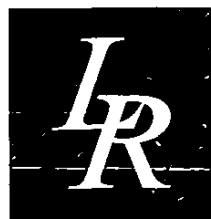
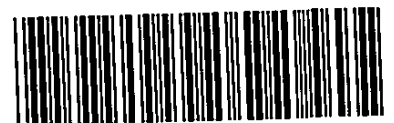

ACTIVE MEDIA PUBLISHING LIMITED

**ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011**



LAKIN ROSE
CHARTERED ACCOUNTANTS

WEDNESDAY



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COMPANIES HOUSE

ACTIVE MEDIA PUBLISHING LIMITED

The following reproduces the text of the chartered accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 5) have been prepared

**CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR ON THE PREPARATION OF THE
UNAUDITED STATUTORY FINANCIAL STATEMENTS OF ACTIVE MEDIA PUBLISHING LIMITED
FOR THE YEAR ENDED 31 MARCH 2011**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Active Media Publishing Limited for the year ended 31 March 2011 which comprise the balance sheet and the related notes from the company's accounting records and from information and explanations you have given to us

As a member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/regulations

This report is made solely to the director of Active Media Publishing Limited in accordance with the terms of our engagement letter dated 3 August 2010. Our work has been undertaken solely to prepare for your approval the financial statements of Active Media Publishing Limited and state those matters that we have agreed to state to him in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Active Media Publishing Limited and its director for our work or for this report.

It is your duty to ensure that Active Media Publishing Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the company's assets, liabilities, financial position and loss. You consider that Active Media Publishing Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or review of the financial statements of Active Media Publishing Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.



Lakin Rose Limited

Chartered Accountants

Pioneer House
Vision Park
Histon
Cambridge
CB24 9NL

Date 7 November 2011

ACTIVE MEDIA PUBLISHING LIMITED
REGISTERED NUMBER: 04902129


ABBREVIATED BALANCE SHEET
AS AT 31 MARCH 2011

| | Note | 2011 £ | 2010 £ |
|---|------|-----------------|-----------------|
| FIXED ASSETS | | | |
| Intangible assets | 2 | 30,833 | 33,333 |
| Tangible assets | 3 | 4,649 | 6,944 |
| | | <u>35,482</u> | <u>40,277</u> |
| CURRENT ASSETS | | | |
| Debtors | | 4,996 | 15,891 |
| Cash at bank | 1 | 1 | 1 |
| | | <u>4,997</u> | <u>15,892</u> |
| CREDITORS: amounts falling due within one year | | <u>(30,966)</u> | <u>(45,653)</u> |
| NET CURRENT LIABILITIES | | <u>(25,969)</u> | <u>(29,761)</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | <u>£ 9,513</u> | <u>£ 10,516</u> |
| CAPITAL AND RESERVES | | | |
| Called up share capital | 4 | 1,000 | 1,000 |
| Profit and loss account | | 8,513 | 9,516 |
| SHAREHOLDERS' FUNDS | | <u>£ 9,513</u> | <u>£ 10,516</u> |

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act

The director acknowledges his responsibility for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 March 2011 and of its loss for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf by the sole director on 4th November 2011


R P Armiger
 Director

The notes on pages 3 to 5 form part of these financial statements

ACTIVE MEDIA PUBLISHING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Cash flow

The financial statements do not include a cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.3 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts

Revenue is recognised when goods are dispatched and services are supplied to customers

1.4 Intangible fixed assets and amortisation

Goodwill is the difference between amounts paid on the acquisition of a business and the fair value of the identifiable assets and liabilities. It is amortised to the profit and loss account over its estimated economic life

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

| | |
|---------------------|---------------------|
| Fixtures & fittings | - 15% straight line |
| Office equipment | - 20% straight line |

1.6 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

ACTIVE MEDIA PUBLISHING LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011**

1. ACCOUNTING POLICIES (continued)

1.7 Pensions

The company contributes to the personal pension plan of the director. The pension charge represents the amount payable by the company to the plan in respect of the year.

2. INTANGIBLE FIXED ASSETS

| | £ |
|-----------------------------------|----------|
| Cost | |
| At 1 April 2010 and 31 March 2011 | 50,000 |
| Amortisation | |
| At 1 April 2010 | 16,667 |
| Charge for the year | 2,500 |
| At 31 March 2011 | 19,167 |
| Net book value | |
| At 31 March 2011 | £ 30,833 |
| At 31 March 2010 | £ 33,333 |

3. TANGIBLE FIXED ASSETS

| | £ |
|-----------------------|---------|
| Cost | |
| At 1 April 2010 | 23,488 |
| Additions | 2,024 |
| Disposals | (1,233) |
| At 31 March 2011 | 24,279 |
| Depreciation | |
| At 1 April 2010 | 16,544 |
| Charge for the year | 3,713 |
| On disposals | (627) |
| At 31 March 2011 | 19,630 |
| Net book value | |
| At 31 March 2011 | £ 4,649 |
| At 31 March 2010 | £ 6,944 |

ACTIVE MEDIA PUBLISHING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

4 SHARE CAPITAL

| | 2011 £ | 2010 £ |
|---|----------------|----------------|
| Allotted, called up and fully paid | | |
| 1,000 Ordinary shares of £1 each | £ 1,000 | £ 1,000 |