



**INSTITUTE OF  
VIDEOGRAPHY**

# **Marketing Information Pack**

**Helping you to reach the professional videography market**



**Focus Magazine - [www.iov.com](http://www.iov.com) - IOV Convention - Direct Mail/Email - Marketing Packages**

Presented by IOV Focus Ltd



**What is the Institute of Videography (IOV)?**

Established in 1985, the IOV is the leading trade association for professional videographers in the UK and Ireland. Traditionally, our members operate businesses in the event, corporate and documentary production markets - but we offer a range of membership benefits which attract members from every corner of the video production community. This includes freelancers, specialist service providers, educationalists, government media departments and niche-market broadcasters



Whilst we do not discourage non-professionals from joining, our selection of benefits is firmly geared towards those generating an income from video production activities. However, the IOV is very aware of the importance of the serious hobbyist to us and those selling professional level equipment and services.

**What is IOV Focus Ltd?**

The IOV is a not-for-profit limited company - owned by its members and managed by an elected Executive Committee. The Executive Committee outsources the day-to-day management of the IOV, the publication of its magazine, the management of its website, national and local events and various other marketing activities to IOV Focus Ltd; a privately owned company.



**What is the Benefit of marketing to IOV members?**

The one thing that all IOV members have in common is that they all agree to act in accordance with our Code of Practice. Whilst the main purpose of this document is to protect our members' clients, it also governs the manner in which they conduct their business in general. Our members are generally well informed, keen to invest in new technologies and conduct their business acquisitions in a professional manner.

The IOV educates its members in various ways, including the provision of a structured and incremental study facility enabling them to work towards IOV Accreditation. Our VideoSkills.net website is open to members and non-members alike, and is the industry's leading source of information for those wanting to operate their videography business professionally.



**What can the IOV do for Me?**

If you need to create interest and understanding of your products or services within the videography market sector - then the IOV has various marketing channels for you to employ which are outlined in this pack.

Whilst singular activities in these channels will raise your profile within the market, our ability to offer cross-channel activities and integrated marketing solutions enables us to provide you with unparalleled coverage and economy.

**Better by Design**

In addition to placing your message in the right place, our in-house design team can help you create the right content. From simple advert and web banner designs - through to copy creation for press releases and advertorial - we understand what makes our market tick! Design and production fees can be built into your marketing plan - plus you can use the materials in activities outside of the IOV channels.

We are also happy to deal with your design departments to ensure your message is going to be understood by our market.

**A Confidential and Professional Service**

We understand that businesses will often want to explore the marketing options and costs whilst projects are still in their embryonic stage. We are familiar with these situations and are happy to work under nondisclosure agreements to enable us to provide accurate and effective marketing plans.

Above all, we aim to provide the highest level of professionalism, as we know the IOV's good reputation is at stake!

**What is the Cost?**

We can provide you with an accurate cost of activities with no nasty hidden extras. Regardless of whether you are placing a single classified advert, or you require a fully comprehensive year-long plan encompassing all the IOV marketing channels, a simple call to our office will start the ball rolling.

**Terms & Conditions**

Please see our General Terms & Conditions on the final page of this pack. Please note that some activities are governed by their own specific terms and conditions. Errors and Omissions Accepted.

**Trade Subscription - where you should Start!**

The basic Trade Subscription to Focus costs £145 per annum. All Trade Subscribers benefit from a **20%** discount off all published advertising rates (as well as substantial discounts on other marketing activities).

Apart from receiving the magazine each month, Trade Subscribers also benefit from a **FREE** listing in the magazine's Trade Directory section. There is also an online version of this directory on [www.iov.com/](http://www.iov.com/) suppliers with links to your own profile. You will also be provided with your own account on the website, which enables you to post your own releases to the News Stream section.

Additional Trade Directory headings are available at £20 per heading, per annum. We can also provide enhanced headings that feature your logo at an additional £50 per annum per heading.

**Editorial Profile**

Focus Magazine is the only monthly publication aimed squarely at the professional videographer. It reports on all aspects of the video production industry and IOV activities. We aim to provide more than just a platform for advertisers by reporting on relevant, useful and informative topics. Considered to be a technical journal by our readers, Focus has an extended shelf-life.

**Target Readership**

Video Professionals and those aspiring. These include freelance producers and small production companies working in all areas of video and digital media - from

wedding videographers to industrial/commercial programme makers and broadcast professionals. Focus is targeted at the people who make purchasing decisions.

**Circulation**

The magazine is sent out to around 2,000 readers each month. These are made up of IOV Members, direct subscribers and those who are on complimentary free trials. In addition, one issue each year is sent out to our entire database of over 10,000 video professionals as part of the marketing for the IOV Convention.



**Features & Content**

Focus includes a news section every month, carrying predominantly Trade Subscriber press releases as well as important industry news. Other regular articles cover various aspects of the business and craft of videography - such as equipment reviews, satirical columns, business 'how-to' articles and profiles on those in the industry. The magazine also includes a used equipment listing, the Trade Directory and a register of Accredited IOV members.

**Display Advertising Rates** (all rates are quoted per insertion and are subject to VAT)

	Size (w x h)	1-month	3-months	6-months	12-months
Double Page Spread	420mm x 297mm	£ 700.00	£ 650.00	£ 600.00	£ 550.00
Full Page	210mm x 297mm	£ 400.00	£ 360.00	£ 330.00	£ 300.00
1/2 Page (Landscape - with bleed)	210mm x 145mm	£ 200.00	£ 195.00	£ 185.00	£ 175.00
1/4 Page (Portrait - without bleed)	95mm x 125mm	£ 100.00	£ 96.00	£ 93.00	£ 90.00
1/8 Page (Landscape - without bleed)	95mm x 60mm	£ 60.00	£ 55.00	£ 50.00	£ 45.00

**Insert Rates** (all rates are quoted per thousand and are subject to VAT)

	Weight	1-month	3-months	6-months	12-months
Inserts (single items)	0 to 50g	£ 100.00	£ 95.00	£ 90.00	£ 80.00
Inserts (single items)	50g to 100g	£ 150.00	£ 130.00	£ 110.00	£ 100.00
Inserts (single items)	100g to 200g	£ 200.00	£ 190.00	£ 170.00	£ 150.00

**Classified Advertising Rates** (all rates are quoted per vertical centimetre and are subject to VAT)

	Width	1-month	3-months	6-months	12-months
Single Column	45mm	£ 10.00	£ 8.00	£ 6.00	£ 5.00
Two Column	95mm	£ 20.00	£ 16.00	£ 14.00	£ 10.00
Three Column	145mm	£ 30.00	£ 25.00	£ 20.00	£ 15.00
Four Column	195mm	£ 40.00	£ 35.00	£ 25.00	£ 20.00

**File Specification**

Files can be supplied as high resolution PDFs or PC-based graphic files of at least 300dpi. Double-page spread, Full Page and Half Page adverts (as per the above list) should be supplied with a minimum of 5mm bleed. The Type Area is 187mm (w) X 260mm (h). Files should be supplied by email or PC-based CD-ROM.

## No. 1 for 'Videography'

The IOV has hosted a website since 1996 and owns both www.iov.co.uk and www.iov.com domains. Over the years it has developed into one of the most popular videography-based websites worldwide. Originally devised as a forum-based site, it now serves as a central hub of resources and information for members and non-members alike. Today, virtually all new membership applications are processed through the site.

The website is highly ranked in Google searches on a number of relevant search strings. This includes 1st position for 'Videography' and 2nd position for 'Videographer' – on a worldwide search. This is over and above any pay-per-click advertising carried out by the IOV. The website has a general Google page ranking

of 5/10 and there are now nearly 500 websites linking back to it.

## Site Features

The site has essentially three levels of access, namely Public, Registered User and IOV Member - each with its own set of access restrictions and visible features. Please refer to the section sponsorship details below for a full description of the various site features.

Our members-only forums have rapidly become a leading benefit of IOV membership. Every hour of every day, IOV members can be seen posting technical, creative and business questions, replying to other members and sharing ideas and work opportunities. In the past 12-months the forums have benefited from over 600 regular and active individual contributors.

## General Site Statistics

Between Jan 08 and Jan 09, the IOV website has received 1,110,118 total page views (that's 3,041 per day). There were 725 new registrants to the website in the last year, bringing the total to 8,387 registrants.

Direct traffic is responsible for 54% of site visits, whilst 20% comes from referring sites with the remainder from search engine referrals. Returning visitors are responsible for 80% of page requests which demonstrates the loyalty of website users.

## New Advertising Opportunities

Until now, advertising has been limited to the web banners which run down the right-hand side of the site. Whilst these are extremely effective and popular, we've kept these to an absolute minimum so as not to make the site look too cluttered. The proof of their success is that the top five banner positions have been fully booked for the past 5-years!

We have now developed new opportunities for companies that would like to target their banner advertising to specific areas of the website. We believe each major section of the site will appeal to different advertisers. As these vary in volume of impressions, we are sure that we now have a website advertising prospect for every budget.



## Standard Website Banners (all rates are quoted per month and are subject to VAT)

Standard banner adverts appear throughout the site, and appear in the right-hand 'Site Sponsors' column. The prices are the same regardless of what position they appear in, and are sold on a first-come, first-served basis. We create the artwork for you as either a static or animated GIF file. Alternatively, we can accept artwork from you as either a Flash file or a link to a file from your own server.

	Size (w x h)	1-month	3-months	6-months	12-months
Single Banner	160px x 50px	£250.00	£225.00	£215.00	£200.00
Double Banner	160px x 100px	£500.00	£450.00	£435.00	£400.00
Triple Banner	160px x 200px	£955.00	£900.00	£870.00	£800.00

## Subscriber's Email Sponsorship (rates are quoted on an annual basis and are subject to VAT)

The IOV website generates around 400,000 emails each year. These are a result of registered users and IOV members subscribing to the various sections on the website (such as the forums, IOV News Stream, the Sales & Wants section etc.). Each time new content is added to these sections, or when users reply to postings within a forum, email notices of this new content are sent to subscribers with a link back to the website. Users can opt to receive these emails the moment new content is added - or grouped into one collective email every 24-hours.

Email sponsorship consists of a text advert at the head of every email that is generated from the IOV website - with a URL link back to the advertiser's website.

	Size	1-month	3-months	6-months	12-months
Subscriber's Email Sponsorship	Single text line	N/A	N/A	N/A	£5,000.00

### Knowledge Base Forums (rates are quoted on an annual basis and are subject to VAT)

The IOV website has a number of support forums which are only accessible to fully paid up members. This archive of information has more than 50,000 articles and replies by members - and is considered by many as the most important benefit of membership. Your banner will appear across the main forum splash page, plus all forums within this section of the site.

	Size (w x h)	1-month	3-months	6-months	12-months
Half Banner	300px X 100px	N/A	N/A	N/A	£ 800.00
Full Banner	600px X 100px	N/A	N/A	N/A	£ 1,500.00

### Members Zone (rates are quoted on an annual basis and are subject to VAT)

This section of the website is the gateway to information and resources for IOV members - including the main forums, area notice boards, IOV member search directory, reference and study sections, details on assessment and back issues of Focus magazine - plus all the information IOV members need to make the most of their membership.

	Size (w x h)	1-month	3-months	6-months	12-months
Half Banner	300px X 100px	N/A	N/A	N/A	£ 500.00
Full Banner	600px X 100px	N/A	N/A	N/A	£ 900.00

### IOV News Stream (rates are quoted on an annual basis and are subject to VAT)

There are various sections of the site to which registered users can subscribe to receive notice of new content. The most popular of these is the IOV News Stream, which has 1,865 subscribers. Whilst registered users can subscribe to receive new content on this part of the site, access to news stories is open to the public.

This is where Trade Subscribers can post their press releases, and where the IOV post news about membership initiatives and important industry news. You will often see search engines and news dispersal sites picking up stories from the IOV News Stream and spreading them around the Internet. This is also RSS enabled.

	Size (w x h)	1-month	3-months	6-months	12-months
Full Banner Only	600px X 100px	N/A	N/A	N/A	£ 800.00

### Trade & Industry Section (rates are quoted on an annual basis and are subject to VAT)

This is the main access point for Registered Users of the website. It can also be accessed by IOV Members and Trade Subscribers. To register for this section users simply have to supply us with a valid email address. They can then subscribe to sections such as the Sales & Wants section, IOV News Stream and the Area Notice Boards. There are currently 8,387 Registered Users. As well as appearing on the main splash page, your banner will also appear on the following sub-sections: Trade Directory, Media Archives and Area Notice Boards

	Size (w x h)	1-month	3-months	6-months	12-months
Full Banner Only	600px X 100px	N/A	N/A	N/A	£ 800.00

### Join the IOV (rates are quoted on an annual basis and are subject to VAT)

This is where all potential members visit when contemplating IOV membership. It includes details on the benefits of membership and the levels of membership within the IOV - plus our online joining facility. This section also links into the 'About Us' section, which contains finer detail about the IOV. Your banner will also appear on the Aims & Objectives, How to Join, History and Code of Practice pages.

	Size (w x h)	1-month	3-months	6-months	12-months
Full Banner Only	600px X 100px	N/A	N/A	N/A	£ 500.00

### Annual Convention Section (rates are quoted on an annual basis and are subject to VAT)

Whilst the IOV's Annual Convention only takes place once a year, we keep this part of the site open as an ongoing section. Many videographers want to plan ahead for major events - so we always include dates for the following year's event. We also keep details on hotel accommodation and travel live for the same reason.

However, sponsoring this section will really come into its own in the run up to the IOV Convention each year (August to the end of October). This is when this section will receive the most traffic. Your banner will appear on the main splash page, and also on the following sub-sections - Registration, Seminars, How to get there, Where to stay and Exhibitors List.

	Size (w x h)	1-month	3-months	6-months	12-months
Full Banner Only	600px X 100px	N/A	N/A	N/A	£ 800.00

### Sales & Wants Section (rates are quoted on an annual basis and are subject to VAT)

This is a published list of used and/or unwanted video equipment. It can be accessed by Registered Users, Trade Subscribers and IOV members alike. We believe this section will be most suitable for a dealer who trades in both new and used video equipment - and as part of the sponsorship deal we will allow them to post up to 25 items for sale throughout the advertising term - FREE OF CHARGE! These Sales & Wants adverts will also be published in Focus magazine for a period of 3-months per item. We will also provide the sponsor with half-price advertising rates on any additional Sales & Wants adverts over and above the complimentary 25 each year. And, in addition, we will also provide a complimentary 4-column x 1cm classified advert to run along the top of the Sales & Wants section in Focus magazine for 12-months (or duration of the sponsorship).

One of the most attractive aspects of sponsoring this section is that users will all be pre-qualified as equipment buyers. Some members regularly check these pages so as to pick up any attractive deals posted there.

	Size (w x h)	1-month	3-months	6-months	12-months
Full Banner Only	600px X 100px	N/A	N/A	N/A	£ 700.00

### Public Information Section (rates are quoted on an annual basis and are subject to VAT)

Whilst much of the traffic to this section will be members of the public looking for information about videography, we also know that many website visitors will surf through numerous parts of the website. This includes members and other videographers hungry for information. This section includes links to our separate 'Find a Videographer' portal - therefore many videographers use this to check out their competition. Your banner will appear on the main Public Information splash page, and also on the following sub-sections: Guides, Arbitration and Award Winners.

	Size (w x h)	1-month	3-months	6-months	12-months
Full Banner Only	600px X 100px	N/A	N/A	N/A	£ 500.00

**ProVideo**

Aimed squarely at the professional videographer, the IOV has hosted an annual trade event since 1988. From humble beginnings, the IOV Convention & Trade Exhibition has grown into the UK's leading showcase and sales event for the professional videographer.

Apart from the trade exhibition side to the event, ProVideo also plays host to a comprehensive range of seminars and presentations. It also incorporates the IOV's annual production awards ceremony - making this event a *true* convention and gathering of the industry.

**Location**

2008 saw the event move to its new and impressive location at the Ricoh Arena, Coventry. Offering over 5,000 square metres of purpose-built exhibition halls, the Ricoh also includes a wide range of function and conference facilities. This enables the IOV to contain all of its convention activities under one roof - including the prestigious awards ceremony which takes place at the end of the first exhibition day.



With thousands of parking spaces, excellent rail and road links, its own in-house hotel facilities, an onsite casino, bars and restaurants - and a growing reputation for hosting high-tech exhibitions - the Ricoh Arena is the perfect location for our event.

**Who should Exhibit at ProVideo**

If you manufacture or sell product aimed at the video professional, you really should have a presence at ProVideo. It has gained a reputation for being the main buying event for professional-level video products and services - but it's equally important for anyone wishing to raise brand and product awareness. This is why we continue to attract the leading manufacturers who cooperate and co-exhibit with their dealer network.



Our visitors expect to be able to See, Try and Buy product at the show, and if it is not there it will not gain its full level of exposure and recognition in the market. We have a very loyal base of attendees who, in turn, tend to support those who support the IOV and its activities.



**Visitor Details**

ProVideo will attract over 1,500 video professionals over the two days. These are predominantly small production companies and self-employed videographers earning all or part of their income from video production services. In our attempts to improve the event year-on-year, we carry out an extensive survey of attendees which should enable exhibitors to make the most of the event.

The following statistics highlight the key points from the 2008 visitor survey:

**93% of attendees will be returning for the next ProVideo**

**81% of attendees have total control of purchasing decisions**

**63% of attendees have been in business for 5-years or more**

**13% of attendees spent more than £2,000 whilst attending the show**

**47% of attendees visited one or more of our seminars or presentation**

**94% of attendees considered the venue easy to find and suitable for the event**

**Exhibiting Opportunities**

With stands ranging from 6-square metre Shell Scheme units (complete with a basic electrical and lighting package), to island Floor Space Only sites - we are sure we can provide you with the ideal exhibiting opportunity.

*Shell Scheme Rates - from £175 per sq m + VAT*

*Floor Space Only - from £125 per sq m + VAT*

**Floor Plan**

A preliminary floor plan is available on request - along with a copy of our Terms & Conditions and Order Form. Please see the Focus Magazine section for details on how to become a Trade Subscriber.

### **How does the IOV gather its Data?**

The IOV Focus has a database in excess of 10,000 videographers, learning establishments, media departments, suppliers, manufacturers and associated video professionals. Whilst this is predominantly UK-based, we have a growing number of contact details within other European countries.

Data is gathered through membership enquiries, website registrations, IOV show registrations, VideoSkills.net registrations, direct subscribers to Focus magazine and through the IOV's activities at major and local trade events.

Data integrity is maintained through regular usage of our database. This includes systematic free trials of Focus Magazine, marketing activities for national and local IOV events, direct mail and email promotions, and through daily monitoring of email and postal returns.

We cannot sell or rent our data, but we do offer various opportunities for those who would like their marketing material or message distributed to our contact list.

### **Direct Mail**

We can provide a whole range of direct mail services, ranging from simple Focus Magazine insertions (see page 3) through to a fully comprehensive design, print, encapsulate and post service. (Prices and details are on application)

### **Perfect Marketing Packages**

We understand that the most effective means of generating the widest possible exposure for your brand, products or services is to spread your marketing activities across a number of channels. This is how the IOV has achieved its market-leading position. Short sharp bursts of marketing activity in one direction will not always return the results you desire.

With the IOV providing so many routes to market we are able to offer you the perfect marketing mix. As a trusted brand itself, we believe those businesses that align themselves with the IOV stand a better chance of achieving their marketing goals.

Regardless of your aims or marketing budget, we believe that we can produce a convincing proposal utilising all or part of the marketing opportunities outlined in this



### **Email**

Our database contains over 4,500 active email addresses - to which we can provide a range of effective and measurable email services. Emails can be client-supplied, or we can design and supply compelling campaigns with hosted rich media content. Using our Vertical Response services we can send HTML formatted emails, which have the lowest spam rejection features and, ultimately, supply you with detailed reports on those who have opened the email and clicked on embedded links.

In addition, we also provide banner ad opportunities for various IOV-generated emails that are sent out each year. (Prices and details are on application)

Information Pack. We can also offer substantial discounts on individual published prices, and include advice on the design of campaigns and materials which work across all channels ensuring that you reach every corner of the professional videography industry.

Above all - we understand what makes this industry tick. We have an intimate understanding of the industry's needs and desires - and have contact with them on an hourly basis. Many consider the IOV to be the videography industry - so who better to provide you with the means of effective, relevant and purposeful marketing choice?

### **Contact Us Now**

You will be surprised at how far your marketing pound will reach with the IOV! Please feel free to contact us to discuss your videography industry marketing. We will be more than happy to provide you with an informed and confidential proposal - and inline with your budget and ambitions.

**Kevin Cook** - kevin.cook@iov.co.uk  
Managing Director of IOV Focus Ltd.

**Main switchboard**  
+44 (0) 208 502 3817



Contact either Kevin Cook or Martin Baker for further details  
tel: +44 (0) 208 502 3817 e-mail info@iov.co.uk

## General Terms & Conditions

*These terms and conditions are for general guidance. Specific activities may also be governed by their own terms and conditions, copies of which will be presented to the client before acceptance.*

1. 'Marketing Activities' include any activity outlined in the 'Official Order'.
2. The 'Client' is the named organisation on the Official Order.
3. The following methods of booking Marketing Activities will be considered by IOV Focus Ltd as an Official Order:
  - a) a completed Order Form as supplied from the office of IOV Focus Ltd; or
  - b) an official Purchase Order from the client; or
  - c) a written order, or confirmation of the same, either by email, post or fax; or
  - d) a verbal order which is confirmed by IOV Focus Ltd by way of email, post or fax.
4. By whatever means the Official Order is placed, final confirmation that the booking has been accepted will be when the marketing activity is scheduled for delivery or provision.
5. IOV Focus Ltd reserves the right to alter the published costs of Marketing Activities, subject to giving the Client notice of such changes.
6. IOV Focus Ltd reserves the right to refuse any booking without any reason given.
7. Individuals or organisations not known to IOV Focus Ltd may be required to pay in advance for Marketing Activities.
8. Orders are accepted on the understanding that the Client and its agency have the right to publish or distribute the contents thereof. In consideration of such, the Client and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication or distribution.
9. All contents of 'Marketing Materials' are subject to the approval of IOV Focus Ltd. IOV Focus Ltd reserves the right to reject or cancel any Marketing Activity at any time without cause. IOV Focus Ltd reserves the right to insert the word "Advertisement" alongside any Marketing Activity.
10. The Client and/or its agency shall be jointly and separately liable for all monies due and payable to IOV Focus Ltd. for Marketing Activities which the Client or its agency ordered and which was provided as specified in the Official Order. Payment terms will be those outlined in the Official Order, but no later than 30-days from the date of invoice. The Client will remain liable for all monies due even if the Client fails to provide materials as specified in the Official Order.
11. IOV Focus Ltd accepts no responsibility for any loss incurred by the client due to unforeseen circumstances that effect the suitability or functioning of the Marketing Activity.
12. IOV Focus Ltd retains copyright in any designs, images, materials or words they create for the Client as part of the Marketing Activity unless otherwise agreed. These designs, images, materials or words will be licensed for the Client to use only within the activities specified in the Official Order.
13. IOV Focus Ltd and the Client will keep all terms of the Official Order strictly private and confidential and will not share this information with third parties without consent of both IOV Focus Ltd and the Client.
14. IOV Focus Ltd accepts no responsibility for any goods or materials supplied by the Client in the preparation of the services outlined in the Official Order.
15. The Client will indemnify IOV Focus Ltd against all claims, liabilities, costs, action, or compensation for injury or loss to any person, or damage to any property resulting from the supply of services outlined in the Official Order or of any act, omission or negligence done or omitted by the client or any person under its direction. The Client will indemnify IOV Focus Ltd against any claim which may be made upon them in respect of any infringement or breach of any copyright or patent by the Client during the provision of the services outlined in the order, or otherwise connected with the order. The Client must adequately insure itself to cover liabilities under these Terms & Conditions.
16. Materials supplied by the Client as part of the Marketing Activities not received by deadlines stated in the Official Order will not be subject to approval or revision by the Client or its agency.
17. Cancellations or changes in orders must be received in writing by the deadline date specified in the Official Order. Cancellation or postponement of Marketing Activities forfeits any obligations of IOV Focus Ltd to provide services outlined in the Official Order.
18. IOV Focus Ltd is not liable for delays in delivery and/or non-delivery of Marketing Activities in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labour or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of IOV Focus Ltd affecting production or delivery in any manner.
19. The Client is bound in all respects by these General Terms & Conditions and will comply with the conditions, rules and regulations of third parties engaged in delivering the Marketing Activities outlined in the Official Order. No variation of these Terms & Conditions shall be effective unless agreed in writing by IOV Focus Ltd.

ENDS

Issued by: IOV Focus Ltd, 174 Roding Road, Loughton, Essex IG10 3BS