

REGISTERED NUMBER: 4623064 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2007

FOR

BRANDED MEDIA LIMITED

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COMPANIES HOUSE

BRANDED MEDIA LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2007**

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BRANDED MEDIA LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2007**

DIRECTOR	S Fergusson
SECRETARY.	C D Fergusson
REGISTERED OFFICE.	20 Harcourt Street London W1H 4HG
REGISTERED NUMBER.	4623064 (England and Wales)
ACCOUNTANTS:	William Evans & Partners 20 Harcourt Street London W1H 4HG

BRANDED MEDIA LIMITED

**ABBREVIATED BALANCE SHEET
31 DECEMBER 2007**

	Notes	2007 £	2006 £
FIXED ASSETS			
Tangible assets	2	283,173	405,490
CURRENT ASSETS			
Stocks		7,583	27,932
Debtors		1,041,707	1,030,277
Cash at bank and in hand		71,361	40,352
		<u>1,120,651</u>	<u>1,098,561</u>
CREDITORS			
Amounts falling due within one year		<u>1,395,377</u>	<u>1,297,050</u>
NET CURRENT LIABILITIES		<u>(274,726)</u>	<u>(198,489)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		8,447	207,001
CREDITORS			
Amounts falling due after more than one year		<u>224,448</u>	<u>316,256</u>
NET LIABILITIES		<u>(216,001)</u>	<u>(109,255)</u>
CAPITAL AND RESERVES			
Called up share capital	3	100	100
Profit and loss account		<u>(216,101)</u>	<u>(109,355)</u>
SHAREHOLDERS' FUNDS		<u>(216,001)</u>	<u>(109,255)</u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 31 December 2007

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2007 in accordance with Section 249B(2) of the Companies Act 1985

The director acknowledges his responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

The financial statements were approved by the director on 24/10/2007 and were signed by


Director

The notes form part of these abbreviated accounts

BRANDED MEDIA LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2007

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007)

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter

Land and buildings	- 10% on cost
Plant and machinery etc	- 25% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2007	499,142
Additions	2,705
Disposals	(19,671)
At 31 December 2007	482,176
DEPRECIATION	
At 1 January 2007	93,653
Charge for year	117,644
Eliminated on disposal	(12,294)
At 31 December 2007	199,003
NET BOOK VALUE	
At 31 December 2007	283,173
At 31 December 2006	405,489

3 CALLED UP SHARE CAPITAL

Authorised, allotted, issued and fully paid Number	Class	Nominal value £1	2007 £	2006 £
100	Ordinary		100	100