



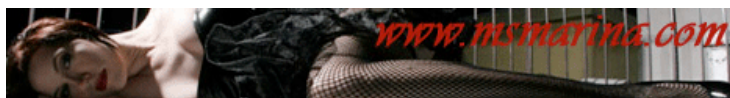
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www.handjobsmedia.com
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Subversion hosts HandJobs' birthday

Wednesday, 2 April 2008

HandJobs Media, London's dedicated fetish flyer distributor, celebrates its second birthday this weekend at Club Subversion.

HandJobs was launched by Michaela van Es (right) in April 2006 to provide targeted hand-to-hand flyer pack distribution at fetish events. The company was launched at Subversion and Michaela tells us she's delighted to be celebrating HJM's second birthday at the club that has given her so much support from the very start. Subversion was one of four regular venues where HJM began distributing promo materials for an initial client list of just nine firms. Today, the firm has 12 regular distribution venues in the UK with more soon to come, and more than 100 clients in over half a dozen countries. The addition of Torture Garden soon after the launch enabled HJM to split its promo products into two distinct packs – one for TG and one for all other fetish events – which it still does today. It gives out 2,000 of its 'Baddie-Bags' each month, and does numerous additional giveaways around special events.

In 2007 HandJobs concentrated on expanding its distribution network outside London and this year has already seen the recruitment of two sales staff and the launch of free marketing guides that you can download by registering on the firm's website or through its e-mail newsletter.

HandJobs' second birthday party takes place this Saturday, April 5, from 10pm to 5am at Subversion's Hub Club venue, 2 Goulston Street, London E1. Promising to be an event of "fabulous, friendly, April fetish-foolery", it will feature Baddie-Bags (of course), free gifts from sponsors and a special party cake provided by Tarts and Tease.

Major names from the UK's fetish clubbing, fashion and media businesses have been invited to join in the celebrations propelling HandJobs into what Michaela is confident will be a third successful year.

➡ www.handjobsmedia.com
 ➡ www.clubsubversion.com

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JOB FOR THE GIRLS: HandJobs Media founder Michaela van Es celebrates the marketing company's second birthday this Saturday, April 5, at Club Subversion