

Company Registration No. 2450400 (England and Wales)

**BULLDOG MAGAZINES LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2000**



A03  
COMPANIES HOUSE

\*AM3ARXNK\*

0656  
27/01/01

# BULLDOG MAGAZINES LIMITED

## CONTENTS

---

	Page
Auditors' report	1
Abbreviated balance sheet	2
Notes to the abbreviated accounts	3 - 4

---

# **BULLDOG MAGAZINES LIMITED**

## **AUDITORS' REPORT TO BULLDOG MAGAZINES LIMITED UNDER SECTION 247B OF THE COMPANIES ACT 1985**

We have examined the abbreviated accounts set out on pages 2 to 4, together with the financial statements of the company for the year ended 31 March 2000 prepared under section 226 of the Companies Act 1985.

### **Respective responsibilities of directors and auditors**

The directors are responsible for preparing the abbreviated accounts in accordance with section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts prepared in accordance with sections 246(5) and (6) of the Act to the registrar of companies and whether the accounts to be delivered are properly prepared in accordance with those provisions and to report our opinion to you.

### **Basis of opinion**

We have carried out the procedures we considered necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the financial statements.

### **Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with sections 246(5) and (6) of the Companies Act 1985, and the abbreviated accounts on pages 2 to 4 are properly prepared in accordance with those provisions.



**Smith & Williamson**

Chartered Accountants  
**Registered Auditors**

14 December 2000

Onslow Bridge Chambers  
Bridge Street  
Guildford GU1 4RA

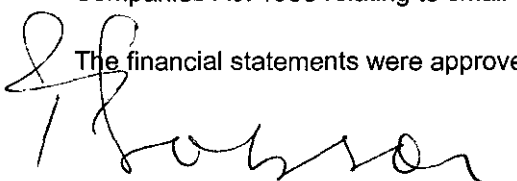
# BULLDOG MAGAZINES LIMITED

## ABBREVIATED BALANCE SHEET AS AT 31 MARCH 2000

	Notes	2000 £	£	1999 £	£
<b>Fixed assets</b>					
Intangible assets	2	-		3,500	
Investments	2	51,765		51,765	
		<u>51,765</u>		<u>55,265</u>	
<b>Current assets</b>					
Stocks		14,315		20,702	
Debtors		215,253		101,936	
Cash at bank and in hand		378,664		583,397	
		<u>608,232</u>		<u>706,035</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(353,906)</u>		<u>(502,468)</u>	
<b>Net current assets</b>		<u>254,326</u>		<u>203,567</u>	
<b>Total assets less current liabilities</b>		<u>306,091</u>		<u>258,832</u>	
<b>Capital and reserves</b>					
Called up share capital	3	45,454		45,454	
Share premium account		9,546		9,546	
Profit and loss account		251,091		203,832	
<b>Shareholders' funds</b>		<u>306,091</u>		<u>258,832</u>	

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 board on 14 December 2000

  
P D R Dobson  
Director

  
D M Kirke-Smith  
Director

# BULLDOG MAGAZINES LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2000

---

### **1 Accounting policies**

#### **1.1 Accounting convention**

The financial statements are prepared under the historical cost convention.

#### **1.2 Compliance with accounting standards**

The financial statements are prepared in accordance with applicable accounting standards.

#### **1.3 Turnover**

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

#### **1.4 Goodwill**

Acquired goodwill is written off in equal annual instalments over its estimated useful 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 less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings & equipment	20% Straight line
--------------------------------	-------------------

#### **1.6 Investments**

Fixed asset investments are stated at cost less provision for diminution in value.

#### **1.7 Stock**

Stock is valued at the lower of cost and net realisable value.

#### **1.8 Deferred taxation**

Deferred taxation is provided at appropriate rates on all timing differences using the liability method only to the extent that, in the opinion of the directors, there is a reasonable probability that a liability or asset will crystallise in the foreseeable future.

#### **1.9 Group accounts**

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 248 of the Companies Act 1985 not to prepare group accounts.

# BULLDOG MAGAZINES LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2000

### 2 Fixed assets

	Intangible assets £	Tangible assets £	Investments £	Total £
<b>Cost</b>				
At 1 April 1999 & at 31 March 2000	35,000	380	51,765	87,145
<b>Depreciation</b>				
At 1 April 1999	31,500	380	-	31,880
Charge for the year	3,500	-	-	3,500
At 31 March 2000	35,000	380	-	35,380
<b>Net book value</b>				
At 31 March 2000	-	-	51,765	51,765
At 31 March 1999	3,500	-	51,765	55,265

### Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Shares held Class	%
<b>Subsidiary undertakings</b>			
The British Connection Inc.	USA	Ordinary	100

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows:

	Capital and reserves	Profit for the year
The British Connection Inc.	(261,546)	15,037

The company owns 100% of the issued share capital of The British Connection Inc., a magazine distribution business operating in North America which makes up accounts to 31 March each year.

As stated in the accounting policies note group accounts are not prepared by virtue of the exemption conferred by section 248 of the Companies Act 1985.

### 3 Share capital

	2000 £	1999 £
<b>Authorised</b>		
100,000 Ordinary shares of £1 each	100,000	100,000
<b>Allotted, called up and fully paid</b>		
45,454 Ordinary shares of £1 each	45,454	45,454