



Make a big splash with us!

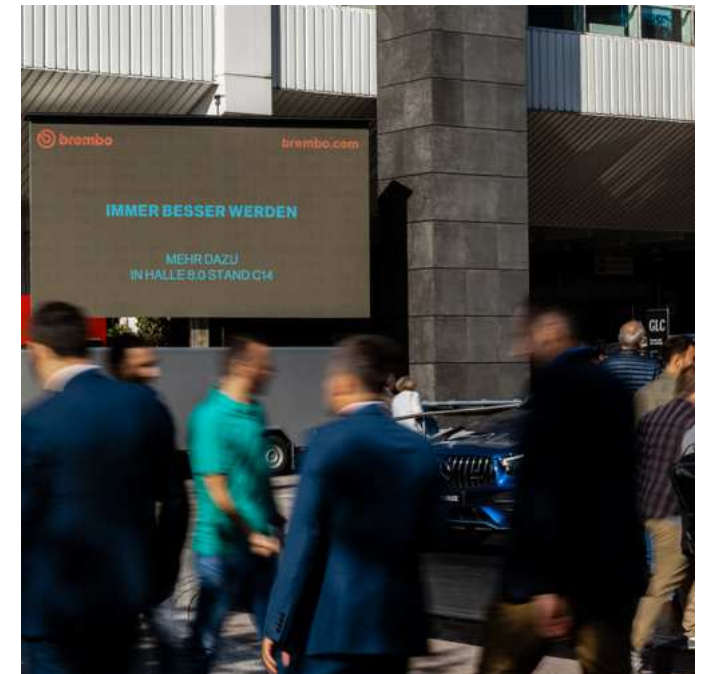
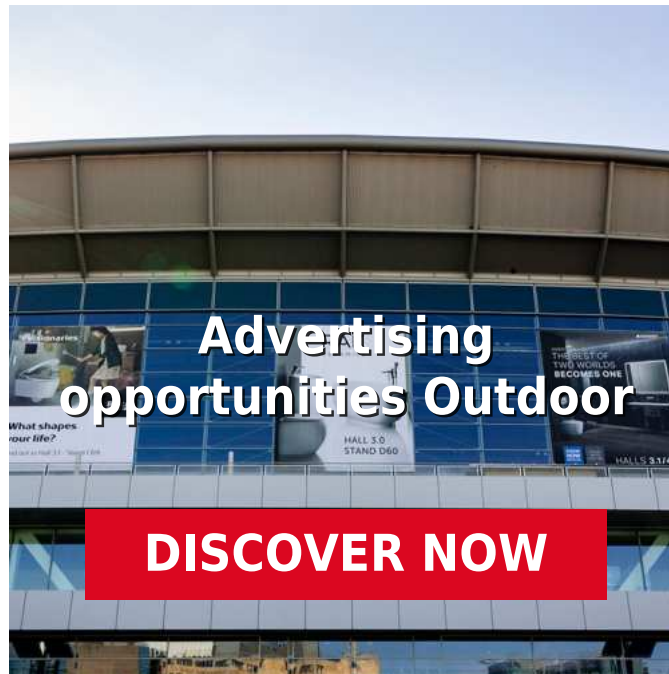
Advertising opportunities
Buchmesse 2025

Media Services



Media Services - visibly effective

For 40 years, we have been offering our customers professional support with optimizing the placement of their advertising to enable them to reach their target group effectively.





Advertising opportunities Indoor

Banners

Column
covering

Corpus - three-
dimensional
advertising
structure

Dekora &
Dekora Spezial -
showcase

Escalator
stickers

Floor graphic

Lumio - transpa-
rency poster

Mirror stickers

Mobile
advertising wall

Promotion & di-
tribution
campaign

Slim Box -
radiant
advertising
display

Staircase
stickers

Banners

Place your ad where everyone will see it in passing: attract attention to your company by advertising at strategic locations on the Frankfurt exhibition grounds with banners at key intersections, alongside hall entrances and above the escalators.

Banner at the junction of Halls 1, 2 and 3 south side towards Hall 3

82101047

Rent incl. production: **2,760.00 €**

Format: W 248 x H 300 cm



Banner at the junction of Halls 1, 2 and 3 North side towards Forum/Festhalle

82101048

Rent incl. production: **2,760.00 €**

Format: W 248 x H 300 cm



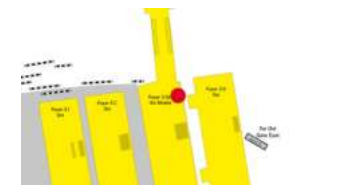
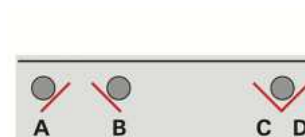
Banner on the columns in the foyer of Hall 3.Via Mobile East

82100630

Rent incl. production per position: **1,230.00 €**

Format: W 100 x H 400 cm

Four positions in all



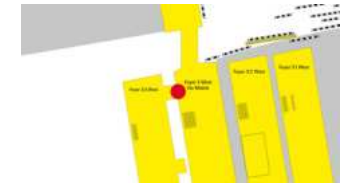
Banner on the columns in the foyer of Hall 3.Via Mobile West

82100640

Rent incl. production per position: **1,230.00 €**

Format: W 100 x H 400 cm

Four positions in all

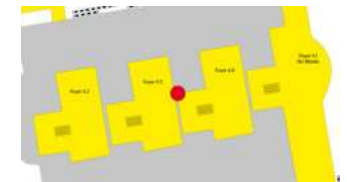


Banner right at the entrance to Hall 4.0

82101032

Rent incl. production: **3,450.00 €**

Format: W 800 x H 300 cm



Banner

right at the entrance to Hall 4.1

82101034

Rent incl. production: **3,450.00 €**

Format: W 725 x H 300 cm



Banner in the foyer of Hall 4.1 near the café bar

82101040

Rent incl. production: **3,180.00 €**

Format: W 650 x H 300 cm



Banner in the foyer of Hall 4.1

Connection to Hall 3

82101036

Rent incl. production: **2,365.00 €**

Format: W 343 x H 301 cm

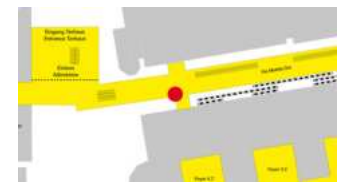


Banner at the junction of Halls 4 and 6 south side

82101049

Rent incl. production: **1,570.00 €**

Format: W 140 x H 266 cm



Banner in the passage of Hall 5.1.1 to Hall 4.2

82100633

Rent incl. production per position: **3,960.00 €**

Format: W 222 x H 408.5 cm
Double-sided

Two positions in all (one each on the east and west side)



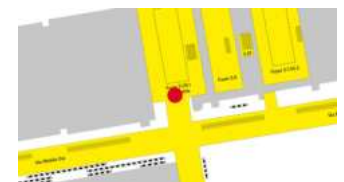
Banner in the passage of Hall 5.1 and 6.1 to Hall 4.1

82100634

Rent incl. production per position: **3,960.00 €**

Format: W 222 x H 428.5 cm
Double-sided

Two positions in all (one each on the east and west side)

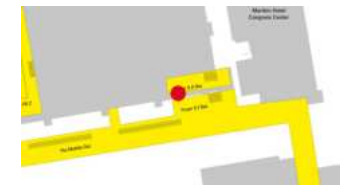


Banner on the Via Mobile next to the entrance to Hall 5 South

82300051

Rent incl. production: **2,700.00 €**

Format: W 200 x H 350 cm

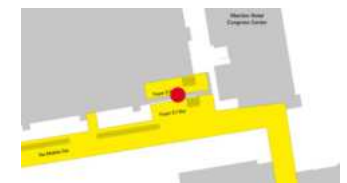


Banner on the Via Mobile next to the entrance to Hall 5 South

82300052

Rent incl. production **2,700.00 €**

Format: W 200 x H 350 cm



Banner over the escalator in the foyer of Hall 5.1 East

82100635

Rent incl. production: **4,200.00 €**

Format: W 500 x H 250 cm



Banner on the Via Mobile at Hall 6

82300050

Rent incl. production: **4,200.00 €**

Format: W 650 x H 237 cm



Banner on the windows

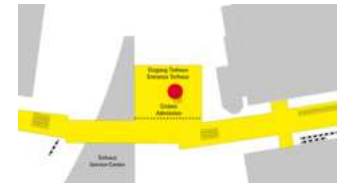
beside the escalator from the S-Bahn platform to the Torhaus entrance

82101000

Rent incl. production per position: **790.00 €**

Format: W 171 x H 171 cm or
W 171 x H 167 cm depending on position
One-sided

Eight positions in all (four each on the east and west side)



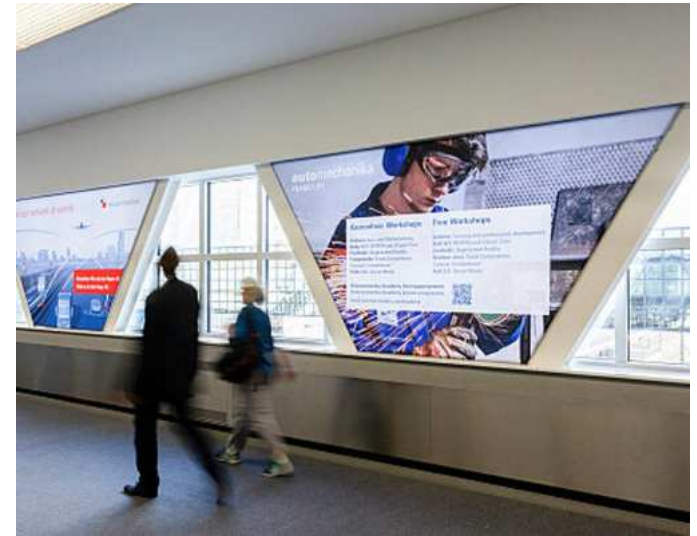
Banner on the windows in the passage Torhaus/exhibition grounds (east)

82101008

Rent incl. production per position: **1,650.00 €**

Format: Trapezoidal form
Width top: 375.5 cm
Width bottom: 169.5 cm
Height: 179 cm

Four positions in all



Banner on the windows

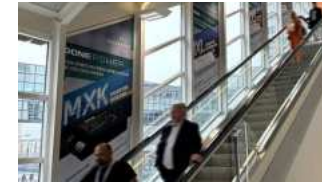
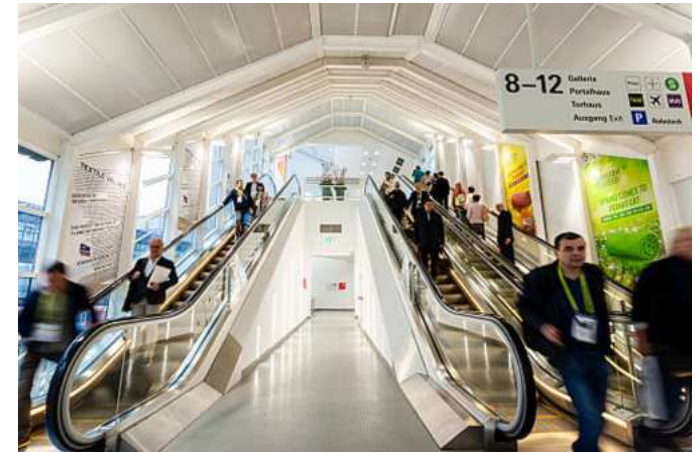
by the escalator exit coming from the Torhaus entrance in the direction of the exhibition grounds (east)

82101018

Rent incl. production per position: **1,650.00 €**

Format: The exact format can be found in the template.

Eight positions in all (four each on the north and south side)



Banner on the windows

in the passage Torhaus/exhibition grounds (west)

82101012

Rent incl. production per position: **1,650.00 €**

Format: Trapezoidal form

Width top: 375.5 cm

Width bottom: 169.5 cm

Height: 179 cm

Six positions in all (three each on the north and south side)





Banner, illuminated

Via Mobile in the passage between exhibition grounds West and East

82101124

Rent incl. production per position: **3,504.00 €**

Format: W 276 x H 276 cm

Two positions in all (left and right)



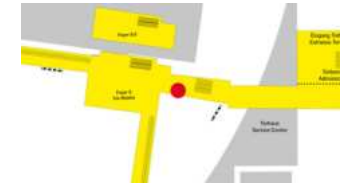
Banner at the escalator entrance passage between Via Mobile West and Torhaus (south side)

82101122

Rent incl. production per position: **2,940.00 €**

Format: W 220 cm x 363 cm or
W 227 cm x 363 cm depending on position

Three positions in all



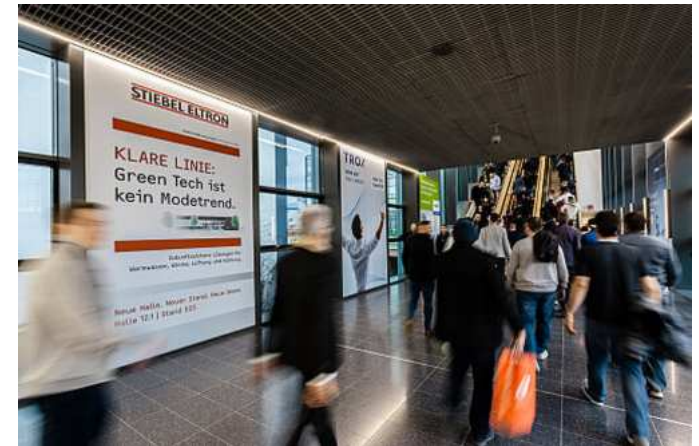
Banner at the escalator entrance passage between Via Mobile West and Torhaus (north side)

82101121

Rent incl. production per position: **2,940.00 €**

Format: W 220 x 363 cm or
W 227 x 363 cm depending on position

Three positions in all



Column covering

Fully wrapped: use columns as attractive displays. Make your message accessible to your customers from all sides.

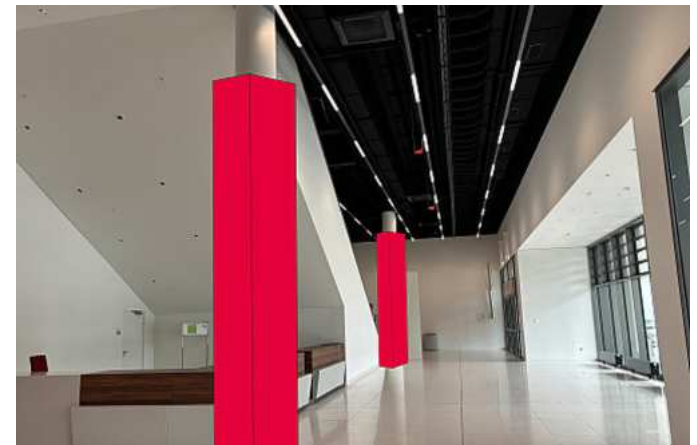
Column covering in the foyer of Hall 5.0 South East

82100226

Rent incl. production per position: **4,730.00 €**

Format: W 100 x H 500 cm
Four-sided

Two positions in all



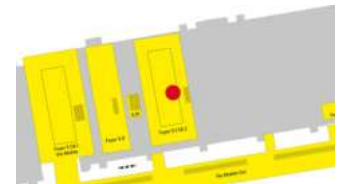
Column covering in Hall 5.1.1 in the passage to Hall 6.2

82100224

Rent incl. production per position: **3,840.00 €**

Format: W 150 x W 75 x W 150 x W 75 x H 350 cm
Four-sided

Four positions in all



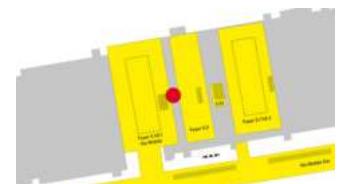
Column covering in the passage of Hall 5 to Hall 6

82100225

Rent incl. production per position: **5,675.00 €**

Format: W 120 x H 500 cm
Four-sided

Seven positions in all in the outdoor area



Corpus – three-dimensional advertising structure

Advertising needs edges to stand out! Place your message in a three-dimensional way and get attention from all sides with Corpus, the three-dimensional advertising structure!

Corpus_S

Three-dimensional advertising structure

82100300

Rent incl. production: **935.00 €**

Format: Five different sizes depending on position



Corpus_M

Three-dimensional advertising structure, East

82100310

Rent incl. production: **1,600.00 €**

Format: Front view: W 243.5 x H 107 cm
Side views: W 30 x H 107 cm
Overall format: W 303.5 (30 x 243.5 x 30) x H 107 cm



Dekora & Dekora Spezial – show- case

Your shop window on the exhibition grounds: with the illuminated wall or stand showcases Dekora and Dekora Spezial along the Via Mobile, your product will catch the eye of all passing visitors.

Dekora Wall-mounted showcase Via Mobile

82100010

Rent: **595.00 €**

Format: Four different sizes depending on position



Dekora Spezial Standing showcase

82100040

Miete: **750.00 €**

Format: Various showcases/sizes depending on position



Escalator stickers

Guide your customers to your stand: on the balustrade panels of the escalators, your advertisements are perfectly placed to entertain and inform the stream of visitors.

Escalator stickers

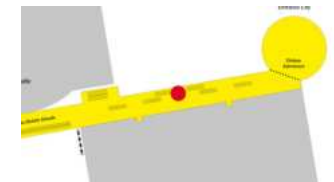
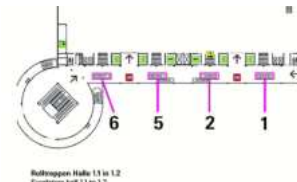
on the balustrade panel, one-sided, from hall level 1.1 to 1.2

82100046

Rent incl. production per side: **1,866.00 €**

Format: The exact format can be found in the template.

Four escalators with twelve sides in all



Escalator stickers

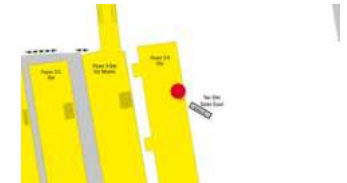
on the balustrade panel, one-sided, from hall level 3.0 to 3.C East

82100975

Rent incl. production per side: **1,870.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

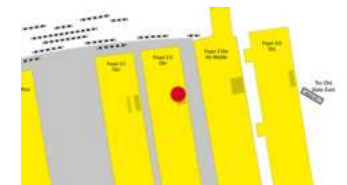
on the balustrade panel, one-sided, from hall level 3.C to 3.Via Mobile East

82100976

Rent incl. production per side: **1,990.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

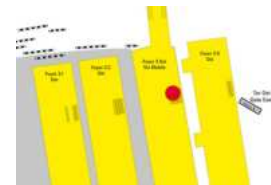
on the balustrade panel, one-sided, from hall level 3.Via Mobile to 3.1 East

82100977

Rent incl. production per side: **1,990.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

on the balustrade panel, one-sided, from hall level 3.0 to 3.C West

82100047

Rent incl. production per side: **1,870.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

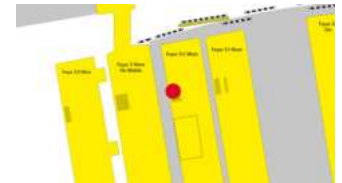
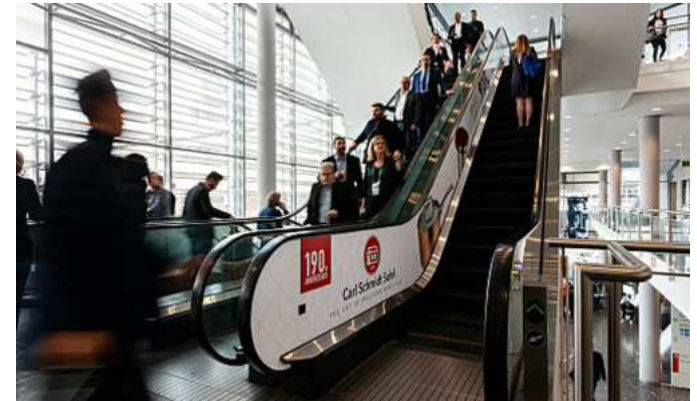
on the balustrade panel, one-sided, from hall level 3.C to 3.Via Mobile West

82100060

Rent incl. production per side: **1,990.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

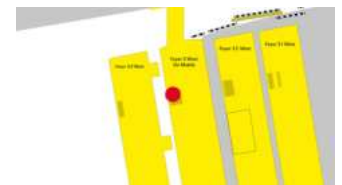
on the balustrade panel, one-sided, from hall level 3.Via Mobile to 3.1 West

82100091

Rent incl. production per side: **1,990.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

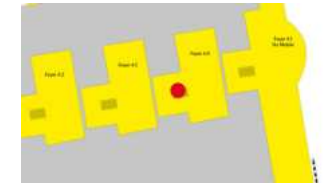
on the balustrade panel, one-sided, from hall level 4.0 to 4.C

82100978

Rent incl. production per side: **1,780.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

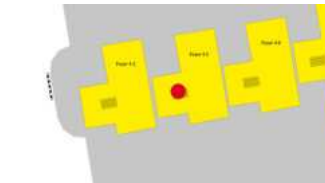
on the balustrade panel, one-sided, from hall level 4.C to 4.1

82100980

Rent incl. production per side: **1,780.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

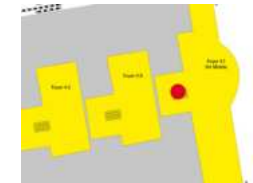
on the balustrade panel, one-sided, from hall level 4.1 to 4.2

82100979

Rent incl. production per side: **1,780.00 €**

Format: The exact format can be found in the template.

Four sides in all



Escalator stickers

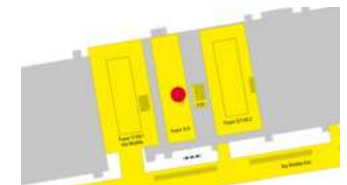
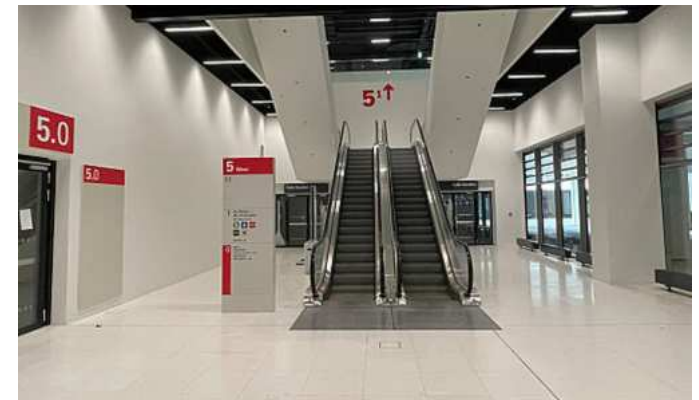
on the balustrade panel, one-sided, from hall level 5.0 to 5.01 West

82100981

Rent incl. production per side: **1,350.00 €**

Format: W 680 x H 64.5 cm

Four sides in all



Escalator stickers

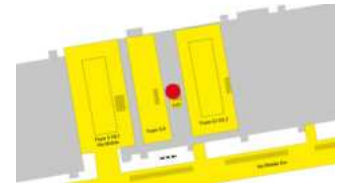
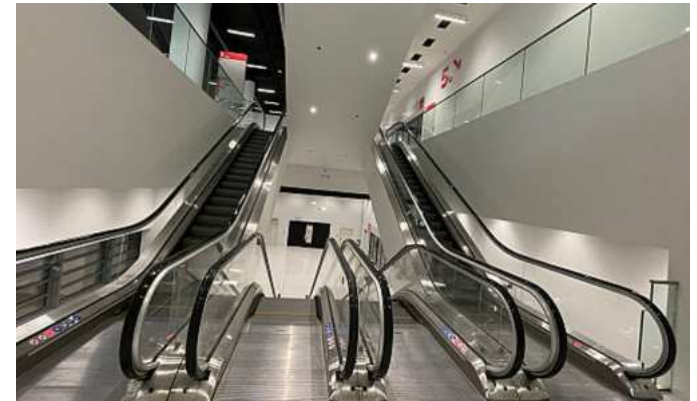
on the balustrade panel, one-sided, from hall level 5.01 to 5.1 West

82100982

Rent incl. production per side: **1,200.00 €**

Format: W 680 x H 64.5 cm

Four sides in all



Escalator stickers

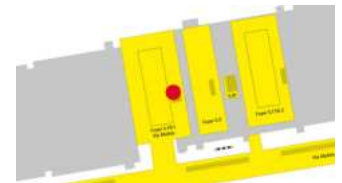
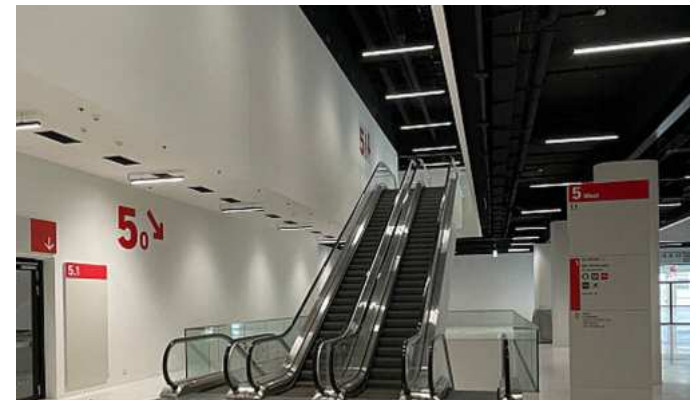
on the balustrade panel, one-sided, from hall level 5.1 to 5.1.1 West

82100983

Rent incl. production per side: **2,040.00 €**

Format: W 1,068 x H 64.5 cm

Four sides in all



Floor graphic

With every step: floor graphics are eye-catching signposts that lead trade fair visitors directly to your stand.

Floor graphic

82100800

Rent incl. production: **1,000.00 €**

Format: W 180 x H 120 cm



Lumio – transparency poster

Lumio transparency posters lining the Via Mobile afford you an excellent opportunity of presenting your brand to trade visitors using the mobile walkways. As an alternative to delivering a single message, you can combine multiple units to tell the story of your brand.

Lumio

Transparency posters along the Via Mobile

82100061

Rent incl. production per position: **990.00 €**

Format: Transparency size: W 121.5 x H 125.5 cm
Visible size: W 120 x H 124 cm



Mirror stickers

See and be seen: place your advertising on the mirrors of the washrooms in the halls and retain the attention of your customers.

Mirror stickers in the washrooms of Hall 1.2

82101066

Rent incl. production for 16 advertising spaces: **2,364.00 €**

Format: W 44.5 x H 62 cm (Süd), max. 3 layouts
W 44.5 x H 77 cm (Nord), max. 3 layouts

16 advertising spaces



Mirror stickers in the washrooms of Hall 3.0

82101067

Rent incl. production for 30 advertising spaces: **3,740.00 €**

Format: W 34 x H 100 cm, max. 3 layouts

30 advertising spaces



Mirror stickers in the washrooms of Hall 3.1

82101068

Rent incl. production for 32 advertising spaces: **3,740.00 €**

Format: W 34 x H 100 cm, max. 3 layouts

32 advertising spaces



Mirror stickers in the washrooms of Hall 4.0

82101069

Rent incl. production for 30 advertising spaces: **3,775.00 €**

Format: W 44.5 x H 79.5 cm, max. 3 layouts

30 advertising spaces



Mirror stickers in the washrooms of Hall 4.1

82101070

Rent incl. production for 32 advertising spaces: **4,040.00 €**

Format: W 44.5 x H 79.5 cm, max. 3 layouts

32 advertising spaces



Mirror stickers in the washrooms of Hall 5.0

82101072

Rent incl. production for 27 advertising spaces: **3,725.00 €**

Format: W 41 x H 100 cm, max. 3 layouts

27 advertising spaces



Mirror stickers in the washrooms of Hall 5.1

82101073

Rent incl. production for 40 advertising spaces: **5,520.00 €**

Format: W 41 x H 100 cm, max. 3 layouts

40 advertising spaces



Mirror stickers in the washrooms of Hall 6.0

82101074

Rent incl. production for 12 advertising spaces: **2,130.00 €**

Format: W 34.5 x H 80 cm, max. 3 layouts

12 advertising spaces



Mirror stickers in the washrooms of Hall 6.1

82101075

Rent incl. production for 17 advertising spaces: **2,255.00 €**

Format: W 34.5 x H 80 cm, max. 3 layouts

17 advertising spaces



Mirror stickers in the washrooms of Hall 6.2

82101076

Rent incl. production for 17 advertising spaces: **2,255.00 €**

Format: W 34.5 x H 80 cm, max. 3 layouts

17 advertising spaces



Mobile advertising wall

Striking and impossible to overlook: our mobile advertising walls along the walkways are real eye-catchers.

Mobile advertising wall on the central walkway

82101100

Rent incl. production: **1,415.00 €**

Format: W 200 x H 200 cm
One-sided



Mobile advertising wall on the central walkway

82101104

Rent incl. production: **1,475.00 €**

Format: W 200 x H 250 cm
One-sided



Mobile advertising wall on the central walkway

82101108

Rent incl. production: **2,125.00 €**

Format: W 200 x H 300 cm
One-sided



Mobile advertising wall on the central walkway

82101101

Rent incl. production: **2,125.00 €**

Format: W 300 x H 200 cm
One-sided



Mobile advertising wall on the central walkway

82101105

Rent incl. production: **2,230.00 €**

Format: W 300 x H 250 cm
One-sided



Mobile advertising wall on the central walkway

82101109

Rent incl. production: **2,930.00 €**

Format: W 300 x H 300 cm
One-sided



Mobile advertising wall on the central walkway

82101149

Rent incl. production: **6,020.00 €**

Format: W 800 x H 300 cm
One-sided



Promotion & distribution campaign

Score points with a personal approach! With a creative promotional campaign, you will captivate trade visitors. Because a smile says more than a thousand words.

Secure exclusive distribution locations now and hand visitors your brochures, flyers or giveaways. No matter whether you choose the parking garage next to the exhibition grounds or one of the main entrances, or distribute your material on the exhibition grounds – with your promotion, you will be able to direct visitors to your stand.

Our tip for you: The more creative your promotion, the greater your success. You have the idea and we have the

Promotions & distribution campaign along the central walkways as well as in hall foyers within the exhibition grounds

82100890

Price for daily promotion with your own personnel, per hour: **300.00 €**



Slim Box –
radiant
advertising
display

Make your messages shine: Slim Boxes are located along the central walkways and in the hall foyers and offer plenty of space for your advertising message.

Slim Box XL
Radiant advertising display

82101091

Rent incl. production: **2,485.00 €**

Format: Front view: W 120.9 x H 289 cm
Side views: W 29.9 x H 289 cm
Overall format: W 301.6 (29.9 x 120.9 x 29.9 x 120.9) x H 289 cm

Illuminated from within



Slim Box

Radiant advertising display

82300125

Rent incl. production: **1,705.00 €**

Format: Front view: W 120.5 x H 199.5 cm
Side views: W 19.85 x H 199.5 cm
Overall format: W 280.7 (19.85 x 120.5 x 19.85 x 120.5) x H 199.5 cm

Illuminated from within



Staircase stickers

Ensure visibility at every step: use staircase stickers to indicate the direction of your visitors, whether they are going up or down.

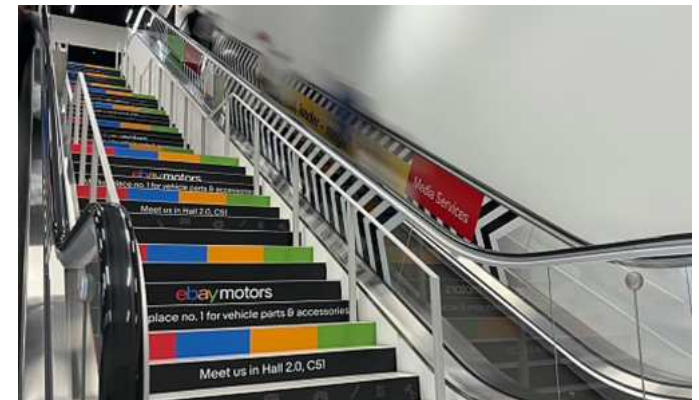
Staircase stickers in Hall 5 from level 0 to level 1 East

82100387

Rent incl. production for 48 steps: **4,895.00 €**

Format: W 200 x H 17 cm per step

48 steps in all (3 x 16)



Travelator stickers

Give them something to think about in passing – your advertisement prominently placed on the balustrade panels of the travelators.

Travelator stickers

on the balustrade panels of the travelators from Hall 3 to Forum - Travelator 1 and 2

82300530

Rent incl. production for 28 advertising spaces: **5,730.00 €**

Format: W 144.5 x H 60 cm per advertising space

28 advertising spaces, max. 3 layouts



Travelator stickers

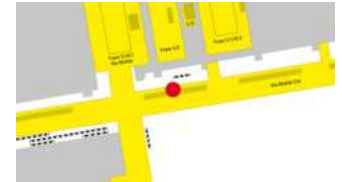
on the balustrade panels of the travelators along Hall 5 South - Travelator 1, 2 and 3

82300510

Rent incl. production for 34 advertising spaces: **6,955.00 €**

Format: W 144.5 x H 60 cm per advertising space

34 advertising spaces, max. 3 layouts



Travelator stickers

on the balustrade panels of the travelators along Hall 6 South - Travelator 1 and 2

82300520

Rent incl. production for 28 advertising spaces: **5,730.00 €**

Format: W 144.5 x H 60 cm per advertising space

28 advertising spaces, max. 3 layouts



Triangle Tower – three-sided advertising tower

Make a triple impression: the Triangle Tower faces three ways at once, to ensure your advertising message can be read from whichever direction the visitor approaches. Placed in prominent locations along the central walkways and hall foyers, it's a real attention grabber.

Triangle Tower Three-sided advertising tower

82300115

Rent incl. production: **1,270.00 €**

Format: W 180.69 (60.23 x 60.23 x 60.23) x H 199.5 cm
Three-sided, illuminated from within





Advertising opportunities Outdoor

Megaposter

Oktavo –
advertising
tower

Megaposter

Attract the maximum amount of attention by your advertising on the hall facades! Our striking megaposters are visible from a long way off and impossible to overlook from the central walkways on the exhibition grounds.

Megaposter on the facade of Hall 1 West

82100451

Rent incl. production: **13,705.00 €**

Format: W 1,300 x H 990 cm

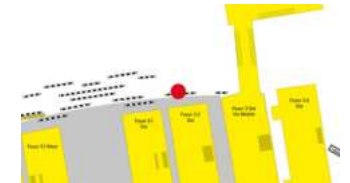


Megaposter on the facade of Hall 3 North

82100450

Rent incl. production: **13,015.00 €**

Format: W 1,800 x H 300 cm

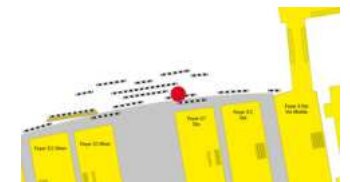


Megaposter on the facade of Hall 3 North

82100460

Rent incl. production: **13,015.00 €**

Format: W 1,800 x H 300 cm



Megaposter on the facade of Hall 3 North

82100470

Rent incl. production: **13,015.00 €**

Format: W 1,800 x H 300 cm

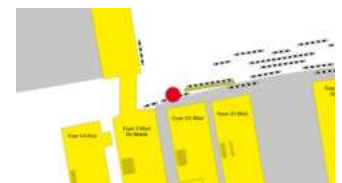


Megaposter on the facade of Hall 3 North

82100490

Rent incl. production: **13,015.00 €**

Format: W 1,800 x H 300 cm

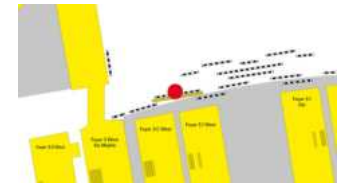
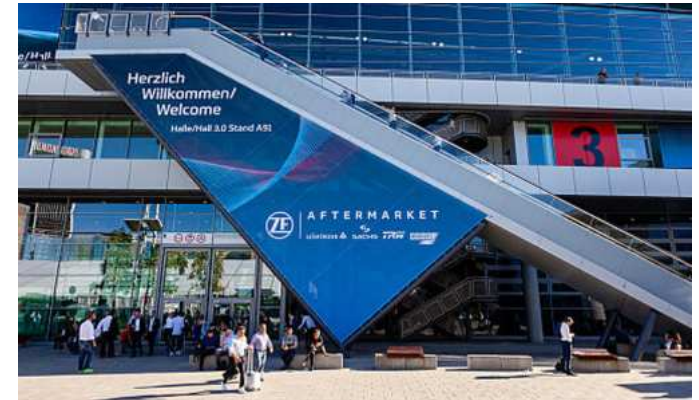


Megaposter on the escalator in front of Hall 3

82101054

Rent incl. production: **14,275.00 €**

Format: Advertising area ca. 75 sqm
The exact format can be found in the template.



Megaposter on the facade of Hall 3 North

82101055

Rent incl. production: **36,785.00 €**

Format: W 3,970 x H 930 cm



Megaposter on the facade of Hall 4 North/East

82100550

Rent incl. production: **12,650.00 €**

Format: W 900 x H 600 cm



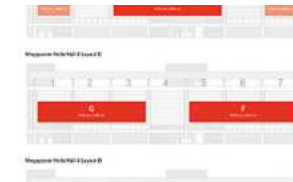
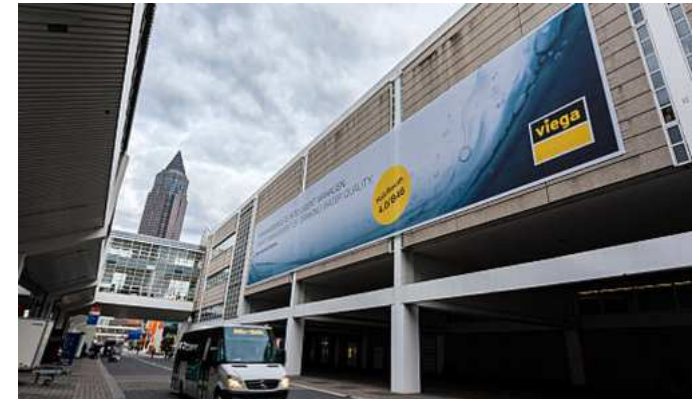
Megaposter on the facade of Hall 4 North

82100520

Rent incl. production per position: **22,890.00 €**

Format: W 4,150 x H 800 cm

Two adjacent positions possible



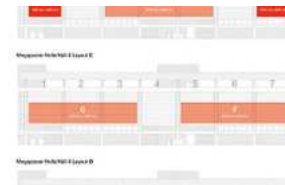
Megaposter on the facade of Hall 4 North

82100540

Rent incl. production per position: **10,380.00 €**

Format: W 1,150 x H 800 cm

Four adjacent positions possible



Megaposter on the facade of Hall 4 South/East

82100560

Rent incl. production: **11,825.00 €**

Format: W 1,180 x H 1,180 cm

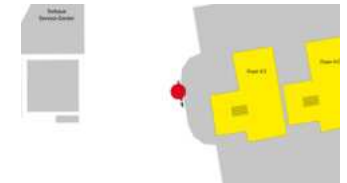


Megaposter on the facade of Hall 4 West

82100570

Rent incl. production: **16,100.00 €**

Format: W 1,200 x H 1,500 cm

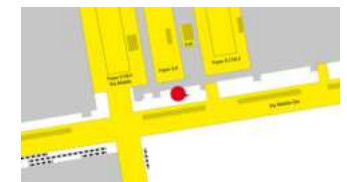


Megaposter on the facade of Hall 5 South

82100621

Rent incl. production: **3,600.00 €**

Format: W 630 x H 360 cm



Megaposter

on the facade of Hall 9 North
above the Galleria entrance

82100580

Rent incl. production: **6,888.00 €**

Format: W 800 x H 680 cm



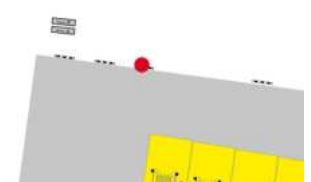
Megaposter

on the facade of Hall 9 North

82100600

Rent incl. production: **10,020.00 €**

Format: W 950 x H 1,060 cm

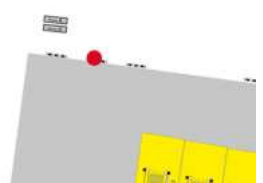


Megaposter on the facade of Hall 9 North

82100610

Rent incl. production: **10,020.00 €**

Format: W 950 x H 1,060 cm

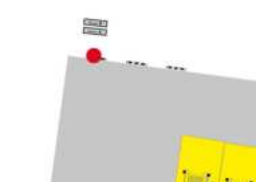


Megaposter on the facade of Hall 9 North

82100620

Rent incl. production: **10,020.00 €**

Format: W 950 x H 1,060 cm



Oktavo – advertising tower

Secure pole position for your message: our advertising towers are positioned in central locations in front of the exhibition grounds as well as between the halls themselves. These are locations trade visitors are guaranteed to pass.

Oktavo Advertising tower 8 metres

82000030

Rent incl. production: **8,225.00 €**

Format: W 641 (214 x 213 x 214) x H 812 cm
Three-sided



Oktavo

Advertising tower 10 metres

82000040

Rent incl. production: **9,940.00 €**

Format: W 641 (214 x 213 x 214) x H 1,012 cm
Three-sided



We are happy to help!



Sabine Abersfelder
Sales

Tel.: +49 (0) 69/7575-6176
sabine.abersfelder@messefrankfurt.com



Vera Scholz
Sales

Tel.: +49 (0) 69/7575-6923
vera.scholz@messefrankfurt.com