earl's Court

Peaches Spanking Club
Pepis
Philbeach Hotel
Pink Fluffy
Prong
Prowler Store
Radical Rubber
Recoil 557
Regulation
ROB London
Sacred Art
Saunabar
Second Coming Clothing
Slightly Scarlet
SH! Womenstore
She And Me
Showgirls
Simply Pleasure
Skin Two Expo
Skin Two Publications
Soho Cinemas
Soho Original Books
Sounds That Swing
Spank
Stunners Club
Submission Club
Ted's Place
Terence Higgins Trust/SW5
The Admiral Duncan
The Backstreet
The Duke of Wellington
The Factory
The F Club
The Flashmonkey
The Firm
The Fortress
The Gate
The Girl Can't Help It
The Guild of Erotic Artists
The Hoist
The Hourglass
The Portsea
The Thai Princess
The Purple Turtle
The Ultimate Leather
The Whipping House
The Xpo @ Barbican
Tops & Tails
Torture Garden Clothing
Torture Garden Promotions
Tusk Tattoo
Wayout Club
What Katie Did
X-Mens Clothing
XXL London/Xtreme Sessions
Year 0
Zahira's Boudoir
Zeitgeist/Xpress DVD
Ziglla

Map Distribution Points-Outside London

Birmingham Bizzare Bazaar
Dark Kitten - Wolverhampton
English Leather Rose Co. - Leicestershire
Ess & Emm Guest House - Warwickshire
Elegantly Waisted - Croydon
Fetters - Coventry
Guild of Erotic Artists - St Albans
Iconia - mailorder
Transports of Delight - mailorder
Ohh La La - Glasgow
Richard Savage Gallery - Cambridge
Screaming Master - mailorder
Fetish Factory - Florida, USA
Démonia - Paris, France
DDI/Massad Publications - The Netherlands
Amsterdam 37 - The Netherlands
Fet-X Publications & Events - Germany

ADVERTISING RATE CARD:

Display Advert sizes - Height can now be purchased by the centimetre.

Full page width (90mm) - £70.00 per cm height

Half page width (43mm) - £40.00 per cm height

Conforming to our standard range of advert sizes (below), yields a 5%-10% saving on per/cm costs.

Standard Display Advert sizes (width x height).

43mm x 60mm	One sixth page	£200.00
43mm x 70mm	One sixth page+	£230.00
90mm x 30mm	One sixth page	£200.00
90mm x 40mm	One sixth page+	£250.00
90mm x 60mm	One third page	£380.00
90mm x 70mm	One third page+	£435.00
90mm x 95mm	Half page	£590.00
90mm x 130mm	Two thirds page	£775.00
90mm x 200mm	Full page	£1160.00

Advertising enquiries: Eva Lamour
e-mail: PictureRama@hotmail.co.uk
Mobile: 07510 569446 Fax: 0870 054 8144

Advertising enquiries: Hugh Topia
e-mail: burlesquemap@hotmail.co.uk
Mobile: 07935 317674 Fax: 0870 054 8144

ARTWORK REQUIREMENTS:

Digital files in Mac/PC format and supplied on CD, with proof, or sent by e-mail. Images to be .TIFF or high res. .PDF files and in CMYK only, 300dpi resolution. All fonts must be converted to paths.

If you need assistance with advert artwork we offer a complete graphic design and photographic service at preferential rates to advertisers.

Production enquiries: James Drury,
e-mail: info@burlesquemap.co.uk
Mobile: 07766 563244
Studio: 020 7099 3692
Fax: 0870 054 8144

Send artwork to: PictureRama Publishing,
Attn: James Drury, 80A Bermondsey Street, London, SE1 3UD

FREE LISTING Includes:

Name, Address, Phone number, Opening times, Nearest tube station and up to 10 words of description - thereafter £2.00 per word. Please fill in the listing form included.

PREMIUM PLACEMENTS:

Outside back cover +20%

DISCOUNTS AVAILABLE:

For pre-publication payment: -10%
For loyalty (previous Fetish Map London advertisers only): -5%
VAT not applicable.

NEW:

Classified Adverts
(width - 43mm only).

Reproduced within black keyline in 6 pt black text only

Half page width (43mm) - £30.00 per cm height

See example below:

James Drury Photographer offers fetish photography for the beautiful, bizarre and exotic. Visit www.PictureRama.co.uk or telephone us on 020 7099 3692

...approx 150 characters (inc. spaces) will fit in a 1 cm height classified advert.

www.burlesquemap.co.uk

www.PictureRama.co.uk

www.fetishmap.co.uk



Terms & Conditions

All business is conducted and orders are only accepted subject to the Standard Terms and Conditions set out below. Note: "The Publisher" refers to "PictureRama Publishing" and "The Advertiser" means the party to whom the services are supplied.

1. These Conditions shall apply to all advertisement accepted for publication. Any other condition stipulated, incorporated, or referred to by The Advertiser in its purchase order or negotiations shall be void unless incorporated clearly in written instructions and specially accepted by The Publisher.

2. All advertisements are accepted subject to The Publisher's approval of the copy and to the space being available. The placing of an order with The Publisher by The Advertiser will be deemed to be an acceptance of these conditions by the Advertiser. An Advertiser who is an Advertising Agency shall be deemed to contract as principal and shall be responsible for the payment of accounts and shall be deemed to have full authority in all matters connected with the placing of orders and the approval or amendment of Advertisement Copy.

3. The Publisher reserves the right to refuse, omit, amend or suspend an advertisement at any time without explanation in which case no claim on the part of the advertiser for damages or breach of contract shall arise. Should omission or suspension of an advertisement be due to the act or default of The Advertiser or his servants or agents then the space reserved shall be paid for in full notwithstanding that the advert has not appeared.

4. Orders should only be accompanied by an official purchase order or written instructions signed by a duly authorised person. It is the responsibility of The Advertiser to ensure that only the authorised persons place orders. Verbal instructions and orders are only accepted on the understanding that The Publisher cannot be held responsible for errors and omissions in advertisements that have not been supplied to our specifications. The Publisher cannot accept any liability for any errors due to third parties or subcontractors.

5. The Advertiser will ensure that the advertisement does not contravene any Act of Parliament and is in no other way illegal or defamatory or an infringement of any other party's rights, copyright or infringement of the British Code of Advertising Practice. The Advertiser will indemnify The Publisher in respect of any claim made against The Publisher arising from the advertisement.

6. Prices are as stated in the Media Pack or as agreed at the time and date of the order, and are exclusive of Value Added Tax at the current rate, which shall be charged in addition where applicable and unless otherwise indicated. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds The Publisher only in respect of the next issue to go to press, in the event of a rate increase The Advertiser will have the option to cancel the order without surcharge or continue the order at the revised cost.

7. All new orders must be prepaid unless an approved credit account already exists. New credit accounts will only be opened after a credit rating reference acceptable to The Publisher has been obtained.

8. Payment is due within 30 days of receipt of invoice for all Display advertising. In the event of late payment, the Publisher reserves the right to charge interest at 4% pa above Barclays base rate and to recover our costs in obtaining settlement. Any complaints regarding our services should be raised immediately and must be confirmed in writing within 7 days of receipt of invoice.

9. Any size, agency or series discount is given in consideration of settlement being made within The Publisher's credit terms set out in clause 8. Failure to pay within these terms will result in the full rate being charged. If The Advertiser cancels the balance of a contract he relinquishes any right to a previously negotiated series discount and advertisements will be paid for at the full rate unless the contract has been suspended by decision of The Publisher – see clause 2, 3 and 8. The Publisher must be given one month's written notice if The Advertiser wishes to cancel.

10. Charges will be made to The Advertiser or his agent where the printers are involved in extra production work owing to acts or defaults of The Advertiser or his servants or agents. Additional costs incurring if materials are found to be unsuitable during production will be charged except if the whole or any part of such additional cost could have been avoided but for reasonable delay by The Publisher or his servants in ascertaining the unsuitability of materials so supplied. The copyright for all purposes in all artwork copy and other material which the Publisher or its employees have contributed to or reworked shall rest in the Publisher.

11. All property supplied to The Publisher by or on behalf of The Advertiser shall, while it is in the possession of The Publisher or in transit to or from The Advertiser be deemed at The Advertiser's risk unless otherwise agreed and The Advertiser shall insure accordingly. The Publisher shall be under no liability if it shall be unable to carry out any provision of the contract for any reason beyond its control including Act of God, legislation, war, fire, flood, drought, failure of power supply, lock-out, strike, or other dispute. The Publisher reserves the right to destroy all artwork and associated materials which have been in custody for twelve months from the date of its last appearance. Unless specifically agreed with the advertiser at the time of submission the Publisher does not undertake to return nor does it accept any responsibility with regard to accidental damage to or loss of any blocks drawings or other material supplied for the purpose of an advertisement. Where the advertiser has not supplied print ready artwork no guarantees are offered in respect of colour or colour tones.

12. Complaints regarding reproduction or placement of an advertisement must be made in writing, and must be received within 7 days of publication of the issue in question.

13. If copy instructions are not received by the relevant copy date no guarantees can be given that proofs can be supplied for corrections made and The Publisher reserves the right to repeat the most recent copy available.

14. The Advertiser warrants and undertakes that:

- (a) they will be responsible for obtaining and paying for all necessary licences and consents for the publication of any advertising or copyright material contained or the appearance of any person in their Advertisement
- (b) no Advertisement will breach the copyright or the rights of or be defamatory or libellous of any third party;
- (c) they will indemnify and keep the Company indemnified against all actions proceedings costs damages expenses penalties claims demands and liabilities missing from any breach of the above warranties or in any manner whatsoever in consequence of the publication of any Advertisement Copy or any material supplied or published for the Advertiser.

15. These Terms and Conditions together with the Media Pack constitute the entirety of The Contract between The Publisher and The Advertiser. The Contract is deemed to take place at the offices of The Publisher. No variation of or addition to the same shall have legal effect, and no employee or agent of The Publisher is authorised to make any representation binding upon The Publisher unless such variation or addition is made in writing and signed by a director of PictureRama Publishing.

16. These Terms and Conditions and all other express terms of The Contract shall be governed and construed in accordance with the laws of England, Scotland and Wales.

