



PictureRama's Burlesque Map London Advertiser Information & Media Pack

Burlesque Map London, Issue 4 - now being produced...

ONE Advert for over ONE Year 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 over 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 liaise with you and provide you with the best emplacement on the Map.

As an advertiser you will be promoting your business for over 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 4 will be published in **Autumn 2015** and is anticipated with great excitement by 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.



Note:
Burlesque Map London (edition 3) was released in two versions (10 months apart and 25,000 editions of each) which allowed us to update listings (in an ever evolving landscape) and accept some new advertisers and sponsors...

LIMITED AVAILABILITY
Guarantee Your advertisement space in PictureRama's Burlesque Map London by returning our booking form now!
info@burlesquemap.co.uk

About Burlesque Map London... In 2007 Burlesque Map London was conceived, developed throughout 2008 and in 2009 it 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 around 18 months. 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).

'Oooo this is so exciting, it looks amazing!! Thanks so much!' (Betty D'Light - Burlesque Artist and Alternative Model & Assistant Festival Coordinator of The London Burlesque Festival/World Burlesque Games).

'Big love to Burlesque Map London for not only taking the time to check out Cabaret Roulette: Ghost Stories, but for publishing such a supportive, loving review of the show afterwards.' (Cabaret Roulette).

'Thanks Burlesque Map! There is a glass of bubbly wine on ice! CDP xxx' (Café de Paris).

'Wow what a great page ! Much love Gabriella Maze xoxox' (Gabriella Maze).

'It's another fantastic edition – congratulations!' (Paul L Martin - Director, Excess All Areas).

'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 Tasel 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)'. (posting from: The Ministry of Burlesque Forum).

Map Advertisers to Date:

Ages of Elegance
Alternative Lifestyle Jewellery
Amsterdam Burlesque Award
Arckiv Vintage Eyewear
Atsuko Kudo
B Barbarella
BeLoveCurious
Berlin Burlesque Festival
Beyond the Cabaret
Bordello Footwear
Bo's Tit Bits
Boylesque Festival Vienna
Boylexe
Brazier-Jones.com
Buffies
Burlesque Womens Institute
Burluxe
Cabaret Confidential
Cabaret Soup
Café de Paris
Cerise Pole Dancing School
Cherry Boudoir
Cirque du Cabaret
Compulsive Behaviour
Dr. Sketchy - London
Dublin Burlesque Festival
Erotic Review
Erotica Exhibition
Fabulous Fascinators
Freak Clubwear
Fun Fashion
Helsinki Burlesque Festival
If You Please
Imago Imagery
Interpole Dance
Invogue Photography
Jed Phoenix of London
Kitten On The Keys
Kitty Minx Vintage
Ladyluck Club
Learn to Jive
Lenka Padyakova
Lettingo Cabaret
London Academy of Burlesque
London Burlesque Festival
London Edge & Central
London Fetish Weekend
Mantis London
MEM Vintage Erotic Posters
Milan Burlesque Awards
Ministry of Burlesque
Miss Katie Corsetry
Miss Nightingale - The Burlesque Musical
MOB Academy
Naked Girls Reading
Odelia Opium
Paris Burlesque Festival
Philip Wright hats
Pinup-Parade.com
Pin Up Perfection Magazine
Playful Promises
Polestars
Prangsta Costumiers
Retro Photostudio
Revival Retro Boutique
Rhythm Riot
Rome Burlesque Festival
Royal Vauxhall Tavern
Rudie Red
Secrets In Lace
Sexy Art Gallery.com
Sh! Women's Erotic Emporium
Stockholm Burlesque Festival
Studio 27
The Black Cotton Club
The Burlesque Assassins - movie
The Chap magazine
The Domestic Burlesque
The Great British Tattoo Show
The Guild of Erotic Artists
The Hourglass
The Mistress Boutique
The New Burlesque Awards
The Pin Up Mag
The Wam Bam Club
The Way Out Club
The Xpo
Together we CanCan
Tout Ensemble
Vaudeville Postcards
Volupte Lounge
Vivien of Holloway
Westcountry Wigmakers
What Katie Did
Wicked Waists

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
Bethnal Green Working Men's Club
Bordello London
Boutique Boutique
Breathless
Burleska
Burlesque Baby
Burlesque Womens Institute
Cellar Door
Cerise Pole Dancing School
Charles Fox
Clerkenwell Vintage Fashion Fair
Club RUB
Coco de Mer (Covent Garden)
Coco de Mer (Kensington)
Collectif Clothing
Corset and Diamonds
Costume Studio
Curiosity
Eliziumgothic
Emma Jane Clothing
Equity
Erotica Exhibitions
Excess All Areas
Frock Me! (Vintage fashion fairs)
Hello My Darlings
House of Burlesque
House of Harlot
Hunky Dory
Jeffrey-West (London)
Liberation
Libidex
London Alternative Market
London Academy of Burlesque
London Burlesque Festivals
London Edge & Central
London Fetish Fair
London Fetish Weekend
London's Little Opera House
London Vintage Fashion Fair
Madame JoJo's
Mad World Fancy Dress
Miss Katie Corsetry
No:Wear
Ooh-La-La!
Peacock Bar & Restaurant
Pepis
Prangsta Costumiers
Proud Cabaret
Proud Camden
Radio Days
Relik
Resistance Gallery
Rokit
Royal Vauxhall Tavern
Scala Club
Sh! Women's Erotic Emporium
Soho Original Books
Sounds That Swing
South London Pacific Tiki Bar
The Arc
The Casting Couch
The Cavendish Arms
The Black Rose
The Cheek Of It
The Cross Kings
The Fiddler's Elbow
The George & Dragon
The Girl Can't Help It
The Gore Hotel
The Guild of Erotic Artists
The Lingerie Collective
The Purple Turtle
The Way Out Club
Vivien Of Holloway
Volupté Lounge
What Katie Did
What The Butler Wore
Wilton's Music Hall
Wotever World
Ziggle

Featured Performers:

Abigail Collins
Amber Topaz
Anna Fur Laxis
Annette Betté
Audacity Chutzpah
Beau Burlington

Beau Rocks
Benjamin Louche
Bella De Jac
Betsie Bon Bon
Beulah Bell
Big Chief Random Chaos
British Heart
Bunny Pistol
Cabaret Rouge
Chris Cross
Chrys Columbine
Coco Deville
Colette Collettere
Count Adriano Fettucin
Daisy Champagne
Dangerous Dolly
Dave The Bear
Delores Deluxe
Desmond O'Connor
Dinah Might
Divine Miss Em
Domino Barbeau
Elsie Diamond
Empress Stah
Femme Fatale
Fifi Fatale
Frank Sanazi
Frauline Maria
Frivoltease
Folly Mixtures
Gwendoline Lamour
Harlot Deville
Honey Lulu
Honey Wilde
Hooray Henry Higgins
Hula Boy
Ivy Paige
Joe Black
Jolie Papillon
Khandie Khisses
Kiki Kaboom
Kitty Bang Bang
Kitty Kat Kittens
Lady Beau Peep
Lady Alex
Lady Cheek
Legs Malone
Lou On The Rocks
Lydia Darling
Marianne Cheesecake
Marnie Scarlet
Millie Dollar
Miss Amarettease
Miss Anne Thropy
Miss Betsy Rose
Miss Bruise Violet
Miss Dolly Rose
Miss Giddy Heights
Miss Leed'ern
Miss Polly Rae
Miss Veronika Valentine
Missy Fatale
Missy Macabre
Mister Meredith
Mr Pustra
Nathaniel De Ville
Ophelia Bitz
Paul L. Martin
Pavabotti
Piff The Magic Dragon
Ragdoll Rebels
RedSarah
Reuben Kaye
Roxy Velvet
Ruby Rose
Sarah-Louise Young
Sophia St Villier
Scarlettine Delight
Signorina Fabialosa
Slinky Sparkles
Tabatha Taboo
Tana Karo
Talulah Blue
Tango Manga
Tempest Rose
The Hurlly Burlly Girlies
The Kitten Club
The Late Night Shop
The Vivid Angel
Trixie Sparkle
Twin & Tonic
Veronica Blacklace
Vicious Delicious
Vicky Butterfly
Warren Speed
Whisky Falls
Xarah von den Vielenregen

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 20 years, and the publisher of Burlesque Map London.

It is also a marketing, PR and writing business – in many 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) - £80.00 per cm height

Half page width (43mm) - £45.00 per cm height

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

Standard Display Advert sizes (width x height).

43mm x 60mm	One sixth page	£230.00
43mm x 70mm	One sixth page+	£260.00
90mm x 30mm	One sixth page	£230.00
90mm x 40mm	One sixth page+	£270.00
90mm x 60mm	One third page	£400.00
90mm x 70mm	One third page+	£460.00
90mm x 95mm	Half page	£640.00
90mm x 130mm	Two thirds page	£840.00
90mm x 200mm	Full page	£1250.00

Advertising enquiries: James Drury

Mobile: 07766 563244 e-mail: info@burlesquemap.co.uk

International Advertising enquiries: Eva Lamour

Mobile: 07510 569446 e-mail: picturerama@hotmail.co.uk

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/Advertising enquiries: James Drury

e-mail: info@burlesquemap.co.uk

Mobile: 07766 563244

Studio: 020 7099 3692

Send artwork to: info@burlesquemap.co.uk

or by post: James Drury, PictureRama Publishing,
6 Cambridge Road, Colchester, Essex, CO3 3NS

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 PLACEMENT:

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 fetish photographic services for beautiful, bizarre and exotic performers... For more info visit us at: www.PictureRama.co.uk

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

www.burlesquemap.co.uk

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.

