



## PictureRama's Fetish Map London Advertiser Information & Media Pack

*Fetish Map London, Issue 7 - now being created...*

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

**ONE Advert for ONE Year at ONE Price - and 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 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 7 is planned for release around November 2011 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.**



### **\*LIMITED AVAILABILITY\***

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

[info@fetishmap.co.uk](mailto:info@fetishmap.co.uk)

**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 order a copy of Fetish Map London from anywhere in the world.

In 2010, FetishMap.net was launched. In March 2011, PictureRama published its second edition of Burlesque Map London. Fetish Map London attends all the major London retail fairs and some abroad, thus distributing the Map to visitors, ensuring major distribution points in London, Amsterdam, Paris, Spain, Germany and many more places...

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...



### Map 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**

"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 whoaah... 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." **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:

ABS Group  
Affordable Leather Products  
Alternative Image  
Amsterdam 37  
Angelic Hell Tattoo World  
Atsuko Kudo  
Babes-n-Horny  
Beautiful & Damned  
Black Rose  
Boudoir Bizarre (Holland)  
Breathless  
Central Station  
City Sex Tours  
Clone Zone  
Club Hades  
Club RUB  
Club Submission  
Club Subversion  
Club Wicked  
Dark Kitten  
Démonia (France)  
Desire Magazine  
D.Vote  
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  
Fettered Pleasures  
Fet-X Magazine (Germany)  
House of Harlot  
Inner Sanctum  
Jack the Rubber  
Jack's Floggers  
Jed Phoenix of London  
Jeffery West  
Kaos Techno Club  
Kitty Cat Club (Germany)  
LAM (London Alternative Market)  
LFF (London Fetish Fair)  
Libidex/ Liberation  
London Burlesque Week 2010  
London Dungeon Hire  
London Fetish Weekend  
Madame Caramel  
Marquis Magazine (Germany)  
Masks of Venice  
Master U  
Murray and Vern  
Passion Exhibition @ Earl's Court  
Peaches Spanking Club  
Pretty Pervy  
Prolatex/Latexa  
PWP Images  
Random Harvest  
Regulation  
Rockabably Lifecasts  
RubberLuv  
Ruby Rouge  
Sh! Womenstore  
Skin Two Expo/Film  
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 Spanner Trust  
The Ultimate Leather  
The Xpo Exhibition @ Barbican  
Torture Garden  
Transports of Delight  
Von Gutenberg Magazine (USA)

### Some London Distribution Points:

Adonis Art  
Atsuko Kudo  
Asylum Fellowship  
Black Rose  
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  
D.Vote  
Ectomorph  
Elizium  
Erotica Events  
Esinem  
Expectations  
Fetish Freak  
Fettered Pleasures  
First Out Café Bar  
Gay's The Word  
Hard On  
Honour  
House of Harlot  
Inner Sanctum  
Into You Tattoo  
Janus Bookshop  
Jeffrey-West  
Kaos Techno Club  
Liberation  
Libidex  
London Alternative Market  
London Dungeon Hire  
London Fetish Fair  
London Fetish Weekend  
London Munch  
Mad World Fancy Dress Outlets  
Master U  
No:Wear  
Ooh LaLa!  
Oulet Group  
Pepis  
Prowler Store  
Recoil 557  
Regulation  
RoB London  
Royal Vauxhall Tavern  
Sacred Art  
Sh! Womenstore  
Shiva  
Simply Pleasure/She And Me  
Soho Original Book & Video Shops  
Sounds That Swing  
Stunners Club  
Ted's Place  
Terence Higgins Trust/SWS  
The Admiral Duncan  
The Arches Club  
The Backstreet  
The Duke of Wellington  
The Girl Can't Help It  
The Hoist  
The Intrepid Fox  
The Purple Turtle  
The Underground Club  
Toppers BDSM Club  
Torture Garden Promotions  
Union Club  
Wayout Club  
What Katie Did  
Wotever World Events  
X-mensclothing  
Zahira's Boudoir  
Zeitgeist/XPressDVD  
Zigglar

### Map Distribution Points-Outside London

Birmingham Bizzare Bazaar  
Démonia (Paris - France)  
Elegantly Waisted - Croydon  
Fetters - Coventry  
Fetitxe - (Valencia - Spain)  
Guild of Erotic Artists - St Albans  
Tout Ensemble - Manchester  
Richard Savage Gallery - Cambridge  
DDI Publications - The Netherlands  
Mistress Lauretta - The Netherlands  
The Mistress Boutique  
Jack's Floggers  
New Rock Boots (Paris - France)

## ADVERTISING RATE CARD:

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

Full page width (90mm) - £95.00 per cm height

Half page width (43mm) - £50.00 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
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### ENHANCED PLACEMENTS (width x height):

90mm x 200mm	Full page	£1720.00
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90mm x 130mm	Two thirds page	£1130.00
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90mm x 95mm	Half page	£860.00
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90mm x 70mm	One third page+	£635.00
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90mm x 60mm	One third page	£555.00
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### STANDARD PLACEMENTS (width x height):

90mm x 40mm	One sixth page+	£360.00
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90mm x 30mm	One sixth page	£285.00
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43mm x 70mm	One sixth page+	£330.00
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43mm x 60mm	One sixth page	£285.00
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### 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 fetish photography for the beautiful, bizarre and exotic. Visit [www.PictureRama.co.uk](http://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.

### 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 .EPS/.TIFF 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.

### 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](http://www.fetishmap.co.uk)

### Advertising enquiries:

Hugh Topia

e-mail: [fetishmap@mail.com](mailto:fetishmap@mail.com)

Mobile: 07935 317674

### International enquiries:

Eva Lamour

e-mail:

[PictureRama@hotmail.co.uk](mailto:PictureRama@hotmail.co.uk)

Mobile: 07510 569446

### Production enquiries:

James Drury,

e-mail:

[james@fetishmap.co.uk](mailto:james@fetishmap.co.uk)

Mobile: 07766 563244

Studio: 020 7099 3692

### Send artwork to:

Attn: James Drury,

PictureRama Publishing,

80A Bermondsey Street,

London, SE1 3UD.

[www.fetishmap.co.uk](http://www.fetishmap.co.uk)

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## 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.

