



PictureRama's Fetish Map London Advertiser Information & Media Pack

Fetish Map London, Issue 9 - now being produced...

Fetish Map London - Leading the way to your fetish...

**ONE Advert for over ONE Year at ONE Price - & 75,000 reasons why!
And reach customers from ALL OVER the World...**

Your business - Your publicity

You want to reach as many relevant customers as possible but a monthly advert is a short term investment, with recurring administration fees.
Too often, adverts hide in magazines or will not be seen by the appropriate readers.

What we can do for YOU?

You can advertise Your products and Your business at ONE price for ONE+ year.
In Fetish Map London you don't need to buy a series of adverts, as One advert supplies you with over One whole year's advertising.

Your advert reaches markets in England as well as international customers in France, USA, Germany, Spain, Italy, Japan, Holland and more, at NO EXTRA cost.

The 75,000 copies find their way to specific customers, those who seek YOUR products, YOUR services, as it is a unique publication, targeting a definite market and audience. The practical size of the Map ensures that users find it easy to carry and use, making it an invaluable accessory and not one to put aside after the first month of publication.

What to do next...

It's Easy: decide on the size of the advert, send us your artwork and we'll provide you with the best emplacement on the Map.

The choice of sizes allows you to identify your priorities, but there are no hidden places. As an advertiser you will be promoting your business for a whole year, and receive Maps, for distribution, as a gift to your customers and to promote your own business.

This unique publication is available across 100s of tightly controlled distribution points including carefully selected shops, cabarets, bars, clubs and hotels across London, ensuring a wide circulation.

Issue 9 is planned for release for 2016 and is anticipated with great excitement by all users and advertisers alike. If you don't want to miss out on your premium spot, contact us and we can advise you on how to proceed or turn to page 3 for details. There are limited spaces, so ensure you get yours...

Take advantage of our pre-payment offer or loyalty discounts for previous advertisers.

Some History... Fetish Map London started its life in the Autumn 2002 and has become the leader and a must-have accessory for all fetish enthusiasts. It is delivered all over the world, from Europe to America, Japan, New Zealand, Australia and the list goes on...

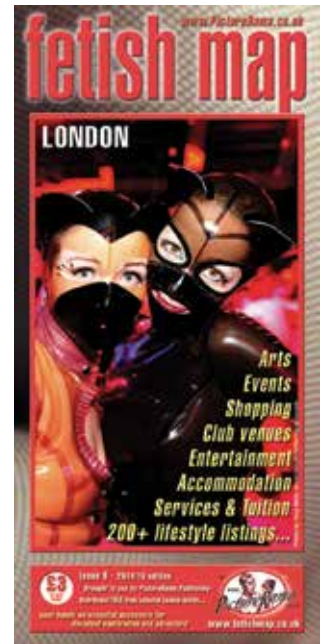
Issue 5, published in April 2008, took Fetish Map London fully global, attracting more international advertisers than ever. With a dedicated web site, fetish enthusiasts can now order Fetish Map London from anywhere in the world.

In March 2013 and April 2014, PictureRama published its third editions of Burlesque Map London.

Now entering our 14th year, we have published over half a million Fetish Maps...!

Fetish Map London attends many major London retail fairs and some abroad, thus distributing the Map to visitors, ensuring major distribution points in London, Amsterdam, Paris, Spain, Germany - more and more international locations are being confirmed...

See page 2 of this media pack for 'quotes and testimonials' case history...



LIMITED AVAILABILITY

Guarantee Your advertisement space in Fetish Map London 9 by returning our booking form now!

info@fetishmap.co.uk



Case History...

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



Map Advertisers Quotes and Testimonials:-

"The map grows in wisdom with every publication each year. London Dungeon Hire is pleased to be able to give it's hirers a copy. Particularly useful to visitors from abroad but its also fascinating resource for any interested in the bizarre and unusual." London DungeonKeeper

"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

"A must buy for anyone interested in the scene....." Max Kane

"Thank for providing such a fantastic London based fetish listings and helping all us kinksters out there to know what's on and where to go." The Serpent Rooms

"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 Fetish 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

Users' quotes and testimonials:-

- "I wish I had known about this before, I come from Manchester and was looking for places to go tonight. Brilliant, I'm going to use it now" Young couple coming to Passion from Manchester

- "I know the Map really well now and I use it a lot for shopping, clubbing, bars... Great idea!"

"Every city should have one of these. I travel a lot and I wish I could have this sort of information outside London too and abroad"

- "Oh whoaoh... this is great! I'm going to have fun with this! I have never known where to go to get some of this stuff!!" A young woman who didn't want her parents to know that she was at the fair and just found out about the Map!!!

"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.

"Thought I would tell you that the fetish map was delivered today and big THANK YOU this has made traveling to LONDON a dream come true THANK YOU !!!!!!!!!!!!!!!" Catspaw (Canada)

"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." Rub-berkink (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:

ABS Group
Affordable Leather Products
Alternative Image
Amsterdam 37
Angelic Hell Tattoo World
Atsuko Kudo
Babes-n-Horny
B Barbarella
Beautiful & Damned
BeLoveCurious
Better Than A Bed
Bizarre Events
Black Rose
Boudoir Bizarre (Holland)
Breathless
Cabaret Soup
Central Station
City Sex Tours
Clone Zone
Club Hades
Club RUB
Club Submission
Club Subversion
Club Wicked
Confidential Trading
CorsetBelts.com
Crimson Manta
Cyberesque (Germany)
Dark Kitten
Démonia (France)
Demonic Dungeon
DeSades
Desire Magazine
Dungeon Rental
D.Vote
Ectomorph
Electrastim/Cyrex
Elegantly Waisted
English Leather Rose
Esinem
Ess & Emm
Eros UK
Erotica Exhibition @ Olympia
Expectations
FairyGothMother
Femme Boudoir
Fetish Club Isis
Fetish Freak
FetishMovies.com
Fetitxe (Spain)
Fettered Pleasures
Fet-X Magazine (Germany)
Freak Clubwear
House of Harlot
Hoxton Dungeon Suite
Inner Sanctum
Into You
Jack the Rubber
Jack's Floggers
Jed Phoenix of London
Jeffery West
Kalyss Mercury
Kaos Techno Club
Keith Barber - therapist
Kitty Cat Club (Germany)
LAM (London Alternative Market)
Latex News (Germany)
Leather Horizon (Spain)
Les Anges Dechues (France)
LFF (London Fetish Fair)
Libidex/ Liberation
London Burlesque Week 2010
London Dungeon Hire
London Fetish Weekend
Madame Caramel
Mantis London
Marquis Magazine (Germany)
Masks of Venice
Master U
Mistress Lauretta (Holland)
Murray and Vern
Naughty Tinkerbell
Passion Exhibition @ Earl's Court
Peaches Spanking Club
Pink Therapy
Pleaser USA Inc. (USA)
Pleasuredrome
Pretty Pervy
Prolatex/Latexa
PWP Images
Random Harvest
Regulation
Reuben Kaye
Rockabelly Lifecasts
Rubber Life (Denmark)
RubberLuv
Sacred Pleasures
Secret Magazine (Belgium)
Sh! Womenstore
Skin Two Expo/Film
Starkers! Club
Stormes Transgender Nights
SubSpace Leathers
The Chelsea Gentlemen
The Edge
The Erotic Art of Richard Savage
The F Club

The Gate Club
The Guild of Erotic Artists
The Spanner Trust
The Ultimate Leather
The Xpo Exhibition @ Barbican
Torture Garden
Transports of Delight
Von Gutenberg Magazine (USA)
Wasteland Events (Holland)
Wicked Waists
Worlds End Bookshop

Some Distribution Points:

Atsuko Kudo
Asylum Fellowship
B Barbarella
Better Than A Bed
Bizarre Events London
Bondinage
Breathless
Central Station
Chariots Sauna Chain
Charles H. Fox
Clone Zone Shops
Club AntiChrist
Club Black Whip
Club R.U.B
Club Subversion
Cold Steel
Cyberdog Camden
DeAngeli Design
Démonia (Paris)
Dungeon Rental
Devote Clothing
Ectomorph
Eliziumgothic
Erotica Events
Esinem
Expectations
Fetish Freak
Freak Clubwear
Gay's The Word
Hard On
Honour
House of Harlot
Hoxton Dungeon Suite
Into You Tattoo Studio
Jacks Floggers
Jeffrey-West
Kaos Techno Club
Kim West
La Boutique Bazarre
Lady Lucy Latex
Les Anges Dechues (Paris)
Liberation
Libidex
London Alternative Market
London Dungeon Hire
London Fetish Fair
London Fetish Weekend
London Munch
Mad World Fancy Dress Outlets
Manbar
Mantis London
Metamorph'Ose (Paris)
Murder Mile Studios
No:Wear
Ooh LaLa!
Oslo Fetish Weekend
Outlet Group
Pepis
Pleasuredrome
Prowler Store
Rambooks
Regulation
ROB London
Royal Vauxhall Tavern
Sacred Art
Sh! Womenstore
Shiva
Simply Pleasure/She And Me
Skin Two Clothing
Soho Original Book Shops
Soujja Military
Sounds That Swing
Stunners Club
SubSpace Leathers
Ted's Place
The Admiral Duncan
The Arches Club
The Backstreet
The Duke of Wellington
The Flying Dutchman
The Guild of Erotic Artists
The Hoist
The Purple Turtle
The Underground Club
Toppers BDSM Club
Torture Garden Promotions
Union Club
Vivien of Holloway
Wayout Club
What Katie Did
Wicked Waists
Wotever World Events
X-mensclothing
Zeitgeist/XPressDVD
Zigga

ADVERTISING RATE CARD:

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

Full page width (90mm) - £100.00 per cm height

Half page width (43mm) - £55.00 per cm height

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

PREMIUM PLACEMENT (Outside back cover only):

90mm x 200mm Full page £2064.00

ENHANCED PLACEMENTS (width x height):

90mm x 200mm Full page £1720.00

90mm x 130mm Two thirds page £1130.00

90mm x 95mm Half page £860.00

90mm x 70mm One third page+ £635.00

90mm x 60mm One third page £555.00

STANDARD PLACEMENTS (width x height):

90mm x 40mm One sixth page+ £365.00

90mm x 30mm One sixth page £285.00

43mm x 70mm One sixth page+ £330.00

43mm x 60mm One sixth page £285.00

Classified Adverts (width - 43mm only):

Reproduced within black keyline, black text only.

Half page width (43mm) - £35.00 per cm height.

See example below:

James Drury Photographer offers bespoke fetish photographic services for beautiful, bizarre and exotic performers... For more info visit us at: www.PictureRama.co.uk

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

DISCOUNTS AVAILABLE:

For pre-payment (prior to publication): -10%

For loyalty (previous map advertisers only): -5%

VAT not applicable.

ARTWORK REQUIREMENTS:

Digital files in Mac/PC format and supplied on CD, with proof, or sent by e-mail. Images to be .TIFF files, hi-res. .pdf (or .jpeg with no compression) 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.

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 enclosed, or list on-line at: www.fetishmap.co.uk

Advertising enquiries:

James Drury

e-mail: info@fetishmap.co.uk

Mobile: 07766 563244

International

advertising enquiries:

Eva Lamour

e-mail: picturerama@hotmail.co.uk

Mobile: 07510 569446

Production enquiries:

James Drury

e-mail: james@fetishmap.co.uk

Mobile: 07766 563244

Studio: 020 7099 3692

Send artwork to:

james@fetishmap.co.uk

Attn: James Drury,

PictureRama Publishing,

6 Cambridge Road,

Colchester,

Essex, CO3 3NS

England



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.

