

Registered Number 03475466

Discovery Marketing Limited

Abbreviated Accounts

31 December 2010

Discovery Marketing Limited

Registered Number 03475466

Balance Sheet as at 31 December 2010

	Notes	2010 £	2009 £
Current assets			
Debtors		28,439	43,738
Cash at bank and in hand		205,308	198,691
Total current assets		<u>233,747</u>	<u>242,429</u>
Creditors: amounts falling due within one year		(86,087)	(99,476)
Net current assets (liabilities)		147,660	142,953
Total assets less current liabilities		<u>147,660</u>	<u>142,953</u>
Total net assets (liabilities)		<u>147,660</u>	<u>142,953</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		147,560	142,853
Shareholders funds		<u>147,660</u>	<u>142,953</u>

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- a. For the year ending 31 December 2010 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
 - b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
 - c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
 - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 09 June 2011

And signed on their behalf by:

Mr B S Quinn, Director

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 31 December 2010

1 Accounting policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax. In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

Financial Instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

2 Investments (Fixed Assets)

3 Creditors: amounts falling due after more than one year

4 Share capital

	2010	2009
	£	£
Authorised share capital:		
10000 Ordinary of £1 each	10,000	10,000
Allotted, called up and fully paid:		
100 Ordinary of £1 each	100	100

