PRICELESS PUBLISHING LIMITED

Company Registration Number:
SC270148 (Scotland)

Abbreviated (Unaudited) Accounts

Period of accounts

Start date: 01st August 2010

End date: 31st July 2011

SUBMITTED

PRICELESS PUBLISHING LIMITED

Company Information
for the Period Ended 31st July 2011

Director:	Stuart D Laing
Company secretary:	Thorntons Solicitors
Registered office:	Whitehall House 33 Yeaman Shore Dundee DD1 4BJ
Company Registration Number:	SC270148 (Scotland)

PRICELESS PUBLISHING LIMITED

Abbreviated Balance sheet
As at 31st July 2011

	Notes	2011 £	2010 £
Fixed assets			
Intangible assets:	8	**2,625**	2,893
Tangible assets:	9	**887**	1,033
Total fixed assets:		**3,512**	3,926
Current assets			
Stocks:		**0**	0
Debtors:	10	**259**	287
Cash at bank and in hand:		**265**	219
Total current assets:		**524**	506
Creditors			
Creditors: amounts falling due within one year	11	**27**	29
Net current assets (liabilities):		**497**	477
Total assets less current liabilities:		**4,009**	4,403
Creditors: amounts falling due after more than one year:	12	**44,547**	37,788
Provision for liabilities:		**0**	.0
Total net assets (liabilities):		**(40,538)**	(33,385)

The notes form part of these financial statements

PRICELESS PUBLISHING LIMITED

Abbreviated Balance sheet
As at 31st July 2011
continued

	Notes	2011 £	2010 £
Capital and reserves			
Called up share capital:	13	**100**	100
Revaluation reserve:		**0**	0
Profit and Loss account:		**(40,638)**	(33,485)
Total shareholders funds:		**(40,538)**	(33,385)

For the year ending 31 July 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors on 10 December 2011

SIGNED ON BEHALF OF THE BOARD BY:

Name: Stuart D Laing
Status: Director

The notes form part of these financial statements

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts
for the Period Ended 31st July 2011

1. Accounting policies

Basis of measurement and preparation of accounts

These accounts have been prepared using the historic cost convention

Tangible fixed assets depreciation policy

The figure for tangible assets represents office equipment including a laptop computer purchased for use in the business. These have been depreciated using the reducing balance method at a rate of 20% per annum. The rate of depreciation used for these items has been chosen to reflect their short expected lifespan.

Intangible fixed assets amortisation policy

The intangible assets consist of the company website and software purchased for use in the business. The software has been depreciated using the reducing balance method at a rate of 20% per annum. The rate of depreciation used for these items has been chosen to reflect their short expected lifespan.

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts
for the Period Ended 31st July 2011

8. Intangible assets

	Total
Cost	**£**
At 01st August 2010:	4,647
Additions:	138
Disposals:	0
	4,785
Amortisation	**£**
At 01st August 2010:	1,754
Provided during the period:	406
At 31st July 2011:	**2,160**
Net book value	**£**
At 31st July 2011:	**2,625**
At 31st July 2010:	**2,893**

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts for the Period Ended 31st July 2011

9. Tangible assets

	Total
Cost	**£**
At 01st August 2010:	1,317
Additions:	76
Disposals:	0
At 31st July 2011:	1,393
Depreciation	
At 01st August 2010:	284
Charge for year:	222
At 31st July 2011:	506
Net book value	
At 31st July 2011:	887
At 31st July 2010:	1,033

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts
for the Period Ended 31st July 2011

10. Debtors

	2011 £	2010 £
Prepayments and accrued income:	259	287
Total:	**259**	**287**

On 31/7/11 the prepaid expenses were calculated as follows; a) Internet Email Autoresponder Service – 317 Days Remaining (112.53/365) x 317 = £97.73 b) Data Protection Act Registrar Fees – 79 Days Remaining (35/365) x 79 = £7.58 c) Website Hosting – Paid Monthly – 14 Days Remaining (9.53 x 12/365) x14 = £4.39 d) URL Registration – Paid Annually £57.46 e) Article Distribution Credits – 60 Credits Remaining £34.14 f) Fax Credits £10.05 TOTAL PREPAYMENTS = £211.35 The total accrued income on 31/7/11 totals £48.16 which represents the amount earned through the Google Adsense advertising program and other affiliate programs during July 2011. TOTAL ACCRUED INCOME = £48.16

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts
for the Period Ended 31st July 2011

11. Creditors: amounts falling due within one year

	2011 £	2010 £
Accruals and deferred income:	27	29
Total:	**27**	**29**

Accruals: On 31/7/11 the accrued expenses were calculated as follows; a) Legal Expenses (For company secretarial services) – 31 Days Accrued (329.00/365) x 31 = £27.94

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts for the Period Ended 31st July 2011

12. Creditors: amounts falling due after more than one year

	2011 £	2010 £
Other creditors:	44,547	37,788
Total:	**44,547**	**37,788**

Creditors: The figure for creditors (falling due after more than one year) consists of the following item; Director's Loan Account – Stuart D Laing £44547.85 This amount represents an unsecured company debt.

PRICELESS PUBLISHING LIMITED

Notes to the Abbreviated Accounts
for the Period Ended 31st July 2011

13. Called up share capital

Allotted, called up and paid

Previous period			**2010**
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	100	1.00	**100**
Total share capital:			**100**

Current period			**2011**
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	100	1.00	**100**
Total share capital:			**100**

Share Capital: The company's authorised share capital is £100. The company's called up share capital is £100.

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 1072 of the Companies Act 2006.