

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED

T/A MAGAZINES IRELAND

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2012

(A company limited by guarantee and not having a share capital)

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
COMPANY INFORMATION

Directors

Duan Stokes (Chairman)
John Mullins (Deputy Chairman)
Grace Aungier (Chief Executive)
Norah Casey
Gerald Daly
Philip McGaley
Murine Laffan (Retired 11 April 2012)
Rosemary Delaney (Retired 11 April 2012)
Richard Power
Barry McIlheney

Secretary

Grace Aungier

Company number

359468

Registered office

25 Denzille Lane
Dublin 2

Auditors

HLB Sheehan Quinn
7 The Courtyard
Carmanhall Road
Sandyford
Dublin 18

Business address

25 Denzille Lane
Dublin 2

Bankers

Bank Of Ireland
Ballsbridge
Dublin 4

Solicitors

Williams Solicitors
29/30 Dame Street
Dublin 2.

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
CONTENTS

	Page
Directors' report	1 - 2
Statement of directors' responsibilities	3
Independent auditors' report	4 - 5
Income and expenditure account	6
Balance sheet	7
Cash flow statement	8
Notes to the financial statements	9 - 13

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED

T/A MAGAZINES IRELAND

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2012

The directors present their annual report and audited financial statements for the year ended 31 December 2012.

Principal activities, business review and future developments

The principal activity of the company continued to be that of the promotion and the fostering of the development of the publishing industry.

A deficit of €22,496 was incurred in the year. The directors have implemented a cost reduction programme aimed at reducing the deficit for the coming year.

Results, dividends and reserves	€
(Loss) for the financial year amounted to	(22,496)

It is recommended that this be dealt with as follows:

The Directors do not recommend the payment of a dividend for the current year.

Retained (loss) for the financial year attributable to equity shareholders	(22,496)
Profit and loss account at beginning of year (1 January 2012)	57,950
Profit and loss account at end of year (31 December 2012)	35,454

Directors

The present membership of the Board is set out on the company information page. Details of the directors remuneration is provided in Note 12 to the financial statements.

Interests of directors' and company secretary

The company is limited by guarantee and does not have any share capital. Therefore the directors and secretary who served during the year did not have any beneficial interest in the company.

Books of account

The measures taken by the directors to ensure compliance with the requirements of Section 202, Companies Act, 1990, regarding proper books of account are the implementation of necessary policies and procedures for recording transactions, the employment of competent accounting personnel with appropriate expertise and the provision of adequate resources to the financial function. The books of account of the company are maintained at 25 Denzille Lane, Dublin 2.

Events since the year end

There have been no significant events since the year end which would materially affect the amounts stated in the Financial Statements.

**PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
DIRECTORS' REPORT (CONTINUED)**

FOR THE YEAR ENDED 31 DECEMBER 2012

Principal risks and uncertainties

The company's income is exposed to the declining economic conditions in Ireland and its impact on the publishing industry and members of the association. The directors believe the service it offers its members will encourage continued membership renewals.

As the company operates in Ireland it is not subject to significant currency risks. The company does not rely on borrowings and has a minimal exposure to interest rate risk. The company is in a strong liquid position and does not foresee any cashflow risk in the near future. The company's policy is to ensure that sufficient resources are available from cash balances and cash flows to ensure all obligations can be met as they fall due.

The directors are aware of the major risks to which the company is exposed and are satisfied that the company is well positioned to manage these risks.

Auditors

In accordance with the Companies Act 1963, section 160(2), HLB Sheehan Quinn continue in office as auditors of the company.

By order of the board

.....

Director

.....

.....

Director

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED T/A MAGAZINES IRELAND

Statement of directors' responsibilities

General responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Accounting Standards Board.

Irish Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Acts 1963 to 2012. They are also responsible for safeguarding the assets of the company and hence, for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

By order of the board

.....

Director

.....

.....

Director

**PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
INDEPENDENT AUDITORS' REPORT**

**TO THE MEMBERS OF PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND
LIMITED**

We have audited the financial statements of Periodical Publishers' Association of Ireland Limited for the year ended 31 December 2012 set out on pages 6 to 13. These financial statements have been prepared under the accounting policies set out therein.

Respective responsibilities of the directors and auditors

As described in the Statement of Directors' Responsibilities on page 3 the company's directors are responsible for the preparation of the financial statements in accordance with applicable law and the accounting standards issued by the Accounting Standards Board (Generally Accepted Accounting Practice in Ireland).

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our work, for this report, or for the opinions we have formed.

We report to you our opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, and are properly prepared in accordance with the Companies Acts, 1963 to 2012. We also report to you whether in our opinion: proper books of account have been kept by the company; and whether the information given in the directors' report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit, and whether the company's balance sheet and its income and expenditure account are in agreement with the books of account.

We also report to you if, in our opinion, any information specified by law regarding the directors' remuneration and transactions is not disclosed and, where practicable, include such information in our report.

We read the directors' report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

**PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND**

INDEPENDENT AUDITORS' REPORT (CONTINUED)

**TO THE MEMBERS OF PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND
LIMITED**

Opinion

In our opinion the financial statements:

- give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31 December 2012 and of its deficit for the year then ended ; and
- have been properly prepared in accordance with the requirements of the Companies Acts, 1963 to 2012.

We have obtained all the information and explanations we consider necessary for the purposes of our audit. In our opinion, proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion, the information given in the directors' report is consistent with the financial statements.

7 The Courtyard
Carmanhall Road
Sandyford
Dublin 18

Mark Butler
For and on behalf of,
HLB Sheehan Quinn
Statutory Audit Firm

.....

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2012

	Notes	2012 €	2011 €
Income	2	124,583	118,243
Administrative expenses		(147,079)	(164,900)
Deficit on ordinary activities before taxation	3	(22,496)	(46,657)
Tax on deficit on ordinary activities	4	-	-
Deficit for the year	10	<u>(22,496)</u>	<u>(46,657)</u>

The income and expenditure account has been prepared on the basis that all operations are continuing operations.

There are no recognised gains and losses other than those passing through the income and expenditure account.

Approved by the board on

.....

Director

.....

Director

**PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
BALANCE SHEET**

AS AT 31 DECEMBER 2012

	Notes	2012 €	2011 €
Fixed assets			
Tangible assets	5	263	525
Current assets			
Debtors	6	45,521	34,049
Cash at bank and in hand		49,413	88,009
		94,934	122,058
Creditors: amounts falling due within one year	7	(14,270)	(19,160)
Net current assets		80,664	102,898
Net assets		80,927	103,423
Represented By			
Accumulated Fund Introduced	9	45,473	45,473
Income and expenditure account	10	35,454	57,950
Members' funds	11	80,927	103,423

Approved by the board and authorised for issue on

.....

.....

Director

Director

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2012

	Notes	€	2012 €	€	2011 €
Net cash outflow from operating activities	16		(38,596)		(50,667)
Taxation			-		1
Net cash outflow before management of liquid resources and financing			(38,596)		(50,666)
Decrease in cash in the year	17, 18		(38,596)		(50,666)

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2012

1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

1.1 Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with accounting standards generally accepted in Ireland and Irish statute comprising the Companies Acts, 1963 to 2012. Accounting Standards generally accepted in Ireland in preparing financial statements giving a true and fair view are those issued by the Accounting Standards Board.

1.2 Income

Income represents subscriptions from membership and fundraising events.

1.3 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:

Computer equipment	25% Straight Line
Fixtures, fittings & equipment	25% Straight Line

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

1.4 Pensions

Pension benefits for executive Directors are met by payments to a defined contribution pension fund. Contributions are charged to the profit and loss account in the year in which they fall due. The assets of the scheme are vested in independent trustees for the sole benefit of these employees.

1.5 Taxation and deferred taxation

The charge for taxation is based on the results for the year. Deferred taxation is provided using the liability method on all timing differences which are expected to reverse in the future without being replaced, calculated at the rate of which it is anticipated the timing differences will reverse. Deferred taxation assets are only recognised when there is available evidence that it is more likely than not that there will be taxable profits in the future against which the deferred tax asset can be offset against.

2 Income

The total income of the company for the year has been derived from its principal activity wholly undertaken in the Republic of Ireland.

3 Operating deficit	2012	2011
	€	€
Operating deficit is stated after charging:		
Depreciation of tangible assets	262	262
Auditors' remuneration	3,996	4,864
	<u> </u>	<u> </u>

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2012

4	Taxation		2012	2011
			€	€
	Current tax charge		-	-
			<u> </u>	<u> </u>
	Factors affecting the tax charge for the year			
	Loss on ordinary activities before taxation		(22,496)	(46,657)
			<u> </u>	<u> </u>
	Loss on ordinary activities before taxation multiplied by standard rate of Irish corporation tax of 12.50% (2011: 12.50%)		(2,812)	(5,832)
			<u> </u>	<u> </u>
	Effects of:			
	Depreciation in excess on Capital Allowances		(35)	(12)
	Income not chargeable to Corporation Tax		(904)	98
	Losses forward		3,751	5,746
			<u> </u>	<u> </u>
			2,812	5,832
			<u> </u>	<u> </u>
	Current tax charge		-	-
			<u> </u>	<u> </u>
5	Tangible fixed assets			
		Computer equipment	Fixtures, fittings & equipment	Total
		€	€	€
	Cost			
	At 1 January 2012 & at 31 December 2012	1,049	2,252	3,301
		<u> </u>	<u> </u>	<u> </u>
	Depreciation			
	At 1 January 2012	524	2,252	2,776
	Charge for the year	262	-	262
		<u> </u>	<u> </u>	<u> </u>
	At 31 December 2012	786	2,252	3,038
		<u> </u>	<u> </u>	<u> </u>
	Net book value			
	At 31 December 2012	263	-	263
		<u> </u>	<u> </u>	<u> </u>
	At 31 December 2011	525	-	525
		<u> </u>	<u> </u>	<u> </u>

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2012

6 Debtors	2012	2011
	€	€
Trade debtors	45,521	34,049
	<u>45,521</u>	<u>34,049</u>
7 Creditors: amounts falling due within one year	2012	2011
	€	€
<i>Other creditors</i>		
Other creditors	425	3,977
Accruals and deferred income	13,845	15,183
	<u>14,270</u>	<u>19,160</u>
Total creditors	14,270	19,160
	<u>14,270</u>	<u>19,160</u>
Included in other creditors are amounts relating to taxation, as follows:		
P.A.Y.E.	243	2,483
P.R.S.I.	182	1,494
	<u>425</u>	<u>3,977</u>
	<u>425</u>	<u>3,977</u>

8 Members' liability

As a company limited by guarantee the company does not have share capital. In the event of the winding up or dissolution of the company the members are liable to contribute an amount not exceeding €1.27 towards the debts and liabilities of the company.

9 Accumulated Fund Introduced

The company was incorporated on 27th of July 2002 and commenced trading on the 11th of January 2003.

Surplus income of €45,473 was transferred from "Periodical Publishers Association of Ireland".

10 Statement of movements on income and expenditure account

	Income and expenditure account €
Balance at 1 January 2012	57,950
Deficit for the year	(22,496)
	<u>35,454</u>
Balance at 31 December 2012	<u>35,454</u>

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2012

11 Reconciliation of movements in members' funds	2012	2011
	€	€
Deficit for the financial year	(22,496)	(46,657)
Opening members' funds	103,423	150,080
	<hr/>	<hr/>
Closing members' funds	80,927	103,423
	<hr/> <hr/>	<hr/> <hr/>

12 Directors' remuneration	2012	2011
	€	€
Fees & Salaries	59,932	59,081
Pensions	4,390	2,916
	<hr/>	<hr/>
	64,322	61,997
	<hr/> <hr/>	<hr/> <hr/>

13 Employees

Number of employees

The average monthly number of employees (including directors) during the year was:

	2012	2011
	Number	Number
Management	1	1
	<hr/> <hr/>	<hr/> <hr/>

Employment costs

	2012	2011
	€	€
Wages and salaries	54,115	54,009
Social security costs	5,817	5,072
Other pension costs	4,390	2,916
	<hr/>	<hr/>
	64,322	61,997
	<hr/> <hr/>	<hr/> <hr/>

14 Related party transactions

John Mullins, Norah Casey, Gerald Daly, Philip McGaley and Richard Power being directors are also directors of companies which are members of Magazines Ireland.

PERIODICAL PUBLISHERS' ASSOCIATION OF IRELAND LIMITED
T/A MAGAZINES IRELAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2012

15 Commitments and Contingent Liabilities

Capital Commitments:

No capital commitments were entered into or envisaged for the coming year.

Contingent Liabilities:

No contingencies arise at the year end date.

16 Reconciliation of operating deficit to net cash outflow from operating activities	2012	2011
	€	€
Operating deficit	(22,496)	(46,657)
Depreciation of tangible assets	262	262
(Increase)/decrease in debtors	(11,472)	47,768
Decrease in creditors within one year	(4,890)	(52,040)
Net cash outflow from operating activities	(38,596)	(50,667)

17 Analysis of net funds	1 January 2012	Cash flow	Other non-cash changes	31 December 2012
	€	€	€	€
Net cash:				
Cash at bank and in hand	88,009	(38,596)	-	49,413

18 Reconciliation of net cash flow to movement in net funds	2012	2011
	€	€
Decrease in cash in the year	(38,596)	(50,666)
Movement in net funds in the year	(38,596)	(50,666)
Opening net funds	88,009	138,675
Closing net funds	49,413	88,009

19 Approval of financial statements

The directors approved the financial statements on the