

MEDIA DATA



14 – 18 October 2020
**FRANKFURTER
BUCHMESSE**
Guest of Honour Canada

» Your advertising in the Fair Guide (printed exhibitor directory) and in the online exhibitor directory, in the app, in the newsletter, at www.buchmesse.de/en... «

Cross-media

- Basic logo
- Logo package
- Premium package
- Marketing fee
- Cross reference
- Spotlight
- Top of the hall **New!**
- Company presentation **New!**

Online

- Advertising text
- Logo
- Product presentation
- Social media buttons
- Top of the list in the publication topics
- Video

Banners

- App
- Exhibitor directory / calendar of events
- Newsletter
- www.buchmesse.de/en, topic pages

Advertisements

- Supplement Retail Bookseller Info
- Booklet Magazine in Journal Frankfurt
- Fair Guide (printed exhibitor directory)
- Voucher book for booksellers
- Lanyard
- Floor plan

Your contact:

MS. JUDITH BETTERMANN

Project Account Manager

Phone +49 341 678-27781

Email neureuter@buchmesse.de



NEUREUTER FAIR MEDIA GmbH
Service partner of Frankfurter Buchmesse GmbH



Frankfurter Buchmesse GmbH
Publisher and contractor

A legally binding signature is stringently required to place a binding order. By signing the order forms you acknowledge NEUREUTER FAIR MEDIA's attached general business terms from March 2020, and agree to receive your invoice electronically. Place of jurisdiction and place of performance: Essen | Applicable law: German law

» Are you interested in advertising at the fairground or promotions? «

For megaposters, promotions, special advertising formats, please contact:

Messe Frankfurt Medien und Service GmbH

SABINE ABERSFELDER

Phone +49 69 7575-6176

Email sabine.abersfelder@messefrankfurt.com

For all other advertising measures at the fairground, please contact:

Messe Frankfurt Medien und Service GmbH

VERA SCHOLZ

Phone +49 69 7575-6923

Email vera.scholz@messefrankfurt.com

For more information regarding advertising at the fairground, please visit:
<https://www.buchmesse.de/en/market/advertising-promotion>

Order Form Logos & Packages



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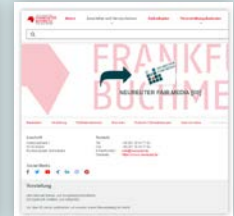
NEUREUTER FAIR MEDIA GmbH • Messe-Allee 2 • DE-04356 Leipzig
Your Contact: Ms. Judith Bettermann
T +49 341 678-27781 • F +49 341 678-27788 • neureuter@buchmesse.de

A

Basic Logo

Your logo in the Fair Guide (printed exhibitor directory) and in the online exhibitor directory ★

☐ We hereby order the basic logo for the price of € 280.-



Logo Package

New Content!

Basic logo + logo in the app + logo in the logo loop + logo in the hall plan of your exhibition hall in the Fair Guide (printed exhibitor directory) ★

☐ We hereby order the logo package for the price of € 550.-



Premium Package

New Content!

In addition to your entries in the marketing fee, you can also place an order for the discounted premium package. This includes:

- Logo package ★
- Social media buttons in the online exhibitor directory
- Product or service presentation in the online exhibitor directory

☐ We hereby order the premium package for the price of € 620.-

You save
ca. 13 %



★ Please send us your logo as an EPS file, at least 300 dpi, CMYK, 45 mm wide x 25 mm high via email to neureuter@buchmesse.de.

☐ Use my logo from the previous fair.

☛ You will receive further information about the required printing material on your order confirmation or on your preview.

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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 NEUREUTER FAIR MEDIA GmbH on behalf of Frankfurter Buchmesse GmbH. Payments to settle outstanding debts must be made to the service provider.

Order Form Marketing Fee



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B1

» In accordance with the terms and conditions of participation, every exhibitor of the Frankfurter Buchmesse will be charged with a marketing fee and will receive an entry in the Fair Guide (printed exhibitor directory) and online exhibitor directory. «

The marketing fee includes:

in the Fair Guide (printed exhibitor directory)

- Company name + fair stand

in the online exhibitor directory and in the Buchmesse app

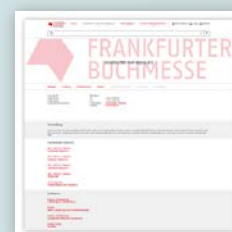
- Company name, address, telephone, telefax, email, internet
- Advertising text with up to 250 characters incl. spaces
- Publication topics (B2) + Industries and market segments (B3)



PRINT



ONLINE



Your Entry in the Online Exhibitor Directory

Alphabetical sorting under the letter

- ☐ Publication of your address and contact details in the Fair Guide (printed exhibitor directory) € 100.-

Company name

Street and/or P.O.Box

Postal code/City/Country

Telephone

Telefax

Email / contact

Second email / contact € 25.-

Internet address

Second internet address € 30.-

Please send your text (up to 250 characters incl. spaces) to neureuter@buchmesse.de

Advertising text

- ☐ Enhance your advertising text with up to 250 characters incl. spaces (500 characters total). € 70.-



This information
will be published in
the online exhibitor
directory at [www.
buchmesse.de/en](http://www.buchmesse.de/en).

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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Order Form Marketing Fee



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B2

Please check the **PUBLICATION TOPICS** which are relevant to your company.
They will be published in the online exhibitor directory.

MARKETING
FEE

» Your entry at the **TOP of the LIST** with a coloured highlighting. > Details see order form **C3**. «

Education

- ☐ 32100 Education, general
- ☐ 32101 Pedagogy
- ☐ 32102 Teaching Methods & Materials
- ☐ 32103 Textbooks/School
- ☐ 32104 Adult Education
- ☐ 32105 Art Education/Musical Education
- ☐ 32106 Early Childhood Learning
- ☐ 32107 Occupational Training
- ☐ 32108 Higher Education
- ☐ 32109 Foreign Language Study/ Language Acquisition
- ☐ 32110 Study Aids
- ☐ 32111 Special Education
- ☐ 32112 Edutainment

Fiction

- ☐ 32400 Fiction, general
- ☐ 32401 Adventure
- ☐ 32402 Anthologies
- ☐ 32403 Classics
- ☐ 32404 Drama
- ☐ 32405 Erotica
- ☐ 32406 Family Saga
- ☐ 32407 Fantasy
- ☐ 32408 Fairy Tales
- ☐ 32409 Movie or Television Tie-in
- ☐ 32410 Gay & Lesbian
- ☐ 32411 Historical
- ☐ 32412 Horror
- ☐ 32413 Humour
- ☐ 32414 Mystery & Detective
- ☐ 32415 Novel
- ☐ 32416 Poetry
- ☐ 32417 Romance
- ☐ 32418 Science-Fiction
- ☐ 32419 Short Stories
- ☐ 32420 Thriller
- ☐ 32421 War
- ☐ 32422 Women

Reference

- ☐ 30600 Bibliography
- ☐ 35700 Reference, general

- ☐ 35701 Dictionaries
- ☐ 35702 Directories
- ☐ 35703 Encyclopedias

Academic/Non-Fiction/How-To

- ☐ 30100 Agriculture
- ☐ 30200 Architecture
- ☐ 30300 Art
- ☐ 30800 Body, Mind & Spirit
- ☐ 30900 Business & Economics
- ☐ 31200 Childcare
- ☐ 31500 Computers
- ☐ 31600 Cooking & Enjoyment
- ☐ 31700 Crafts & Hobbies
- ☐ 32200 Family & Relationships
- ☐ 32500 Gardening/Horticulture
- ☐ 32800 Health/Fitness/Wellness
- ☐ 32900 History
- ☐ 33000 House & Home
- ☐ 33100 How-To, general
- ☐ 33300 Job & Career
- ☐ 33700 Linguistics
- ☐ 33800 Law
- ☐ 34100 Literary Studies
- ☐ 34200 Mathematics
- ☐ 34300 Film & TV
- ☐ 34400 Medicine/Nursing/ Pharmacy
- ☐ 34500 Military
- ☐ 34600 Music
- ☐ 34700 Non-fiction, general
- ☐ 34800 Dance/Theatre
- ☐ 35000 Philosophy
- ☐ 35100 Photography
- ☐ 35300 Politics
- ☐ 35400 Psychology/Psychotherapy
- ☐ 35800 Religion
- ☐ 35900 Science
- ☐ 36000 Self-Help
- ☐ 36100 Sexuality
- ☐ 36300 Sports & Recreation
- ☐ 36400 Technology/Engineering
- ☐ 36500 Transportation
- ☐ 36600 Tourism/Travel
- ☐ 37100 Geography
- ☐ 37200 Anthropology/Ethnology
- ☐ 37400 Sociology

- ☐ 37500 Archaeology
- ☐ 37800 Pets
- ☐ 37900 Academic, general

Children's and Young Adult Media

- ☐ 31101 Easy to Read
- ☐ 31102 Picture Books
- ☐ 33500 Juvenile Fiction (Age 8-12)
- ☐ 33600 Juvenile Non-Fiction (Age 8-12)
- ☐ 36700 Young Adult/Teenager – Fiction (Age: 13-19)
- ☐ 36800 Young Adult/Teenager – Non-Fiction (Age: 13-19)
- ☐ 38000 Children's and Young Adult, general

Miscellaneous

- ☐ 30400 Autobiography/Memoirs
- ☐ 30700 Biography
- ☐ 31000 Cartography
- ☐ 31300 Coffee Table Books/Picture Books
- ☐ 31400 Comics/Cartoons
- ☐ 31800 Regional Specialties
- ☐ 32000 Current Events
- ☐ 32300 Fashion
- ☐ 32700 Giftbook
- ☐ 33900 Letters
- ☐ 34000 Lifestyle
- ☐ 37600 Graphic Novels
- ☐ 37700 Sheet Music

Order Form Marketing Fee



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B3

Please check the **INDUSTRIES AND MARKET SEGMENTS** which are relevant to your company.
They will be published in the online exhibitor directory.



Book Trade

- ☐ MS032 Bookshop
- ☐ MS033 Specialist Bookshop
- ☐ MS034 Antiquarian Bookshop
- ☐ MS035 Second Hand Bookshop
- ☐ MS036 Department Store Bookshop
- ☐ MS037 Train Station Bookshop
- ☐ MS038 Mail Order (incl. Online) Bookstore
- ☐ MS039 Book Club
- ☐ MS106 Miscellaneous

Consulting/Services

- ☐ MS080 Management & Strategy Consulting
- ☐ MS081 Workflow- + Process Consulting
- ☐ MS082 Advertising/Communication Agency
- ☐ MS083 IT Consulting & Services
- ☐ MS084 Tax & Legal Advising
- ☐ MS085 Headhunting
- ☐ MS086 Market & Trend Research
- ☐ MS087 Sales & Distribution Services
- ☐ MS088 Other Services & Consulting

Public Institutes, Organisations & Associations

- ☐ MS124 Public Administration
- ☐ MS125 Foreign Affairs
- ☐ MS126 Religious Group
- ☐ MS127 Cultural Organisation
- ☐ MS128 Trade Organisation
- ☐ MS129 Miscellaneous

Teaching & Education

- ☐ MS091 Kindergarten/Preschool
- ☐ MS092 Primary School
- ☐ MS093 Continuing Education
- ☐ MS094 Vocational School
- ☐ MS095 Adult Education
- ☐ MS130 Miscellaneous

Film & TV

- ☐ MS052 Agency/Scouting
- ☐ MS053 Film- & TV Production
- ☐ MS054 Post Production & Film Technology
- ☐ MS055 TV Broadcaster
- ☐ MS110 Miscellaneous

Art

- ☐ MS064 Gallery
- ☐ MS065 Art Label
- ☐ MS112 Miscellaneous

Information Services/ News Agency

- ☐ MS146 Information Services/News Agency

Library, Archive & Exhibition

- ☐ MS120 Library/Archive
- ☐ MS121 Museum
- ☐ MS122 Historical Sites
- ☐ MS123 Miscellaneous

Literary Agency/Scouts

- ☐ MS096 Literary Agency
- ☐ MS097 Scouts

Packager

- ☐ MS149 Packaging

Photographic/Picture Agency

- ☐ MS144 Photo Agency

Print Production

- ☐ MS114 Printer
- ☐ MS115 Pre-Press, Media Pre-Production
- ☐ MS116 Binding & Other Services

Book Publisher

- ☐ MS001 Fiction
- ☐ MS002 Children's Books
- ☐ MS003 Comics
- ☐ MS004 Non-Fiction
- ☐ MS005 How-To & Self-Help
- ☐ MS006 Tourism
- ☐ MS007 Cooking and Enjoyment
- ☐ MS008 Education
- ☐ MS009 STM & Academic Books
- ☐ MS010 Business & Specialist Information
- ☐ MS011 Art, Architecture & Design Books
- ☐ MS012 Religion & Spirituality
- ☐ MS099 Book Art/Artist's Books
- ☐ MS100 Facsimiles

Trade Services

- ☐ MS040 Data Conversion
- ☐ MS041 Software Solutions
- ☐ MS042 Content Aggregation & Distribution
- ☐ MS043 Sales & Distribution Services
- ☐ MS044 Shop Building
- ☐ MS045 Library Services
- ☐ MS107 E-Book Solutions
- ☐ MS108 Miscellaneous

Software

- ☐ MS074 Websites & Web/Mobile Applications
- ☐ MS075 Content & Asset Management
- ☐ MS076 Delivery & Distribution Platforms
- ☐ MS077 e-Learning
- ☐ MS078 Audiovisual Presentation Technology
- ☐ MS079 Miscellaneous
- ☐ MS118 Search Technologies

>>> Continued on page 6

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B3

<<< Continued from page 5

MARKETING
FEE

Science & Research

- ☐ MS089 University/Academy
- ☐ MS090 Research Association
- ☐ MS131 Miscellaneous

Intermediate Book Trade

- ☐ MS029 Wholesale
- ☐ MS030 Distribution/Delivery
- ☐ MS031 Digital Seles
- ☐ MS105 Miscellaneous

Games

- ☐ MS056 Agency/Scouting
- ☐ MS057 Developer
- ☐ MS058 Publisher
- ☐ MS059 Serious Games: Developer
- ☐ MS060 Serious Games: Publisher
- ☐ MS111 Miscellaneous

Music

- ☐ MS061 Music & Concert Booking Agencies
- ☐ MS062 Music Production
- ☐ MS063 Music Label
- ☐ MS142 Miscellaneous

Stationery and Gifts

- ☐ MS066 Book Accessoires
- ☐ MS067 Gifts
- ☐ MS068 Stationery
- ☐ MS069 Cards
- ☐ MS113 Miscellaneous

Telekommunikation

- ☐ MS148 Telecommunications

Hardware

- ☐ MS070 Computer & Periphery
- ☐ MS071 Entertainment Electronics
- ☐ MS072 Mobile Devices & e-Readers
- ☐ MS073 Multimedia Whiteboard Systems Accessories
- ☐ MS117 Other Hardware

Magazine Publishers

- ☐ MS016 Consumer Magazines
- ☐ MS017 Scientific Periodicals
- ☐ MS018 Specialist Periodicals
- ☐ MS019 Special Interest
- ☐ MS020 Religion & Spirituality
- ☐ MS102 Other Magazines

Online Platforms

- ☐ MS046 Content Platforms
- ☐ MS047 Self-Publishing Platforms
- ☐ MS048 Service Portal
- ☐ MS049 Streaming Service
- ☐ MS050 Online Store
- ☐ MS051 Social Network
- ☐ MS109 Other Online Platforms

Wholesaler/Retailer (except books)

- ☐ MS132 Paper Wholesaler
- ☐ MS133 Computer & Periphery
- ☐ MS134 Telecommunications Technology
- ☐ MS135 Entertainment Electronics
- ☐ MS136 Miscellaneous

Newspaper Publisher

- ☐ MS013 Regional Newspapers
- ☐ MS014 National Newspapers
- ☐ MS015 Weekly Newspapers
- ☐ MS101 Other Newspapers

Other Publisher

- ☐ MS021 Audiobooks
- ☐ MS022 Calendars
- ☐ MS023 Games (non-digital)
- ☐ MS024 Address Books/Organisers
- ☐ MS025 Self-Publishing
- ☐ MS026 Print on Demand
- ☐ MS027 Music Publishing
- ☐ MS028 Software Publishing
- ☐ MS103 Maps
- ☐ MS104 Miscellaneous

Toy Manufacturing

- ☐ MS147 Toy Manufacturing

Creative/Artistic

- ☐ MS143 Creative/Artistic

Licensing/Merchandising

- ☐ MS145 Licensing/Merchandising

Others

- ☐ MS137 Gastronomy
- ☐ MS138 Exhibition Stand Construction
- ☐ MS139 Trade Fair, Exhibition, Congress Organisation
- ☐ MS140 Miscellaneous

Order Form

Print and Online Upgrades



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C1

Company Presentation print and online

New!

Present your company on a half page in the Fair Guide (printed exhibitor directory).
 The presentation includes: Your company logo (EPS), a text of max. 1,600 characters incl. spaces,
 a picture (ca. 48 mm wide x 77 mm high), your company details, and one contact person.
 The text and picture will be published in the online exhibitor directory as well.

Please send us the contents via e-mail to neureuter@buchmesse.de.

☐ We hereby order the presentation. € 950.-



Cross Reference

☐ per cross reference € 90.-

If your company name consists of more than one word and none of them are a clear alphabetical search word, you can refer to other parts of your company name by adding a cross reference. However, please note that cross references must be based on parts of the company name and should not refer to different companies.

Example of a correct cross reference: "Cavendish, see Marshall Cavendish Ltd."

Example of an inapplicable cross reference: "Marshall Cavendish Ltd., see TickTock Publishing"

Cross reference 1

Cross reference 2

Cross reference 3



Entry with Spotlight

Your entry print, online and mobile in the spotlight!
 Your company entry will be highlighted with a colored background
 to stand out from the crowd.

☐ We hereby order the spotlight. € 200.-



We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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Order Form Online Upgrades

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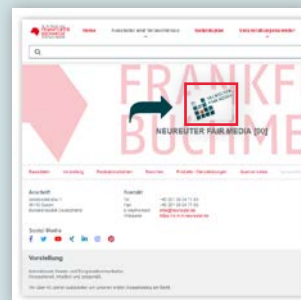
C2

Logo in the Online Exhibitor Directory

☐ We hereby order the logo in the online exhibitor directory € 140.-

Please send your logo as an EPS file, at least 300 dpi, CMYK, 45 mm wide x 25 mm high via email to neureuter@buchmesse.de. The first time your logo is published, a one-time processing fee of € 10.- will be charged.

☐ Use my logo from the previous fair.



Additional Advertising Text

Add up to 250 characters incl. spaces to your individual advertising text in the online exhibitor directory (500 characters total). Please send your text to neureuter@buchmesse.de.

☐ We hereby order the additional advertising text. € 70.-



Product or Service Presentation

Present your product or service with text and picture in the online exhibitor directory. This information will be published under "products/services" in your exhibitor entry. All key words will be searchable via full text search in the exhibitor directory.

☐ per product presentation € 110.-

Please send us one picture (JPG file in RGB) with a descriptive text (DOC or TXT, up to 1,000 characters in English and/or German) via email to neureuter@buchmesse.de.



We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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C3

Social Media Buttons

☐ Your social media buttons in the online exhibitor directory (Facebook, LinkedIn, Twitter, XING, YouTube, Pinterest, Instagram) € 50.-

Please send us the links to your social media channels via email.



Top of the List in the Publication Topics

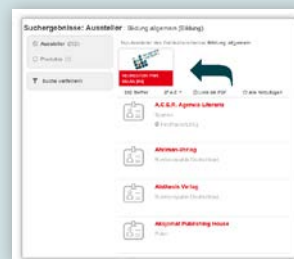
Your entry at the top of the list!

In the online exhibitor directory, your company's entry will attract more attention under your publication topic. In addition to the colour-highlighted listing, your entry will also be found alphabetically. Please select from the topics listed on form B2.

➔ Limited to three exhibitors per publication topic ➔

☐ Top of the list € 300.-

Desired publication topic



Video

Introduce potential new customers to your products and services with moving images. The video will be published in your entry in the online exhibitor directory. In the search results, a video icon will attract more attention for your entry.

☐ Video in the online exhibitor directory € 250.-

Please send us the YouTube link to your video.



We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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Order Form

Advertising on hall plans

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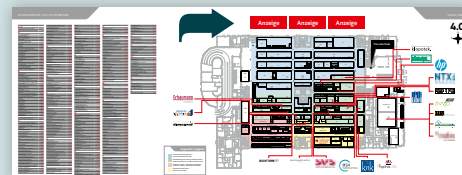
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Top of the hall (Poster)

New!

Place your advert / your logo ★ on the hall plan of your exhibition hall at the fair ground – limited to 3 exhibitors! Large hall plans will be placed at the entrances to Halls 1 and 4 (on each floor) to help visitors navigate the exhibition.



☐ We hereby order the top of the hall placement for the price of **€ 500.-**

We reserve the right to make changes.

Heat Maps

New!

Place your logo on the new heat maps of Frankfurter Buchmesse in August and October 2020. Up to 5 company logos will be placed on theme maps such as for the "Frankfurt Authors" or "Frankfurt Kids".



The heat maps with your logo will be published:

- at www.buchmesse.de/en/highlights (1.9 million page impressions in 2019)
 - in target-group-specific e-mails (ca. 70,000 subscribers)
 - in the Fair Guide (printed exhibitor directory, circulation 120,000)
- » A print publication is only possible if you order the heat map logo for August 2020!

Please choose the month for your advertising and your theme/target group and send us your company logo (EPS) for publication ★.

☐ Heat Map Logo August: **€ 690.-**

☐ Heat Map Logo October: **€ 690.-**

☐ Bundle (August and October): **€ 1,200.-**

☐ Frankfurt Authors

☐ Frankfurt Kids

☐ Frankfurt New Generation

Let us know your target group. In consultation with the organiser, we can offer you logo placements on further heat maps.

★ Please send us your logo as an EPS file, at least 300 dpi, CMYK, 45 mm wide x 25 mm high via email to neureuter@buchmesse.de. The first time your logo is published, a one-time processing fee of € 10.- will be charged.

☐ Use my logo from the previous fair.

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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Order Form Banners



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E1

App

The Buchmesse app is the mobile medium visitors use before, during, and after the fair. Immediately available, at your fingertips worldwide!

➔ downloads: 25.000 | deadline: 14.08.2020 | Delivery of materials: 21.08.2020 | pub date: 10.09.2020 ◀

- | | |
|---|---|
| <input type="checkbox"/> Interstitial EXCLUSIVE – 4 sec. full screen | € 3,500.-/language version
(German, English) |
| <input type="checkbox"/> Button Banner – limited to 5 exhibitors | € 990.-/language version
(German, English) |

☛ You will receive further information about the required material on your order confirmation.



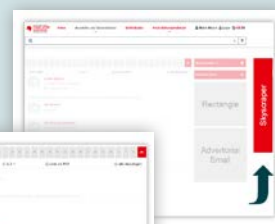
Online Exhibitor Directory & Calendar of Events

**new
design**

Throughout the year, the online exhibitor directory is the main reference work for the industry, starting date: 02.04.2020. With the online calendar of events, starting date: 31.07.2020, you can reach out to readers as well as the entire book and media sector and thereby address both end clients and interested trade professionals.

➔ 10 Mio page impressions | limited to 3 banners/month | data file: JPG, GIF | max. 50 KB | Delivery of materials: 5 business days before go-live ◀

- | | | |
|--|-----------------|-------------|
| <input type="checkbox"/> Rectangle Banner
on the homepage and all subpages | € 1,500.-/month | New! |
| <input type="checkbox"/> Advertorial Medium on the homepage
Text: 100 characters incl. spaces | € 1,300.-/month | New! |
| <input type="checkbox"/> Advertorial Small on the homepage and search pages
Text: 60 characters incl. spaces | € 900.-/month | New! |
| <input type="checkbox"/> Skyscraper on all subpages | € 1,200.-/month | |
| <input type="checkbox"/> Hit list banner | € 1,000.-/month | |



Requested month/s of publication

Your landing page

☛ You will receive further information about the required material on your order confirmation.

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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 NEUREUTER FAIR MEDIA GmbH on behalf of Frankfurter Buchmesse GmbH. Payments to settle outstanding debts must be made to the service provider.

Order Form Banners



14 – 18 October 2020
**FRANKFURTER
BUCHMESSE**
Guest of Honour Canada



NEUREUTER FAIR MEDIA GmbH • Messe-Allee 2 • DE-04356 Leipzig
Your Contact: Ms. Judith Bettermann
T +49 341 678-27781 • F +49 341 678-27788 • neureuter@buchmesse.de

E2

Newsletter 2020

With around 44,000 subscribers to the German newsletter and 29,000 subscribers to the English newsletter, you will reach your target group.

With interviews, articles and videos, the newsletter informs about trends, events and offers regarding the book industry and the Frankfurter Buchmesse. Special guests, events, special ticket offers and current campaigns of the Buchmesse will be announced here, complemented by articles on topics such as sustainability, freedom of opinion, movies & audio, cosplay and trends in the book market.

- subscribers: 73,000 (as of December 2019) | size: 560 px wide x 270 px high, JPG, 72 dpi
limited to 4 banners / language / month ◀

Newsletter in:	Sending of newsletter:	Price:	We order:	Delivery of file until:
April	Fri 24.04.2020	€ 520	<input type="checkbox"/>	20.04.2020
May	Wed 20.05.2020	€ 520	<input type="checkbox"/>	14.05.2020
June	Fri 19.06.2020	€ 780	<input type="checkbox"/>	15.06.2020
August	Fri 21.08.2020	€ 780	<input type="checkbox"/>	17.08.2020
September	Fri 18.09.2020	€ 1.040	<input type="checkbox"/>	15.09.2020
October I Special Newsletter Guest of Honour 2020 (Canada)	Fri 02.10.2020	€ 1.040	<input type="checkbox"/>	28.09.2020
October II	Mon 12.10.2020	€ 1.040	<input type="checkbox"/>	06.10.2020
October III	Wed 21.10.2020	€ 1.040	<input type="checkbox"/>	12.10.2020
November	Fri 27.11.2020	€ 520	<input type="checkbox"/>	23.11.2020
January 2021	Thur 21.01.2021	€ 520	<input type="checkbox"/>	14.01.2021
February 2021	Tue 23.02.2021	€ 520	<input type="checkbox"/>	16.02.2021
March 2021	Fri 18.03.2021	€ 520	<input type="checkbox"/>	11.03.2021



Frankfurter Buchmesse 2020

Your landing page / Your link

Newsletter in German or in English

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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Order Form Banners



14 – 18 October 2020
**FRANKFURTER
BUCHMESSE**
Guest of Honour Canada



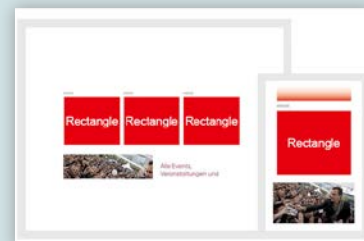
NEUREUTER FAIR MEDIA GmbH • Messe-Allee 2 • DE-04356 Leipzig
Your Contact: Ms. Judith Bettermann
T +49 341 678-27781 • F +49 341 678-27788 • neureuter@buchmesse.de

E3

Rectangle on the Topic Pages

You can benefit from advertising on the website of the Frankfurter Buchmesse at www.buchmesse.de/en all year.

► size: 300 px wide x 250 px high | limited to 3 banners/subpage/month |
data file: JPG, GIF, HTML5 | max. 50 KB | Delivery of materials: 5 business days
before go-live ◀



ONLINE

MOBIL

Your landing page

Topic page of "ALL HIGHLIGHTS":	We order the topic page:
Agora	<input type="checkbox"/>
THE ARTS+	<input type="checkbox"/>
Frankfurt Audio	<input type="checkbox"/>
BOOKFEST	<input type="checkbox"/>
Campus Weekend	<input type="checkbox"/>
Frankfurt Cosplay	<input type="checkbox"/>
Frankfurt EDU	<input type="checkbox"/>
Frankfurt Kids	<input type="checkbox"/>
Gourmet Gallery	<input type="checkbox"/>
Weltempfang	<input type="checkbox"/>
Frankfurt Academic	<input type="checkbox"/>
Frankfurt Authors	<input type="checkbox"/>

Topic page of "ALL HIGHLIGHTS":	We order the topic page:
Human and Nature	<input type="checkbox"/>
Authors	<input type="checkbox"/>
Stars and starlets	<input type="checkbox"/>
Buchmesse for families	<input type="checkbox"/>
Service pages:	
Arrival and accomodation	<input type="checkbox"/>
Opening hours	<input type="checkbox"/>

Month:	Price per topic page:	We order:
July 2020	€ 2,100	<input type="checkbox"/>
August 2020	€ 2,100	<input type="checkbox"/>
September 2020	€ 2,890	<input type="checkbox"/>
October 2020	€ 2,890	<input type="checkbox"/>
November 2020	€ 1,490	<input type="checkbox"/>
December 2020	€ 1,490	<input type="checkbox"/>
January 2021	€ 1,490	<input type="checkbox"/>
February 2021	€ 1,490	<input type="checkbox"/>
March 2021	€ 1,490	<input type="checkbox"/>
April 2021	€ 1,490	<input type="checkbox"/>
May 2021	€ 1,490	<input type="checkbox"/>
June 2021	€ 1,490	<input type="checkbox"/>

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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Order Form Advertisements



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F1

Fair Guide (printed exhibitor directory) **New!**

The central orientation device of the Buchmesse with complete exhibitor directory.

→ circulation: 120,000 | size: 200 mm wide x 280 mm high | deadline: 03.08.2020 |
copy deadline: 07.08.2020 | pub date: 05.10.2020 ←

<input type="checkbox"/>	1/1 contents page	€ 3,000.-
<input type="checkbox"/>	1/2 contents page, landscape	€ 1,900.-
<input type="checkbox"/>	1/4 contents page, landscape	€ 1,500.-
<input type="checkbox"/>	Small size advertisement in the hall plan	€ 600.-
<input type="checkbox"/>	Inside front cover	€ 5,400.-
<input type="checkbox"/>	Inside back cover	€ 4,200.-
<input type="checkbox"/>	Back cover	€ 6,700.-
<input type="checkbox"/>	Bookmark, supplied by customer	€ 4,500.-
<input type="checkbox"/>	Bound-in supplement (in case of adhesive binding)	€ 4,000.-

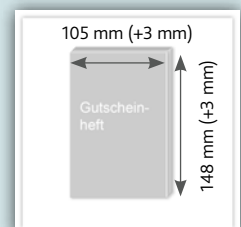


Voucher Book for Booksellers

The Voucher Book is aimed exclusively at booksellers, mail order booksellers and librarians.
Emphasize your offer by placing your advertisement on a cover page.

→ circulation: 10.000 | deadline: 19.06.2020 | copy deadline: 26.06.2020 | pub date: 8/2020 ←

<input type="checkbox"/>	Inside front cover	€ 900.-
<input type="checkbox"/>	Inside back cover	€ 500.-
<input type="checkbox"/>	Back cover	€ 1,500.-



☛ You will receive further information about the required printing material on your order confirmation.

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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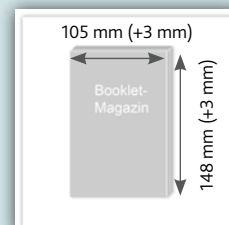
F2

Booklet-Magazin in Journal Frankfurt edition 10 / 2020

The cultural event Frankfurter Buchmesse. The magazine informs the book and event fans.

➔ circulation: 65.000 | deadline: 14.08.2020 | copy deadline: 28.08.2020 | pub date: 24.09.2020 ◀

<input type="checkbox"/>	Inside front cover*	€ 2,800.-
<input type="checkbox"/>	Inside back cover*	€ 2,800.-
<input type="checkbox"/>	Back cover*	€ 3,900.-
<input type="checkbox"/>	1/1 page*	€ 1,200.-



Floor Plan

Every visitor of the Frankfurter Buchmesse receives a plan of the Exhibition Center. This overview plan is the guide for every visitor. Here, your ad is in the focus of the viewer.

➔ circulation: 200.000 | deadline: 17.08.2020 | copy deadline: 25.08.2020 | pub date: 05.10.2020 ◀

<input type="checkbox"/>	Front page (285 mm wide x 53 mm high + 3 mm)	€ 6,700.-
<input type="checkbox"/>	Back page, 1/1 page (285 mm wide x 297 mm high + 3 mm)	€ 10,300.-



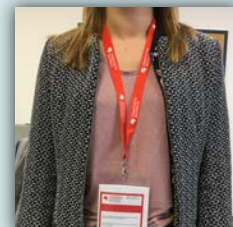
Lanyard

Your advertisement on the lanyard for tickets. This advertising space is exclusive. The lanyard will be distributed free of charge during the exhibition.

➔ 60.000 pieces | pub date: 14.10.2020 ◀

<input type="checkbox"/>	Hereby we order our advertisement on the lanyard.	€ 7,000.-
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The exhibitor supplies the complete lanyard. Details are provided with the order confirmation.



Supplement Retail Bookseller Info

Inform booksellers, mail-order booksellers, and librarians about your offer and company.

➔ circulation: 7.600 | size: DIN long format, A5 or A4 folded | Delivery of materials: 6/2020 | pub date: 8/2020 ◀

<input type="checkbox"/>	We hereby order the supplement	€ 3,000.-
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☛ You will receive further information about the required printing material on your order confirmation.

We hereby bindingly order the products chosen above.

Customer/Company | Contact person

Phone

Email

City | Date

Authorised signature | Company stamp

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 NEUREUTER FAIR MEDIA GmbH on behalf of Frankfurter Buchmesse GmbH. Payments to settle outstanding debts must be made to the service provider.

General Terms and Condition of Business (GTC)

for media services of the Frankfurter Buchmesse GmbH.

Delivered by NEUREUTER FAIR MEDIA GmbH on behalf of the Frankfurter Buchmesse GmbH.



1. General

(1) "NEUREUTER FAIR MEDIA" is a trade name and brand of the NEUREUTER FAIR MEDIA GmbH.

(2) The following General Terms and Conditions of Business (GTC) apply for all services provided by NEUREUTER FAIR MEDIA GmbH. Deviating general terms and conditions of business of the customer shall not apply. They will likewise not become an integral part of the contract even if NEUREUTER FAIR MEDIA GmbH does not explicitly reject their application or if the customer declares his desire to conclude the contract solely subject to his general terms and conditions of business.

2. Services, conclusion of contract, reservation of service

(1) NEUREUTER FAIR MEDIA GmbH offers the publication of advertisements and/or entries (communication, contact and company data) of an advertising party in exhibition media. This includes in particular, but not exclusively, publication in a printed product (exhibition catalogue), inclusion of the advertisement or entry in an online exhibitor database as well as the publication of entries and advertisements in the Internet (online forms of advertising) and in the visitor information system of the respective exhibition company.

(2) The contractual relation between NEUREUTER FAIR MEDIA GmbH and the customer shall come about upon ordering by the customer and acceptance by NEUREUTER FAIR MEDIA GmbH, which can be either explicitly or tacitly through provision of the agreed service. In the event of the ordering of an advertisement, the contract shall not come about until such time as NEUREUTER FAIR MEDIA GmbH issues written confirmation of the order.

(3) NEUREUTER FAIR MEDIA GmbH reserves the right to refuse acceptance of the customer order. This shall apply in particular if the customer is in arrears with obligations from other existing or earlier contractual relations with NEUREUTER FAIR MEDIA GmbH or if the content of the advertisement or entry ordered violates laws, official regulations or good morals, or if publication thereof is unreasonable for NEUREUTER FAIR MEDIA GmbH.

3. Advertising deadline, obligations of the customer, proof copy

(1) Orders for the publication of advertisements or entries must be received by the deadline advised by NEUREUTER FAIR MEDIA GmbH.

(2) If customer logos are to be published with a graphic design, these must be submitted – likewise by the deadline – as scalable vector files (300 dpi) in *.eps or *.ai format in the CMYK colour spectrum (without special colours). If types are used for presentation of the logo, these must either be embedded or converted into paths. Advertisements must be supplied as PDF in accordance with the PDF-X/3 standard and exclusively with CMYK images. If logos and/or advertisements are submitted in other file formats, NEUREUTER FAIR MEDIA GmbH shall assume no guarantee for correct printing presentation.

(3) In his order, the customer must use the nomenclature prescribed by the respective exhibition location concerned when describing his goods and services.

(4) Prior to publication, NEUREUTER FAIR MEDIA GmbH will provide the customer with a proof copy of his advertisement and/or entry. Complaints concerning the proof copy can only be taken into consideration if asserted immediately, at the latest, however, by the advertising deadline. By sending a printer's proof, NEUREUTER FAIR MEDIA GmbH confirms the client's desired corrections. NEUREUTER FAIR MEDIA GmbH reserves the right to charge an additional processing fee of EUR 25 plus VAT starting with the second set of submitted corrections. This rule does not apply if a correction has not been properly adapted by the NEUREUTER FAIR MEDIA GmbH or if additional products are booked and an entirely new printer's proof is required.

(5) Advertisements not marked as advertisements as a result of their editorial design will be marked as such by NEUREUTER FAIR MEDIA GmbH using the word "advertisement".

4. Scope of performance/payment terms

(1) The scope of the services to be provided by NEUREUTER FAIR MEDIA GmbH and the corresponding prices can be seen from the information in the respective customer order (order form).

(2) The remuneration for the publication of entries and online forms of advertising is due and payable without deduction upon invoicing following processing of the order and/or publication. The remuneration for the publication of advertisements is due and payable upon invoicing following publication.

(3) Interest on overdue payments shall be payable in the event of default by the debtor at a level as per Section 288 BGB (German Civil Code).

(4) According to tax legislation, NEUREUTER FAIR MEDIA may not issue or address invoices for services that have been or will be rendered by NEUREUTER FAIR MEDIA to any party other than the contracting partner. Should the exhibitor wish to have an invoice re-issued (i. e. due to a change of the name, legal form, or address or if the exhibitor's value-added tax was missing due to belated notification of the VAT-ID number etc.), the exhibitor is bound to pay NEUREUTER FAIR MEDIA a fee of EUR 20 plus VAT for each invoice amendment unless the data included in the original invoice in respect of the name, legal form, or address of the exhibitor was incorrect and NEUREUTER FAIR MEDIA was responsible for the incorrect data.

(5) We are not obligated to accept checks as payment. For the submission of foreign checks, a fee of up to EUR 25 plus VAT will be incurred according to expenditure. All bank charges and transaction fees are to be paid for by the customer.

(6) The contracting party may not resign its claims from business relations. Retention of payment due to pending delivery of services from other orders is not possible.

5. Cancellation

(1) If an exhibitor cancels his order or participation after the registration and preparation of his given information in the booked media or if the needed information is not sent in time we will charge him with the following cancellation fees:

- 50 % of the order value on cancellation before publication
- 100 % of the order value on cancellation after publication.

The customer shall retain the right to provide evidence that a lower fee is reasonable in the concrete case.

(2) If the event is cancelled, a refund is not possible.

6. Availability, force majeure

(1) The obligation of NEUREUTER FAIR MEDIA GmbH to provide the agreed services shall be limited by the availability of any advance performances from third parties. NEUREUTER FAIR MEDIA GmbH shall inform the customer if it becomes aware of non-availability. Claims for damages by the customer are excluded, unless NEUREUTER FAIR MEDIA GmbH is guilty of gross negligence or intentional conduct. In other respects, the provisions of point 8 of these General Terms and Conditions of Business shall apply.

(2) If NEUREUTER FAIR MEDIA GmbH is unable to provide services as a result of force majeure, NEUREUTER FAIR MEDIA GmbH shall be released from the obligation to perform. For the purpose of these General Terms and Conditions of Business force majeure also includes hindrance of performance as a result of war, civil disorder, strike and lockout, terrorist attacks, or outbreak of an epidemic or pandemic. This shall also apply in cases of force majeure in companies required to provide the advance performances as defined in paragraph 1.

7. Notification of defects

Obvious defects must be asserted within a period of 30 days from publication of the advertisement and/or entry. Thereafter, the advertisement and/or entry shall apply as approved.

8. Liability of the customer

NEUREUTER FAIR MEDIA GmbH is not obliged to check advertisements and/or entries for their legal admissibility or in terms of whether their content, their design or formulation infringe rights of third parties. This is the sole responsibility of the customer. As such, the customer shall indemnify NEUREUTER FAIR MEDIA GmbH against all claims of third parties and undertakes to reimburse all costs resulting from such claims.

9. Liability of NEUREUTER FAIR MEDIA GmbH

(1) Liability of NEUREUTER FAIR MEDIA GmbH is limited to intentional conduct and gross negligence unless a fundamental contractual obligation is violated culpably. This shall apply for all damage irrespective of the legal grounds and including from tortious act.

(2) In the event of culpable violation of a fundamental contractual obligation, the liability of NEUREUTER FAIR MEDIA GmbH shall be limited to such damage as could typically arise and which would be reasonably foreseeable for NEUREUTER FAIR MEDIA GmbH at the time of conclusion of the contract, unless the violation of the fundamental contractual obligation is the result of gross negligence or intentional conduct.

(3) Over and above this, liability for economic loss is limited to the respective order value.

(4) The above limitations of liability do not apply for damage from injury to life, limb or health. Liability of NEUREUTER FAIR MEDIA GmbH under the provisions of the Product Liability Act or other mandatory statutory provisions shall likewise remain unaffected.

10. Offsetting, right of withholding

(1) The customer is not entitled to offset own claims against claims of NEUREUTER FAIR MEDIA GmbH for services provided, unless the counterclaims are undisputed or have been determined as legally valid.

(2) The customer is likewise only entitled to assert a right of withholding or a right to refuse performance in cases of counterclaims that are undisputed or have been determined as legally valid.

11. Involvement of third parties in the contractual relation

NEUREUTER FAIR MEDIA GmbH is entitled to appoint third-party companies for fulfilment of the obligations assumed under the present contract. This shall not result in the creation of any contractual relation between the customer and the third-party company. The customer is only entitled to transfer the rights and obligations from the present contract to third parties with the prior, written consent of NEUREUTER FAIR MEDIA GmbH.

12. Place of jurisdiction, concluding provisions

(1) Place of jurisdiction and place of performance for all disputes arising from and in connection with the contractual relation between NEUREUTER FAIR MEDIA GmbH and the customer is Essen provided the customer is a businessman. The same place of jurisdiction shall apply if the customer has no general place of jurisdiction in Germany, moves his registered office, place of residence or place of habitual abode out of Germany following conclusion of the contract, or if his registered office, place of residence or place of habitual abode is not known at the time of the filing of legal action. In addition, NEUREUTER FAIR MEDIA GmbH is also entitled to take legal action against the customer at the Court responsible for his registered office.

(2) All legal relations between NEUREUTER FAIR MEDIA GmbH and the customer shall be governed exclusively by the law of the Federal Republic of Germany authoritative for legal relations between parties in Germany.

(3) Should a provision of these General Terms and Conditions of Business be or become invalid, the validity of the other provisions shall remain unaffected. In such cases, the parties undertake to make a new agreement which corresponds as closely as possible to the invalid ruling.

13. Electronic Invoice Forwarding

(1) NEUREUTER FAIR MEDIA GmbH is at liberty to send an invoice for their services per post or electronically per email or fax. The services provider approves the electronic delivery of invoices.

(2) The invoice is, upon receipt, due for payment without deductions, independent of the publication of the print media or other documentation. When paying by means of direct debit authorization, the payment withdrawal will take place three days after billing. Chargebacks will be charged with a processing fee of EUR 15 plus VAT. NEUREUTER FAIR MEDIA GmbH explicitly reserves the right to demand advance payment. In the event of late or deferred payment, interest will be charged at 8 % above the current base interest rate with processing fees. The request for payment will be charged with an additional EUR 5 plus VAT. Payments must be made solely to one of the bank accounts of NEUREUTER FAIR MEDIA GmbH specified on the invoice, stating customer and reference number.