Your Advertising and PR Opportunities

The Frankfurt Book Fair’s advertising media – print, online, promotions, on-site and PR.

www.book-fair.com/advertising
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PROMOTE YOUR FRANKFURT BOOK FAIR APPEARANCE THROUGH ITS ADVERTISING MEDIA.

Everyone who’s anyone in the world of publishing and media gathers at the Frankfurt Book Fair. The website www.book-fair.com offers visitors a way to stay connected and informed all year long. Our full range of advertising options will help you get the attention of your audience twelve months a year – before, during and after the Book Fair – in a way that is precise, targeted and reasonably priced. Take advantage of the international attention you’ll get from the most important media event of the year through its unique promotional opportunities!
### PRINT OPTIONS

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>CIRC.</th>
<th>PUBLICATION DAY</th>
<th>AUDIENCE</th>
<th>PRICE</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalogue</td>
<td>13 000</td>
<td>19 September 2015</td>
<td>Exhibitors, Trade visitors</td>
<td>Starting at € 260.—</td>
<td>Complete alphabetical directory of exhibitors, Central reference guide</td>
</tr>
<tr>
<td>Visitor Guide</td>
<td>120 000</td>
<td>18 September 2015</td>
<td>Exhibitors, Trade visitors, Private visitors</td>
<td>Starting at € 55.—</td>
<td>Highest-circulation medium, contains useful information for trade visitors, private visitors and exhibitors and hall floor plans.</td>
</tr>
<tr>
<td>Floor plan</td>
<td>200 000</td>
<td>14 October 2015</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting at € 6,700.—</td>
<td>Hall floor plan, Provides orientation for every Book Fair attendee</td>
</tr>
<tr>
<td>Calendar of Events</td>
<td>28 000</td>
<td>End of September 2015</td>
<td>Exhibitors, Trade visitors, Private visitors</td>
<td>Starting at € 1,350.—</td>
<td>Presents the high-calibre, versatile programme, Target audience: entire book and media industry and interested weekend visitors from the general public</td>
</tr>
<tr>
<td>Fair A to Z</td>
<td>10 000</td>
<td>End of September 2015</td>
<td>Exhibitors</td>
<td>Starting at € 2,000.—</td>
<td>Everyday reference book is a must-have for every exhibitor</td>
</tr>
<tr>
<td>Voucher Book for booksellers</td>
<td>1 000</td>
<td>Beginning of August 2015</td>
<td>Trade visitors</td>
<td>Starting at € 2,500.—</td>
<td>Geared exclusively toward German booksellers and mail order booksellers and librarians</td>
</tr>
</tbody>
</table>

### ONLINE OPTIONS

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>CIRC.</th>
<th>PUBLICATION DAY</th>
<th>AUDIENCE</th>
<th>PRICE</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>9.4 Mio Page Impressions (2014)</td>
<td>First day of booked period</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting at € 2,100.—</td>
<td>Reflects full spectrum of the publishing and media industry</td>
</tr>
<tr>
<td>Book Fair App</td>
<td>22 000 Downloads (2014)</td>
<td>08 October 2015</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting at € 1,500.—</td>
<td>Provides helpful Book Fair related services</td>
</tr>
<tr>
<td>Logo crossmedia</td>
<td></td>
<td>from 07 July 2015</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>€ 470.—</td>
<td>Company logo catalogue (print/online), Website and App</td>
</tr>
<tr>
<td>Frankfurt Book Fair Newsletter</td>
<td>26 600 Abonnenten</td>
<td>See details</td>
<td>Exhibitors, Trade visitors</td>
<td>€ 520.—</td>
<td>The latest issues covered all year round</td>
</tr>
<tr>
<td>Advertorial</td>
<td></td>
<td>See Newsletter</td>
<td>Exhibitors, Trade visitors</td>
<td>€ 800.—</td>
<td>Advertisement of a highly requested book title in the Frankfurt Book Fair Newsletter as part of a lottery, one-time placed in the monthly published FBF Newsletter, ca. 2,500 characters in the blogpost</td>
</tr>
</tbody>
</table>
## MARKETING AND PR ACTIVITIES

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>AUDIENCE</th>
<th>PRICE</th>
<th>DETAILS</th>
</tr>
</thead>
</table>
| Promotions                        | Exhibitors Trade visitors Private visitors Journalists | Starting from € 5,000.–  | e.g. Walking Acts
Direct, immediate and personal contact with your target audience |
| Stage (Open Stage)                | Exhibitors Trade visitors Private visitors Journalists | € 1,020.–                | Largest event space on the exhibition grounds
Open air, but weather-proof |
| Advertising on the Agora          | Exhibitors Trade visitors Private visitors Journalists | On request              | Very high visibility
Accessible to nearly all trade visitors |
| Mega poster                       | Exhibitors Trade visitors Private visitors Journalists | Starting from € 9,455.–  | Located on the exterior walls of the exhibition halls
Very visible to all attendees |
| Advertising space on the Via Mobile / Corridors / Halls | Exhibitors Trade visitors Private visitors Journalists | Starting from € 430.–    | Increase your visibility many times over
Reach all attendees as they travel throughout the exhibition halls |
CATALOGUE

Featuring a complete alphabetical directory of exhibitors, the Catalogue serves as the central reference guide among the Book Fair's media outlets.

- Circ.: 13 000
- Format: 122 x 195 mm
- Deadline: 07 July 2015
- Copy deadline: 14 July 2015
- Pub date: 19 September 2015

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd cover page, 4-colour</td>
<td>€ 5,200.–</td>
</tr>
<tr>
<td>3rd cover page, 4-colour</td>
<td>€ 4,000.–</td>
</tr>
<tr>
<td>4th cover page, 4-colour</td>
<td>€ 6,500.–</td>
</tr>
<tr>
<td>Bookmark, delivered by customer</td>
<td>€ 4,500.–</td>
</tr>
<tr>
<td>Insert, delivered by customer</td>
<td>€ 4,000.–</td>
</tr>
<tr>
<td>Sleeve, delivered by customer</td>
<td>€ 7,800.–</td>
</tr>
<tr>
<td>Advertisement on floor plan, 4-colour</td>
<td>€ 4,800.–</td>
</tr>
<tr>
<td>Your company logo in the catalogue (print/online)</td>
<td>€ 260.–</td>
</tr>
<tr>
<td>Your company logo in the catalogue (print/online), app und website</td>
<td>€ 470.–</td>
</tr>
</tbody>
</table>

The quoted prices are subject to Value Added Tax at the applicable official rate. Billing and delivery of services will be carried out exclusively via the Frankfurt Book Fair, AussPhonelung- und Messe GmbH. Payments to settle outstanding debts must be made to the service provider.

VISITOR GUIDE

With our highest-circulation medium, you’ll reach a broad audience before and during the Book Fair. Furthermore it contains important information for exhibitors, trade and private visitors as well as hall floor plans.

- Circ.: 120 000
- Format: 198 x 198 mm
- Deadline: 08 August 2015
- Copy deadline: 25 August 2015
- Pub date: 18 September 2015

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company logo * (max 26x15 mm)</td>
<td>€ 55.–</td>
</tr>
<tr>
<td>2nd cover page, 4-colour</td>
<td>€ 5,800.–</td>
</tr>
<tr>
<td>3rd cover page, 4-colour</td>
<td>€ 4,500.–</td>
</tr>
<tr>
<td>4th cover page, 4-colour</td>
<td>€ 6,700.–</td>
</tr>
<tr>
<td>Full page advertisement, 4-colour</td>
<td>€ 3,400.–</td>
</tr>
<tr>
<td>1/2 column advertisement (85x171 mm)</td>
<td>€ 2,100.–</td>
</tr>
<tr>
<td>1/3 page advertisement transverse (174x57 mm)</td>
<td>€ 1,800.–</td>
</tr>
<tr>
<td>1/3 page advertisement vertical (55x157 mm)</td>
<td>€ 1,800.–</td>
</tr>
<tr>
<td>small size advertisement (35x75 mm)</td>
<td>€ 600.–</td>
</tr>
<tr>
<td>event highlighting (46x30 mm)</td>
<td>€ 380.–</td>
</tr>
</tbody>
</table>

* can be only booked in combination with the logo crossmedia
PRINT

FLOOR PLAN
The floor plan is a guide that offers Book Fair attendees an overview of where they need to be. Your ad will catch their attention here.

- Circ.: 200 000
- Format: 297 x 210 mm
- Deadline.: 25 August 2015
- Copy deadline: 01 September 2015
- Pub date: 14 October 2015

- Front cover page, 4-colour (275 x 50 mm) € 6.700,—
- Back cover page, 1/1 page, 4-colour € 10.300,—

FAIR A TO Z
Choose your favorite position in the German or English part of the collection of practical basics and everyday reference book which is a must-have for every exhibitor.

- Circ.: 10 000
- Format: 122 x 195 mm
- Deadline: 25 July 2015
- Copy deadline: 01 August 2015
- Pub date: End of September 2015

- 2nd cover page, 4-colour € 2.200,—
- 4th cover page, 4-colour € 2.800,—
- 1/1 page, 4-colour € 2.000,—

CALENDAR OF EVENTS
With an ad in the Calendar of Events, which announces the Frankfurt Book Fair’s high-calibre, versatile programme, you’ll reach the entire book and media industry, along with interested weekend visitors from the general public.

- Circ.: 28 000
- Format: 104 x 195 mm
- Deadline.: 22. August 2015
- Copy deadline: 29. August 2015
- Pub date: End of September 2015

- Title button € 1.700,—
- 2nd cover page, 4-colour € 3.300,—
- 3rd cover page, 4-colour € 3.100,—
- 4th cover page, 4-colour € 3.700,—
- 1/1 page, b/w € 1.350,—

VOUCHER BOOK FOR BOOKSELLERS
The Voucher Book is aimed exclusively at German booksellers and mail order booksellers.

- Circ.: 1000
- Format: 105 x 148 mm
- Copy deadline: 27. June 2015
- Pub date: Beginning of August 2015

- 2nd cover page, 4-colour € 2.500,—
- 4th cover page, 4-colour € 3.900,—

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CONTACT
NEUREUTER FAIR MEDIA |
GmbH Office Leipzig | Erik Freiberg | Messe-Allee 2 | 04356 Leipzig | Phone: 0341 678 27782 | Fax: 0341 678 27788 | E-mail: buchmesse@neureuter.de |
The quoted prices are subject to Value Added Tax at the applicable official rate. Billing and delivery of services will be carried out exclusively via the Frankfurt Book Fair, AussPhonelungs-und Messe GmbH. Payments to settle outstanding debts must be made to the service provider.

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NEUREUTER FAIR MEDIA | GmbH Office Leipzig | Erik Freiberg | Messe-Allee 2 | 04356 Leipzig | Phone.: 0341 678 27782 | Fax: 0341 678 27788 | E-mail: buchmesse@neureuter.de |
MARKETING AND PR ACTIVITIES

PROMOTIONS

Through promotional activities at the Frankfurt Book Fair, you can reach your target audience face-to-face – directly and instantly. Position your promotional team at central locations on the exhibition grounds.

Registration deadline: 07 October 2015

- Trade visitor days (14-16 Oct 2015) € 7,200.–
- Public visitor days (17-18 Oct 2015) € 5,000.–
- Entire fair (14-18 Oct 2015) € 9,000.–

STAGE (OPEN STAGE)

Event space with open-air stage under a giant canopy. Rent the “Open Stage” and turn the Agora into an experience for your audience – regardless of the weather.

Rental per hour € 1,020.–

MEGA POSTER

Put your company in the spotlight at the Frankfurt Book Fair.

Incl. production, set-up and dismantling

- 4,150 x 800 cm (W x H) Hall 4 North € 17,510.–
- 2,360 x 800 cm (W x H) Hall 4 North € 11,450.–
- 1,200 x 1,200 cm (W x H) Hall 4 East € 9,455.–
- 1,200 x 1,500 cm (W x H) Hall 4 West € 11,550.–

RENT SPACE FOR YOUR OWN ADVERTISEMENT OR PRESENTATION

Make your company stand out with these additional advertising and presentation opportunities.

- For example inflatables
- For example oversized books
- For example event trucks
- For example promotional buses

Prices on request

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CONTACT
Frankfurt Book Fair | Simone Lippold | Braubachstrasse 16 | 60311 Frankfurt am Main
Phone: 069 2102 263 | Fax: 069 2102 46263 | E-Mail: lippold@book-fair.com
FAIR GROUND

OKTAVO
The up to ten-metre-tall Oktavo advertising towers offer a high degree of visibility on the exhibition grounds and in the Rebstock parking area and show every guest of the Fair that you are aiming high. Advertising towers on the exhibition grounds and in the Rebstock parking area.

Dimensions: 8 m (H) Rental includes production on canvas
8 m, three-sided € 5,790.–

Dimensions: 10 m (H) Rental includes production on canvas
10 m, three-sided € 7,055.–

MIRROR ADVERTISEMENT
Get your message across by advertising on the mirrors in the exhibition hall lavatories.

TRIGO
The three-metre-high Trigo advertising pillars are located exclusively at the Galleria entrance, which is also the stop for the shuttle buses. Advertising pillars at the Galleria entrance.

Dimensions: ca. 178 x 300 cm (W x H), three-sided Rental includes production on canvas
6 m, three-sided € 540.–

DEKORA SPEZIAL
To attract even greater attention – choose the free standing Dekora Spezial display case.
Free standing, illuminated display cases in the Via Mobile.

Dimensions: ca. 94 x 178 x 44 cm (W x H x D)
540.–

DEKORA
These elegant wall display cases in the 1,300-metre-long Via Mobile serve as a versatile outpost of your Book Fair stand.
Illuminated display cases in the Via Mobile.

Dimensions: ca. 120 x 125 x 30 cm (W x H x D)
430.–

TRIANGLE TOWER
Our flexible all-rounder! The Triangle Tower shows you at your best angle – regardless of where you position it.
Three-sided advertising tower on the Via Mobile.

Dimensions: 60 x 200 cm (W x H), three-sided, illuminated from within
885.–

CONTACT:
Messe Frankfurt Medien und Service GmbH | Advertising Services | Vera Scholz | Ludwig-Erhard-Anlage 1 | 60327 Frankfurt am Main | Germany
Phone: 069 7575 6923 | Fax: 069 7575 6462 | E-mail: advertising.services@messefrankfurt.com | www.advertisingservices.messefrankfurt.com

* incl. power connection
** incl. power connection, production according to your specifications and set-up/dismantling
The quoted prices are subject to Value Added Tax at the applicable official rate.
## FAIR GROUND

### SLIM BOX
Especially elegant! Our Slim Box cuts a good figure. Your Slim Box with book presentation allows visitors to see and touch your bestseller live and in person.

Illuminated advertising surface on the Via Mobile.

<table>
<thead>
<tr>
<th>Dimensions: 120 x 200 x 20 cm (W x H x D), illuminated from within</th>
<th>Rental**</th>
<th>€ 1,225.--</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental** incl. one book presentation</td>
<td>€ 1,405.--</td>
<td></td>
</tr>
</tbody>
</table>

### CORPUS_L
Corpus is located at key points of the exhibition centre with the largest amount of traffic, for example at the entrances along the Via Mobile.

Three-sided graphic surfaces in the Via Mobile West and East and in the hall foyers.

| Dimensions: ca. 100 x 200 x 50 cm (W x H x D) | Rental** | € 1,060.-- |

### LUMIO
The Lumio convex transparency posters will draw the curious eyes of passers-by in the Via Mobile from afar.

Transparency poster in the Via Mobile.

| Transparency dimensions: 1,215 x 1,255 mm (W x H) | Rental | € 500.-- |
| Transparency production | € 220.-- |

### CORPUS_S
Three-sided graphic surfaces that are clearly visible from every angle. The three-dimensional advertising medium is available in a variety of formats.

Three-sided graphic surfaces, Via Mobile West and East.

| Dimensions vary depending on the location | Rental** | € 655.-- |

### ePOSTER
Whether it’s a slide show, flash animation or a video, you can present your own multimedia content on this multimedia advertising medium with integrated 42" LCD flat screen and built-in PC.

| Rental (one-sided) | € 1,090.-- |
| Rental (two-sided) | € 1,640.-- |

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** incl. power connection

** incl. power connection, production according to your specifications and set-up/dismantling

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