

ACCREDITATION GUIDELINES FOR JOURNALISTS, BLOGGERS* AND PHOTOGRAPHERS

Accreditation is granted solely for the purpose of enabling journalistic coverage. We therefore reserve the following criteria for obtaining press accreditation.

1. The following individuals may obtain press accreditation by **uploading one of these credentials** to your My Book Fair profile (<https://en.book-fair.com/mbf/services/login.aspx>): Holder of a **valid** (at the date of the fair) press pass from a professional journalists' association (front and back page)
2. Individuals who can provide proof of their journalistic (or photojournalistic) activities in German or English by:
 - copies of **recent** articles bearing the author's name or
 - copy of a **recent** imprint in which the person is listed or
 - **original editorial assignment** (in writing) with specific reference to the **current** Frankfurter Buchmesse or
 - **current** proof of involvement with school newspapers or youth press organisations.
3. Bloggers* obtain accreditation by providing a web link to their own blog/channel. Eligibility for accreditation is determined based on:
 - The account has to be **related to the book industry and**
 - Posts must be from the **current** calendar year and
 - there have to be **regular** posts and
 - the account must have an **imprint and the actual name** of the owner of the channel must be visible in the imprint and
 - the account should be **older than one year and**
 - the account must **fulfill the quality standards** of the Frankfurter Buchmesse (look, range of coverage, etc.).

Note: Bloggers and the editors of school papers under 14 must be accompanied by an adult at the Frankfurter Buchmesse.

The following items do NOT qualify for accreditation:

- Business cards, passport photos, photos
- CVs
- Articles, poems or the like written on blank paper
- List of publications

As fair organiser, we reserve the right to determine eligibility for accreditation and to request additional credentials. Accreditation is not guaranteed.

*A Blogger includes those with industry-relevant social media channels on Instagram or YouTube.