

2020 ACCREDITATION GUIDELINES for journalists and bloggers

Dear colleagues in the media,

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

You can obtain press accreditation by uploading valid credentials in the “My Book Fair” portal (<https://de.book-fair.com/mbf/services/login.aspx>):

1. Individuals holding a press pass that is **valid** during the fair from a journalistic organisation (please provide a copy of the front **and** back in the requested format)
2. Individuals who can provide proof of their journalistic (or photojournalistic) activities in German or English with:
 - Copies/weblinks of **recent** articles bearing the **authors name** or
 - copy of a recent imprint in which **the person’s name** is listed or
 - original **editorial assignment** 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 weblink to their own blog*. Eligibility for accreditation is determined based on:
 - the blog* must be **related to the book industry** and
 - the blog* must have an **imprint** (or about page) that lists the **name of the accredited blog owner** and
 - the blog* must contain **regular postings** within the **current** year (the **dates** must be **visible**) and
 - the blog* should be **more than 6 months old** and
 - the blog* must fulfil the **quality standards** of Frankfurter Buchmesse (professional look, grammar and spelling, etc.)

NEW: Starting in 2020, we can only accept bloggers with **at least 1000 followers** per channel, and we cannot accept Facebook pages as your only credential.

If you are **not accepted**, we kindly ask that you absolutely **do not enquire as to the reasons for your refusal**, whether in writing or via telephone. **We cannot respond to individual cases** due to the large number of accreditations. However, you do have the opportunity to adapt your blog/channel to meet our requirements for accreditation. Then you can resubmit it for accreditation.

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

Bloggers and school newspaper journalists **under 14 years of age must be accompanied by an adult** at Frankfurter Buchmesse.

The following items do NOT qualify for accreditation:

- Business cards, passport photos, photos
- CVs
- Self-printed articles, poems or the like
- Publication lists
- Work as a book author

*A “blog” may also be defined as a book-related social media channel on **Instagram, YouTube, TikTok** or **Twitter**.