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](http://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>18 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 € 380.—</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</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</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</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</td>
<td>Starting at € 1,500.—</td>
<td>Provides helpful Book Fair related services</td>
</tr>
<tr>
<td>Logo crossmedia</td>
<td>from 07 July 2015</td>
<td></td>
<td>Exhibitors, Trade visitors, Private visitors</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>See Newsletter</td>
<td></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</td>
</tr>
</tbody>
</table>

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**Advertorial**

- See Newsletter
- Exhibitors, Trade visitors
- € 800.—
- 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
## MARKETING AND PR ACTIVITIES

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>AUDIENCE</th>
<th>PRICE</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotions</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting from € 5,000.–</td>
<td>E.g. Walking Acts&lt;br&gt;Direct, immediate and personal contact with your target audience</td>
</tr>
<tr>
<td>Stage (Open Stage)</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>€ 1,020.–</td>
<td>Largest and most central event space on the exhibition grounds&lt;br&gt;Open air, but weather-proof</td>
</tr>
<tr>
<td>Parties or corporate events</td>
<td>Exhibitors</td>
<td>Starting from € 5,000.–</td>
<td>At Lesezelt or Open Stage at the Agora&lt;br&gt;Special atmosphere and short distances</td>
</tr>
<tr>
<td>Advertising on the Agora</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting from € 6,336.– (12 sqm)</td>
<td>Very high visibility&lt;br&gt;Accessible to nearly all trade visitors</td>
</tr>
<tr>
<td>Branding of seating platforms at the Agora</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>€ 4,000.– per item</td>
<td>High visibility because of size&lt;br&gt;Platform diameter 4m, circular graphic diameter 2m&lt;br&gt;Exclusive advertising opportunity, 3 items available</td>
</tr>
<tr>
<td>Mega poster</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting from € 9,455.–</td>
<td>Located on the exterior walls of the exhibition halls&lt;br&gt;Very visible to all attendees</td>
</tr>
<tr>
<td>Advertising space on the Via Mobile / Corridors / Halls</td>
<td>Exhibitors, Trade visitors, Private visitors, Journalists</td>
<td>Starting from € 430.–</td>
<td>Increase your visibility many times over&lt;br&gt;Reach all attendees as they travel throughout the exhibition halls</td>
</tr>
</tbody>
</table>
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: 07 August 2015
/ Copy deadline: 25 August 2015
/ Pub date: 18 September 2015

- 2nd cover page, 4-colour € 5,800.00
- 3rd cover page, 4-colour € 4,500.00
- 4th cover page, 4-colour € 6,700.00
- Full page advertisement, 4-colour € 3,400.00
- 1/2 column advertisement (85x171 mm) € 2,100.00
- 1/3 page advertisement transverse (174x57 mm) € 1,800.00
- 1/3 page advertisement vertical (55x157 mm) € 1,800.00
- small size advertisement (35x75 mm) € 600.00
- event highlighting (46x30 mm) € 380.00

Logo placement on the hall plans of the new Visitor Guide, 26 x 15 mm
Similar applied on to logo pillars in the centre of the Agora, W 165 x H 300 cm - Prices on request

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: 18 September 2015

- 2nd cover page, 4-colour € 5,200.00
- 3rd cover page, 4-colour € 4,000.00
- 4th cover page, 4-colour € 6,500.00
- Bookmark, delivered by customer € 4,500.00
- Insert, delivered by customer € 4,000.00
- Sleeve, delivered by customer € 7,800.00
- Advertisement on interior page, 1/1 page € 3,000.00
- Advertisement on floor plan, 4-colour € 4,800.00
- Your company logo in the catalogue (print/online) € 260.00
- Your company logo in the catalogue (print/online), app und website € 470.00

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, Ausstellungs- und Messe GmbH. Payments to settle outstanding debts must be made to the service provider.

CONTACT

NEUREUTER FAIR MEDIA | GmbH Office Leipzig | Erik Freiberg | Messe-Allee 2 | 04356 Leipzig | Phone.: 0341 678 27782 | Fax: 0341 678 27788 | E-mail: neureuter@book-fair.com |
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 Floor Plan: 297 x 210 mm
Format Advertisement: 297 x 53 mm
Deadline: 25 August 2015
Copy deadline: 01 September 2015
Pub date: 14 October 2015

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: 24 July 2015
Copy deadline: 31 July 2015
Pub date: End of September 2015

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: 21 August 2015
Copy deadline: 28 August 2015
Pub date: End of September 2015

VOUCHER BOOK FOR BOOKSELLERS

The Voucher Book is aimed exclusively at German booksellers and mail order booksellers.

Circ.: 1000
Format: 105 x 148 mm
Deadline: 19 June 2015
Copy deadline: 26 June 2015
Pub date: Beginning of August 2015

CONTACT

NEUREUTER FAIR MEDIA |
GmbH Office Leipzig | Erik Freiberg | Messe-Allee 2 | 04356 Leipzig | Phone.: 0341 678 27782 | Fax: 0341 678 27788 | E-mail: neureuter@book-fair.com |

PRINT

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ONLINE

LOGO CROSSMEDIAL
With a crossmedia company logo, you can draw attention to your company both in our catalogue (print/online), in the Frankfurt Book Fair app and on our website.

Deadline: 24 July 2015

Crossmedia Logo € 470.—

FRANKFURT BOOK FAIR NEWSLETTER
With around 26 600 German and English speaking subscribers, our newsletter allows you to reach your target audience all year round with topics that are relevant to your business.

Subscribers: 26 600
Format: 468 x 60 px
Copy deadline: varies depending on publication date

8 April 2015 (DU: 1 April 2015) € 520,—
13 May 2015 (DU: 6 May 2015) € 520,—
10 June or 12 June 2015 (pub date: 3 / 5 June 2015) € 520,—
23 July 2015 (pub date: 16 July 2015) € 520,—
11 August 2015 (pub date: 04 August 2015)* € 520,—
25 August 2015 (pub date: 18 August 2015)* € 520,—
10 September 2015 (pub date: 3 September 2015) € 520,—
29 September 2015 (pub date: 22 September 2015) € 520,—
8 October 2015 (pub date: 1 October 2015) € 520,—
4 November 2015 (pub date: 28 October 2015) € 520,—
8 December 2015 (pub date: 1 December 2015) € 520,—

* will be published optionally

APP
The Frankfurt Book Fair App offers users access to all the most important and helpful information from the Frankfurt Book Fair's print media.

Downloads: 22 000
Deadline: 28 August 2015
Copy deadline: 04 September 2015
Pub date: 08 October 2015

Banner-Sponsor*: 10% des Displays € 2.500,—
Interstitial: 3 Sek. Fullscreen € 1.500,—

*May be displayed in rotation with other ads

WEBSITE
Advertise on our website and reap the benefits all year long. With 9.4 million page impressions, you’ll reach a broad target audience.

9.4 million page impressions

Half Banner* 234 x 60px € 2.100,— pro Monat
Full Banner* 468 x 60px € 2.550,— pro Monat
Skyscraper* 120 x 600px € 2.990,— pro Monat
Floor Ad* 980 x 200px € 2.900,— pro Monat

*May be displayed in rotation with other ads

ADVERTORIAL
Promote your most known book titles from your portfolio here as part of a lottery. It will be placed once in a German or English edition of your choice of the FBF Newsletter, published monthly.

Copy deadline: depends on the edition of the Newsletter
Pub date: depends on the edition of the Newsletter
Ca. 2 500 characters in the Blogpost

Advertorial € 800,—

* will be published optionally
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.—

PARTIES OR CORPORATE EVENTS

Special atmosphere and short distances: rent the Open Stage or the Lesezelt at the Agora for your private parties, also in the evening. Technical equipment available

- Price starting from € 5,000.—

MEGA POSTER

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

- Incl. production, set-up and dismantling

<table>
<thead>
<tr>
<th>Size</th>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,150 x 800 cm (W x H)</td>
<td>Hall 4 North</td>
<td>€ 17,510.—</td>
</tr>
<tr>
<td>2,360 x 800 cm (W x H)</td>
<td>Hall 4 North</td>
<td>€ 11,450.—</td>
</tr>
<tr>
<td>1,200 x 1,200 cm (W x H)</td>
<td>Hall 4 East</td>
<td>€ 9,455.—</td>
</tr>
<tr>
<td>1,200 x 1,500 cm (W x H)</td>
<td>Hall 4 West</td>
<td>€ 11,550.—</td>
</tr>
</tbody>
</table>

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 from € 6,336.— (12 sqm)

BRANDING OF SEATING PLATFORMS AT THE AGORA

Profit from the exclusive advertising opportunity - the giant seating platforms at the agora – and promote your product on an extraordinary seating. Due to its size, the seating platforms guarantee high visibility.

- Platform diameter 4m
- Circular graphic diameter 2m

Prices per item € 4,999.—

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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  
  **€ 5,790.**—
- **Dimensions:** 10 m (H)  
  Rental includes production on canvas  
  **€ 7,055.**—

## 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  
  **€ 540.**—

## DEKORA SPEZIAL
To attract even greater attention — choose the free standing Dekora Spezial display case.

- **Dimensions:** ca. 94 x 178 x 44 cm (W x H x D)

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

- **Dimensions:** ca. 120 x 125 x 30 cm (W x H x D)

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

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

## TRIANGLE TOWER
Our flexible all-rounder! The Triangle Tower shows you at your best angle — regardless of where you position it.

- **Dimensions:** 60 x 200 cm (W x H), three-sided

## 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 best-seller live and in person.
Illuminated advertising surface on the Via Mobile.

Dimensions: 120 x 200 x 20 cm (W x H x D), illuminated from within

Rental** € 1,225.—
Rental** incl. one book presentation € 1,405.—

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.

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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