
A D MEDIA EUROPE LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2011

FRIDAY



A09 *A18Q83EW* #306
11/05/2012*
COMPANIES HOUSE

A D MEDIA EUROPE LIMITED
REGISTERED NUMBER: 07116558

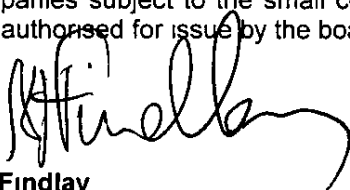
ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2011

	Note	£	2011 £	£	2010 £
CURRENT ASSETS					
Stocks		2,362		2,362	
Debtors		28,623		24,117	
Cash at bank		12,805		3,173	
		<u>43,790</u>		<u>29,652</u>	
CREDITORS · amounts falling due within one year		<u>(345,493)</u>		<u>(198,906)</u>	
NET CURRENT LIABILITIES			<u>(301,703)</u>		<u>(169,254)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(301,703)</u>		<u>(169,254)</u>
CAPITAL AND RESERVES					
Called up share capital	2		100		100
Profit and loss account			<u>(301,803)</u>		<u>(169,354)</u>
SHAREHOLDERS' DEFICIT			<u>(301,703)</u>		<u>(169,254)</u>

The directors consider 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 directors acknowledge their responsibilities 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 December 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 on 2/1/12.



R J Findlay
Director

The notes on page 2 form part of these financial statements

A D MEDIA EUROPE LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 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 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

Advertising income is recognised on release date of magazines

Event sponsorship income is recognised on date of event

Marketing income is recognised as contract activity progresses to reflect the company's partial performance of its contractual obligations

1.3 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads

1.4 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

2. SHARE CAPITAL

	2011 £	2010 £
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100