

Accounting For Marketing & Advertising

A respected centre of expertise.

Kingston Smith's West End office, [Kingston Smith W1](#), is a respected centre of expertise in the marketing services industry. Over the years, we have built a large client base of businesses in advertising, design, direct marketing, sales promotion, market research, media planning and buying, public relations and digital media.

We provide strategic financial, audit and accountancy and tax solutions to clients. Our involvement has also led us to develop specific services tailored to key stages of their business' development.

Our wide range of specialist services include:

- Audit and accountancy
- Taxation advice
- Start-ups, management buy-out and management buy-in plans and negotiations
- Reward and incentive schemes
- Financial healthcheck
- Merger and acquisitions
- Executive selection and non-executive director register through Balanced People
- Ownership succession
- Fundraising and flotations
- Pre-sale tax planning
- Due diligence
- IT Strategy and Consultancy through Kingston Smith Consulting LLP
- Benchmarking
- Personal tax and financial planning

Lead Partner

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Key People

- [Esther Carder](#)
- [David Childs](#)
- [Richard Heap](#)
- [Cliff Ireton](#)
- [Graham Tyler](#)
- [Ian Graham](#)

Links

- [Insight](#)
- [Marketing Monitor Summer 2010](#)
- [VAT guide for advertising agencies](#)
- [Employee benefits survey 2010](#)
- [Marketing Monitor Spring 2010](#)
- [Annual Survey 2009](#)
- [Employee benefits survey 2009](#)
- [Marketing Monitor Summer 2009](#)
- [Marketing Monitor Winter 2008/09](#)
- [Marketing Monitor Summer/Autumn 2008](#)
- [Growing Your Business Internationally](#)
- [Design Week Top 100 May 2007](#)
- [Mandy Merron Accountancy Age Profile](#)
- [Flourish in the downturn](#)
- [Starting a creative business](#)

News

- [Kingston Smith appoints Ian Graham as partner](#)
- [Kingston Smith W1 launches new blog](#)
- [Lensmodern's award-winning photographers exhibit work](#)
- [Employee benefits to take centre stage in 2010/11 as creative companies hold on to key talent](#)
- [PRWeek releases its Top 150 PR Consultancies 2010 Report](#)
- [DBA 2009 Charge-Out Rates and Salary Level Report released to DBA members](#)

