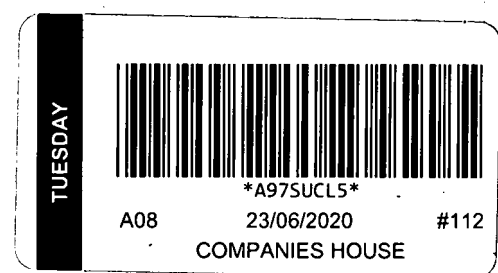


**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**

(A company limited by guarantee)

**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**For the Year Ended 31 December 2019**



**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
**(A company limited by guarantee)**

**DIRECTORS' REPORT**  
**For the Year Ended 31 December 2019**

The directors present their report and the financial statements for the year ended 31 December 2019.

**Principal activity**

The company's principal activity during the year was to represent the interests of its members. These continue to principally comprise businesses involved in the publication of magazines and business media in print and online, together with conferences and other face to face events.

**Directors**

The directors who served during the year were:

Tom Bureau (Chairman)  
Marcus Rich (Deputy Chairman)  
Barry McIlheney (Chief Executive)

Zillah Byng-Maddick  
Natasha Christie-Miller  
Kevin Costello  
Stephen Davies (appointed 22 November 2019)  
Ella Dolphin (appointed 1 January 2019)  
Trevor Fenwick  
Andrew Moultrie (resigned 22 November 2019)  
Robert Munro-Hall  
Steve Newbold (appointed 22 November 2019)  
Kevin Petley (resigned 22 November 2019)  
Albert Read  
Charles Reed  
Nicolas Sennegon  
Tamsyn Spires (appointed 22 November 2019)  
Peter Timperley  
James Tye  
Andria Gibb (resigned 22 November 2019)  
Jonathon Whiteley (appointed 16 May 2019)  
James Wildman

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**DIRECTORS' REPORT (CONTINUED)**  
**For the Year Ended 31 December 2019**

**Disclosure of information to auditor**

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditor is aware of that information.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the board on 13 March 2020 and signed on its behalf.



**Barry McIlheney (Chief Executive)**  
Director

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**DIRECTORS' RESPONSIBILITIES STATEMENT**  
**For the Year Ended 31 December 2019**

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company's financial statements and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF PROFESSIONAL PUBLISHERS ASSOCIATION LTD**

**Opinion**

We have audited the financial statements of Professional Publishers Association Ltd (the 'company') for the year ended 31 December 2019, which comprise the Statement of income and retained earnings, the Statement of financial position and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2019 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**Other information**

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our Auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF PROFESSIONAL PUBLISHERS ASSOCIATION LTD (CONTINUED)**

required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Directors' report and from the requirement to prepare a Strategic report.

**Responsibilities of directors**

As explained more fully in the Directors' responsibilities statement on page 3, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF PROFESSIONAL PUBLISHERS  
ASSOCIATION LTD (CONTINUED)**

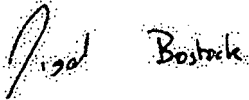
**Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditor's report.

**Use of our report**

This report is made solely to the company's shareholders in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's shareholders those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's shareholders for our audit work, for this report, or for the opinions we have formed.



Nigel Bostock (Senior statutory auditor)

for and on behalf of  
**Crowe U.K. LLP**

Statutory Auditor

St Bride's House  
10 Salisbury Square  
London  
EC4Y 8EH

Date: 18 June 2020

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**STATEMENT OF INCOME AND RETAINED EARNINGS**  
For the Year Ended 31 December 2019

	Note	2019 £	2018 £
Turnover		5,692,220	5,763,912
Administrative expenses		(5,745,278)	(5,901,025)
Other operating income	10	118,598	-
<b>Operating profit/(loss)</b>	3	<b>65,540</b>	<b>(137,113)</b>
Tax on profit/(loss)		-	-
<b>Profit/(loss) after tax</b>		<b>65,540</b>	<b>(137,113)</b>
Retained earnings at the beginning of the year		98,115	235,228
Profit/(loss) for the year		65,540	(137,113)
<b>Retained earnings at the end of the year</b>		<b>163,655</b>	<b>98,115</b>

The notes on pages 9 to 14 form part of these financial statements.




**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)  
Registered number: 00132310

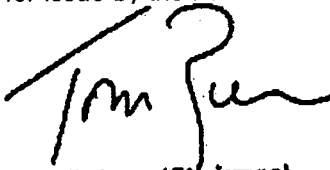
**STATEMENT OF FINANCIAL POSITION**  
As at 31 December 2019

	Note	2019 £	2018 £
<b>Fixed assets</b>			
Tangible assets	5	9,283	11,807
<b>Current assets</b>			
Debtors: amounts falling due within one year	6	3,010,568	3,063,217
Cash at bank and in hand	7	789,526	674,947
		<u>3,800,094</u>	<u>3,738,164</u>
Creditors: amounts falling due within one year	8	(3,645,722)	(3,651,856)
<b>Net current assets</b>		<u>154,372</u>	<u>86,308</u>
<b>Net assets</b>		<u><u>163,655</u></u>	<u><u>98,115</u></u>
<b>Capital and reserves</b>			
Profit and loss account		<u>163,655</u>	<u>98,115</u>
		<u><u>163,655</u></u>	<u><u>98,115</u></u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 13 March 2020.

  
**Barry McIlheney (Chief Executive)**  
Director

  
**Tom Bureau (Chairman)**  
Director

The notes on pages 9 to 14 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS**  
**For the Year Ended 31 December 2019**

**1. General information**

The company is a private company (limited by guarantee) and its principal activity during the year was to represent the interests of its members. The company's principal place of business and its registered office are located at White Collar Factory, 1 Old Street Yard, London, EC1Y 8AF, England, United Kingdom.

The liability of each of the company's members is limited to not exceed £1.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

**2.2 Going concern**

The financial statements have been prepared on a going concern basis.

In making this assessment the directors have reviewed the cash flow forecasts for the twelve month period from the date the financial statements have been approved. Whilst the company has a modest net asset base relative to its activity, in examining the cash flow forecasts, projections and working capital requirements, consideration has been given to the cash flow cycle of the business which includes the cash inflows arising from subscriptions which are invoiced in advance of the subscription year to which they relate (highlighted by the deferred income in note 8 and trade debtors in note 6) offset by a more even spreading of expenditure cash outflows throughout the year. The directors evaluate and manage the ability of the company to remain cash positive throughout the calendar year in advance of receipts arising from subscriptions for the following year.

The financial statements do not include any adjustments that may result from any significant changes in the assumptions used in preparing the financial statements on a going concern basis.

**2.3 Revenue**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

**Rendering of services**

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

**NOTES TO THE FINANCIAL STATEMENTS**  
**For the Year Ended 31 December 2019**

**2. Accounting policies (continued)**

**2.4 Operating leases**

Rentals paid under operating leases are charged to the Statement of income and retained earnings on a straight line basis over the lease term.

**2.5 Pensions**

**Defined contribution pension plan**

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the Statement of income and retained earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of financial position. The assets of the plan are held separately from the company in independently administered funds.

**2.6 Taxation**

Tax is recognised in the Statement of income and retained earnings, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Statement of financial position date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

**2.7 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**For the Year Ended 31 December 2019**

**2. Accounting policies (continued)**

**2.7 Tangible fixed assets (continued)**

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Computer equipment - 33% per annum on a straight line basis

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of income and retained earnings.

**2.8 Debtors**

Short term debtors are measured at transaction price, less any impairment.

**2.9 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

**2.10 Creditors**

Short term creditors are measured at transaction price.

**3. Operating profit/(loss)**

The operating profit/(loss) is stated after charging:

	2019	2018
	£	£
Depreciation of tangible fixed assets	5,884	22,469
Auditor's remuneration	12,100	11,800
	<u>18,000</u>	<u>34,279</u>

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**For the Year Ended 31 December 2019**

**4. Directors and employees**

	2019 £	2018 £
Directors' emoluments	163,700	160,580
Company contributions to defined contribution pension schemes	4,080	3,990
	<u>167,780</u>	<u>164,570</u>

During the year retirement benefits were accruing to 1 director (2018 - 1) in respect of defined contribution pension schemes.

The average number of employees during the year, excluding directors, was 15 (2018: 16).

**5. Tangible fixed assets**

	Computer equipment £
<b>Cost</b>	
At 1 January 2019	60,558
Additions	3,360
	<u>63,918</u>
At 31 December 2019	
<b>Depreciation</b>	
At 1 January 2019	48,751
Charge for the year on owned assets	5,884
	<u>54,635</u>
At 31 December 2019	
<b>Net book value</b>	
At 31 December 2019	<u>9,283</u>
At 31 December 2018	<u>11,807</u>

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
For the Year Ended 31 December 2019

**6. Debtors**

	2019 £	2018 £
Trade debtors	2,848,687	2,886,617
Prepayments and accrued income	161,881	176,600
	<u>3,010,568</u>	<u>3,063,217</u>

**7. Cash and cash equivalents**

	2019 £	2018 £
Cash at bank and in hand	789,526	674,947

**8. Creditors: Amounts falling due within one year**

	2019 £	2018 £
Trade creditors	28,427	66,485
Deferred income	3,114,123	2,899,366
Other taxation and social security	327,994	446,394
Accruals	175,178	239,611
	<u>3,645,722</u>	<u>3,651,856</u>

**9. Commitments**

During October 2019 the company entered into a property licence agreement with a monthly fee payable of £10,600 and an earliest termination date of 23 October 2020.

**PROFESSIONAL PUBLISHERS ASSOCIATION LTD**  
**(A company limited by guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**For the Year Ended 31 December 2019**

**10. Related party transactions**

**National Readership Surveys Limited ("NRS")**

NRS is considered a related party to the company by virtue of the company being one of three members of NRS, which is a company limited by guarantee. NRS's principal activity was the quarterly publishing of the National Readership Survey and to administer the research contract with Ipsos MORI, the principal research contractor. NRS's principal activity ceased on 31 December 2015.

During the year ended 31 December 2018 NRS had a deficit after taxation of £13,384 (2017: £12,777) and had capital and reserves at that date of £281,143 (2017: £294,527).

In the year ended 31 December 2019 the company received a reserves distribution of £118,598 (2018: £Nil) from NRS, this amount has been included within other operating income.

**Publishers Audience Measurement Company Limited ("PAMCO")**

PAMCO is considered a related party to the company by virtue of the company being one of three members of PAMCO, which is a company limited by guarantee. PAMCO's principal activity is to produce industry-wide information on audience measurement for the published media sector.

During the period ended 31 December 2018 PAMCO had a deficit after taxation of £63,277 (2017: £262,345) and had net assets at that date of £155,873 (2017: £219,150).

In the year ended 31 December 2019 the company was charged £2,800,670 (2018: £2,423,075) by PAMCO.

**Publishers Licensing Services Limited ("PLS", formerly Publishers Licensing Society Limited)**

PLS is considered a related party to the company by virtue of the company being one of four members of PLS, which is a company limited by guarantee. PLS's principal activity is to represent the interests of publishers in the collective management of the rights in their works and to distribute licence fee income to publishers from collective licensing of limited copying and related secondary uses of their publications.

During the year ended 31 March 2019 PLS had a surplus after taxation of £7,954 (2018: £28,665) and had capital and reserves at that date of £559,747 (2018: £551,793).

In the year ended 31 December 2019 PLS paid the company management fees of £92,267 (2018: £90,744).

NRS, PAMCO and PLS are considered to be associated undertakings of the company.