



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

*Burlesque Map London, Issue 2 - now being created...*

**ONE Advert for ONE Year plus at ONE Price - 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 given the premium spot, or will not even be seen by the appropriate audience.

### **What we can do for YOU?**

You can advertise Your products and Your business at ONE price for ONE year. In the Burlesque Map London, all spots are premium advertising spots. You don't need to buy a series of adverts, as One advert supplies you with One whole year of advertising.

Your advert reaches markets in England as well as international customers in France, Holland, Germany, Italy, Spain, USA, Japan, and more, at NO EXTRA cost. The 50,000 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 them easy to carry and use, making them an invaluable accessory and not one to put aside after the first month of publication.

Burlesque Map London is also a valued source of essential information for producers, performers, promoters, publishers and others, thus creating a most comprehensive guide for key people and key groups within the burlesque milieu.

### **What to do next**

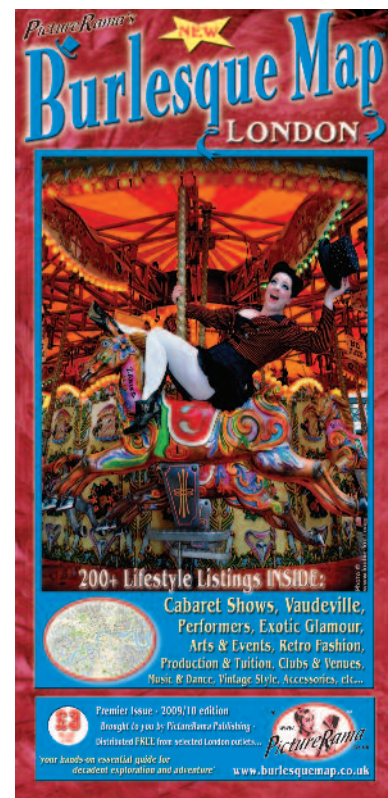
It's easy: decide on the size of the advert, send us your artwork and we'll provide you with the best emplacement on the Map.

As an advertiser you will be promoting your business for a whole year, and receive Maps, free of charge, for distribution, as a gift to your customers and to promote your own business.

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

Issue 2 is planned for release around January 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.

**Take advantage of our pre-payment offer or loyalty discounts for previous advertisers. See our updated advertising rate card attached.**



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

Guarantee Your advertisement space in *PictureRama's Burlesque Map London* by returning our booking form now!

**About Burlesque Map London...** In 2009 Burlesque Map London opened the doors to the glamour of burlesque and retro fashion as the must-have accessory for the accomplished, enthusiasts, and the newcomers in search of a new image or adventure in this magical, theatrical and saucy world.

Its 50,000 print run makes Burlesque Map London the most extensive pan-sexual burlesque publication: no other burlesque publication has such a large circulation and a life-span of just over a year. Moreover, it reaches users all over the world, which makes it an essential investment for advertisers everywhere and an unrivalled publication to date. See page 2 of this media pack for "quotes and testimonials" case history...

## Case History...

Burlesque Map London testimonials, advertisers, distributors, performers and services...



### Burlesque Map London: advertiser, listee, user, press and performer testimonials:

'...what a handy publication! I'd like to include it in the news section of the magazine next month.' (Jo – Editor of Burlesque Magazine).

'Your Burlesque Map is a great idea - I wish you success with it!' (Tim Woodward – Skin Two).

'Great stuff!' (Simone Baird – Time Out Magazine).

'What a fabulous idea!' (JB – Jac Bowie).

'The maps turned up Saturday morning. WOW, looking great. I shall have so much fun handing these out'. (Simon Dorn – InVogue Burlesque Photography).

'I saw the Burlesque Map, it looks great!' (Roz Porter – London Academy of Burlesque & London School of Striptease).

'I love your burlesque map and would really like to get The Pigalle Club listed'. (Sara Colohan – Producer, The Tassel Club & Cirque du Cabaret).

'V4Vintage.com is excited to be chosen and listed as a leading vintage jewellery boutique in the new Burlesque Map London'. (Leila – V4Vintage.com).

'It's nice to see everything laid out on one map as it makes it really easy to plan your day (and evening, as most burlesque venues are also listed). It's definitely worth an investment of £3 as it means you won't get lost for hours looking for a certain place!' (The Ministry of Burlesque Forum).

#### Map Advertisers to Date:

Ages of Elegance  
Alternative Lifestyle Jewellery  
Arckiv Vintage Eyewear  
Atsuko Kudo  
B Barbarella  
Beyond the Cabaret  
Bo's Tit Bits  
Brazier-Jones.com  
Burlesque Womens Institute  
Cerise Pole Dancing School  
Cherry Boudoir  
Compulsive Behaviour  
Dr. Sketchy - London  
Erotica Exhibition  
Fabulous Fascinators  
Freak Clubwear  
Fun Fashion  
Interpole Dance  
Invogue Photography  
Jed Phoenix of London  
Ladyluck Club  
Learn to Jive  
London Academy of Burlesque  
London Burlesque Festival  
London Fetish Weekend  
MEM Vintage Erotic Posters  
Ministry of Burlesque  
Miss Katie Corsetry  
MOB Academy  
Pinup-Parade.com  
Polestars  
Prangsta Costumiers  
Rhythm Riot  
Royal Vauxhall Tavern  
Rudie Red  
Sexy Art Gallery.com  
Sh! Women's Erotic Emporium  
The Black Cotton Club  
The Chap magazine  
The Guild of Erotic Artists  
The Hourglass  
The Mistress Boutique  
The Way Out Club  
The Xpo  
Together we Can  
Vaudeville Postcards  
Vivien of Holloway  
Westcountry Wigmakers  
What Katie Did

#### London Map Distribution Points:

Absolute Vintage  
A Child of the Jago  
Adams Antique Fairs Ltd.  
A Dandy in Aspice  
Annie's Vintage  
Aquamarine  
Arckiv Vintage Eyewear  
Atsuko Kudo  
Bang Bang Clothing Exchange  
Balans Café  
Balans Restaurant  
Barden's Boudoir  
Bethnal Green Working Men's Club  
Better Chemistry  
BJs White Swan  
Black Cotton Vintage  
Black Pearl Boutique  
Bordello London  
Boutique Boutique  
Breathless  
Burleska  
Burlesque Baby  
Burlesque Womens Institute  
Camden Vintage  
Caz Churchill  
Cellar Door  
Cerise Pole Dancing School  
Charles Fox  
Charlie's  
chicproduction.com  
Cloud Cuckoo Land  
Club Diabliesse  
Club RUB  
Coco de Mer (Covent Garden)  
Coco de Mer (Kensington)  
Collectif Clothing  
Costume Studio  
Curiosity  
Emma Jane Clothing  
Equity  
Finger in the Pie Cabaret  
First Out Café Bar  
Festival of Sins  
Fettered Pleasures  
Frock Me! (Vintage fashion fairs)  
Hello My Darlings  
House of Harlot  
Hunky Dory  
Icon  
Jeffrey-West (London)  
Kuriosa  
La Bohémé Maison  
Ladyluck Club  
Libby Rose  
Liberation  
Libidex  
London Alternative Market  
London Academy of Burlesque  
London Burlesque Festival  
London Burlesque Social Club  
London Fetish Fair  
London Fetish Weekend  
Madame JoJo's  
Mad World Fancy Dress  
Miss Katie Corsetry  
Mohawk!  
Nails Boutique  
Nikita Sablier  
Nina's Hair ParLOUR  
No:Wear  
OMYGOD  
Ooh-La-La!  
Palette  
Pepis  
Prangsta Costumiers  
Radio Days  
Relik  
Resurrection Records  
Rokit  
Royal Vauxhall Tavern  
Sam Greenberg  
Saskia's Vintage  
Scala Club  
Sevim Isler  
Showgirls  
Sh! Women's Erotic Emporium  
Soho Original Books  
Sounds That Swing  
South London Pacific Tiki Bar  
The Arc

The Casting Couch  
The Black Cotton Club  
The Black Rose  
The Cross Kings  
The Drill Hall  
The Fan Museum  
The George & Dragon  
The Girl Can't Help It  
The Gore Hotel  
The House of Azrael-Black  
The Observatory  
The Pelham Hotel  
The Purple Turtle  
The Way Out Club  
Time For Tease  
Two Brewers  
Vinmag Retro Store  
Volupté Lounge  
V4 Vintage  
What Katie Did  
Whoopee Club  
Wotever World  
Zahira's Boudoir  
Ziggla

#### Map Distribution Points - Outside London

Alternative Lifestyle Jewellery  
Club Noir - Glasgow  
Démonia - Paris, France  
Guild of Erotic Artists - St Albans  
Invogue Photography  
Mistress Boutique  
New Rock - Paris, France  
The Cheek Of It!  
The Hourglass  
Vaudeville Postcards  
Westcountry Wigmakers

#### Featured Performers:

Annette Betté  
Audacity Chutzpah  
Bella De Jac  
Chrys Columbine  
Dangerous Dolly  
Dinah Might  
Frauline Maria  
Frivolitease  
Hula Boy  
Kiki Kaboom  
Kitty Bang Bang  
Lady Cheek  
Miss Anne Thropy  
Miss Leed'em  
Miss Polly Rae  
Miss Veronika Valentine  
Nathaniel De Ville  
Ophelia Bitz  
Paul L. Martin  
Pavabotti  
Ragdoll Rebels  
Ruby Rose  
Scarletine Delight  
Tempest Rose  
The Hurly Burly Girls  
The Kitten Club  
Twin & Tonic  
Vicky Butterfly  
Warren Speed

### Burlesque Performers 'Who's Who' - now collecting submissions for Burlesque Map London 2.

Once again we invite all burlesque performers and artists, who will be featuring in shows around London over the next year, to contact us. We require some pictures of you and/or your show, a short biography (30 words approx) and a web site, Facebook or MySpace home page address. A selection will feature on the next Burlesque Map, subject to available space.

Please e-mail submissions to:  
[info@burlesquemap.co.uk](mailto:info@burlesquemap.co.uk)

### PictureRama Services - Design, Marketing and Photography

PictureRama is a photography, design, web and publishing service, providing photography and journalism to worldwide publishers, and the alternative press, for over 17 years, and the publisher of Burlesque Map London.

It is also a marketing, PR and writing business – in five languages – that can enhance the profile of your business. We ensure all your material is correctly written and immaculately presented for a professional image and impeccable look. As an advertiser, we can offer you preferential rates, for producing a bespoke advertisement to appear on Burlesque Map London.

## ADVERTISING RATE CARD:

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

Full page width (90mm) - £70.00 per cm height

Half page width (43mm) - £40.00 per cm height

Conforming to our standard range of advert sizes (below), yields a 5%-10% saving on per/cm costs.

Standard Display Advert sizes (width x height).

43mm x 60mm	One sixth page	£220.00
43mm x 70mm	One sixth page+	£250.00
90mm x 30mm	One sixth page	£220.00
90mm x 40mm	One sixth page+	£260.00
90mm x 60mm	One third page	£380.00
90mm x 70mm	One third page+	£440.00
90mm x 95mm	Half page	£600.00
90mm x 130mm	Two thirds page	£800.00
90mm x 200mm	Full page	£1200.00

**Advertising enquiries: Eva Lamour**  
e-mail: [PictureRama@hotmail.co.uk](mailto:PictureRama@hotmail.co.uk)  
Mobile: 07510 569446 Fax: 0870 054 8144

**Advertising enquiries: Hugh Topia**  
e-mail: [burlesquemap@hotmail.co.uk](mailto:burlesquemap@hotmail.co.uk)  
Mobile: 07935 317674 Fax: 0870 054 8144

## ARTWORK REQUIREMENTS:

Digital files in Mac/PC format and supplied on CD, with proof, or sent by e-mail. Images to be .TIFF or high res. .PDF 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.

**Production enquiries: James Drury**  
e-mail: [info@burlesquemap.co.uk](mailto:info@burlesquemap.co.uk)  
Mobile: 07766 563244  
Studio: 020 7099 3692  
Fax: 0870 054 8144

Send artwork to: [info@burlesquemap.co.uk](mailto:info@burlesquemap.co.uk)  
or by post: James Drury, PictureRama Publishing,  
80A Bermondsey Street, London, SE1 3UD

## 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 included.

## PREMIUM PLACEMENTS:

Outside back cover +20%

## DISCOUNTS AVAILABLE:

For pre-publication payment: -10%  
For loyalty (previous Burlesque Map London advertisers only): -5%  
VAT not applicable.

## Classified Adverts

(width - 43mm only).

Reproduced within black keyline in 6 pt black text only

Half page width (43mm):  
£30.00 per cm height.

See example below:

James Drury Photographer offers bespoke photography for the beautiful, bizarre and exotic. Visit [www.PictureRama.co.uk](http://www.PictureRama.co.uk) or telephone on +44 (0)20 7099 3692

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

[www.burlesquemap.co.uk](http://www.burlesquemap.co.uk)  
[www.PictureRama.co.uk](http://www.PictureRama.co.uk)



## 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.

