

Marketing & Presentation

Advertise your book fair presence and your products

Marketing fee (obligatory)

Frankfurter Buchmesse offers a comprehensive range of marketing and communication services that you can use conveniently and effectively to market your company, products and authors. An example is the online Calendar of Events. You can register your events free of charge and profit from its wide reach. The obligatory marketing fee applies for this service.

New: communications tool Tellit

Covered by the marketing fee, you can use the social media and content management tool Tellit (tellitapp.com) for one year free of charge. Set up a social wall on your website using Tellit, or use the tool to monitor what is being reported about your company. Create stories using social media posts and your own content about your products and preferred topics, which you can publish on your website or social media channels. Send an e-mail to hello@tellitapp.com with your Frankfurter Buchmesse customer ID to create a free account as a book fair exhibitor. The Tellit tool was developed as part of the EU project EMMA (2017- 2018), in which the Frankfurter Buchmesse was a project partner.



Marketing fee (obligatory)	€ 299.-*
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*Discount for exhibitors with stands up to 8 sqm.

Advertising in print and online media

Broad coverage and media aimed at target groups for efficient communication, e.g. Exhibitor Catalogue (circulation 13,000), Visitor Guide (circulation 120,000), website (10 million PIs) and the app (21,000 downloads). Advertisements in the catalogue, the Visitor Guide, in the "Fair A to Z" as well as many other online advertising options.

Now available via our online ordering system: media.service.book-fair.com/2018/en.

Promotions

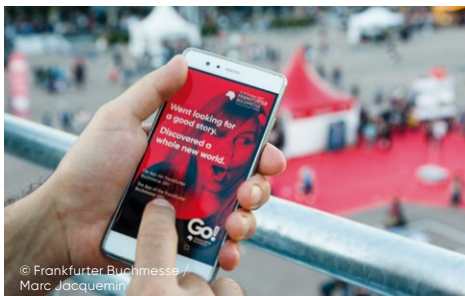
Distribution campaigns, promotion teams or walking acts for direct, immediate and personal contact, in prominent central spots in the exhibition site.

Advertising on the exhibition site

Posters, display cabinets or mega posters increase your visibility.

Cooperation and marketing packages

This year's Frankfurter Buchmesse once again presents itself as a platform for marketing cooperation. Please contact us: We are happy to create an individual package for you.



Catalogue

Company logo

Get more attention and visibility for your brand by putting your logo in the Catalogue.

BASIC Logo (Logo 4-colour print/online)	€ 280.–
Logo PACKAGE (Basic Logo + Header + App)	€ 480.–
Book Fair PACKAGE	€ 580.–
Premium Logo PACKAGE (logo package + logo in the Visitor Guide)	€ 620.–
Logo in the Visitor Guide	€ 140.–

Cross references

Cross references are often useful when company names are made up of several words and it is difficult to categorise them with an alphabetical keyword. Example: "Edition Hans Müller, see: Müller, Hans Edition".

Cross reference in the printed Catalogue (max. 2 references possible) per reference	per cross reference € 90.–
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Print and online products 2019

Frankfurter Buchmesse offers print and online media solutions for 2019 to provide the ideal supplement to your networking and promotional efforts:

/ Visibility 365 days per year

/ Media presence online, print and on-site

/ International relevance

/ Targeted customer messaging

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Medium	Print run	Format	Placement ad size	Price	Details
Print					
Floor plan					/ Map of the fairgrounds with the exhibition areas, tips on restaurants and public transport
	200 000		Front page 53 x 285 mm	€ 6,700.–	
	200 000		Back page 1/1 page, 4-colour, 285 x 297 mm	€ 10,300.–	
Catalogue	13 000	122 x 195 mm	2nd cover page	€ 5,400.–	/ Complete alphabetical Directory of Exhibitors / Central reference guide
			4th cover page	€ 6,700.–	
			1/1 interior page, 4-colour	€ 3,000.–	
			Bookmark (max. 3)	€ 4,500.–	
			Bound-in supplement	€ 4,000.–	
			Advertisement over the foldout floorplan	€ 4,800.–	
Supplement Retail Bookseller Info				€ 3,000.–	/ Targets booksellers, mail-order booksellers and librarians
Fair A to Z	10 000	122 x 195 mm	4th cover page	€ 2,900.–	/ The reference guide for exhibitors
			2nd cover page	€ 2,200.–	
			1/1 page, 4-colour*	€ 2,000.–	
Voucher book for booksellers	10 000	105 x 148 mm	2nd cover page	€ 900.–	/ Targets booksellers, mail-order booksellers and librarians
			4th cover page	€ 1,500.–	
Booklet consumer			2nd cover page	€ 1,900.–	/ The trade fair companion for the consumer
			3rd cover page	€ 2,800.–	
			4th cover page	€ 3,900.–	
			1/1 interior page	€ 1,200.–	
Visitor Guide	120 000	195 x 195 mm	2nd cover page	€ 5,900.–	/ Orientation aid for exhibitors, trade visitors and the general public / Hall overview maps / Widely circulated medium
			3rd cover page	€ 4,700.–	
			4th cover page	€ 6,900.–	
			1/1 page, 4-colour	€ 3,400.–	
			1/2 page portrait	€ 2,100.–	
			1/3 page landscape/ portrait	€ 1,800.–	
			Small size advertisement on floorplan and in legend	€ 600.–	

Medium	Print run	Format	Price	Details
Online				
Banner Website	10 Mio. Pl			365-day portal for the publishing and media industry
Rectangle on Subpages		234 x 60 px	"Low season" November – June: 1,490.– € "Early season" July/August: 2,100.– € "Main saison" September/October: 2,890.– €	
Skyscraper			€ 1,200.–	
Hit list Banner			€ 1,000.–	
Button Banner			€ 1,900.–	
Frankfurter Buchmesse Newsletter	29 000	300 x 250 px	"Low season" November – June: 520.– € "Vorsaison" July / August: 990.– € "Main saison" September/October: 1,490.– €	The latest issues covered all year round
App	19 000		€ 1,900.–	Provides helpful book fair related services
Button Banner		10% of the display	€ 7,000.–	
Interstitial (3 seconds) German and English version			€ 7,000.–	
Product presentations online				
1 product presentation			€ 110.–	
2 product presentations			€ 175.–	
3 product presentations			€ 235.–	
„Top of the List“ in the publication topics			€ 300.–	
Social-Media-BUTTON			€ 50.–	
LOGO in the online catalogue entry			€ 140.–	
Video			€ 250.–	
Advertising copy			€ 70.–	
Further Website within the catalogue entry print and online			€ 25.–	
Further Email address within the catalogue entry print and online			€ 30.–	
Advertisement on the back of the tickets (Advertising also shown online)				
Exhibitor passes			€ 6,400.–	
Trade visitor tickets			€ 6,500.–	
Private visitor tickets			€ 5,250.–	
LitAg tickets			€ 500.–	
Student tickets			€ 1,500.–	
Press tickets			€ 2,300.–	

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Stages

Take advantage of this low-cost opportunity to generate high visibility at Frankfurter Buchmesse. Exhibitors can use our stages and event areas to present their authors, books and products covering a wide range of topics. This allows them to access an audience of 10 000 press representatives, along with 278 000 visitors and interested customers from around the world.

30-minute event (including assembly and dismantling)	€ 660.-*
60-minute event (including assembly and dismantling)	€ 873.-*

*Prices vary on the weekend

You provide the content, we provide the service:

- / Provision of a professional event area
 - / From 40 to 200 seats and twice as much standing capacity (depending on stage)
 - / Technical equipment on the stage
 - / On-site technical support
 - / Personal support from our stage staff
 - / Presentation options for your products
- / Books can be sold (at suggested retail price) during the event
 - / Announcement of the event at the stages and in the programme flyer
 - / Your entry in the Calendar of Events
 - / Evening events available upon request



Be seen at the Agora

– and reach a whole new audience. How about, for example, a second presentation area outside of the halls? These days it takes more than just a stand to reach all the people you need. The Agora offers plenty of space for your events, promotional activities and presentations. Contact us for more information and a personal consultation!

Price per sqm	€ 551.-
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Please see the "Advertising and PR Opportunities" publication of Frankfurter Buchmesse for further information about online and print advertising, promotions and special web formats. buchmesse.de/advertising



Gourmet Gallery – Show Kitchen and Gourmet Salon

The Show Kitchen at the centre of the Gourmet Gallery in Hall 3.1 generates a lot of media attention and is very popular among trade visitors and the general public. Take advantage of this attractive stage for your cooking show. We offer the Gourmet Salon for readings, wine tastings, small taste testing events or open discussions.

Readings, tastings, talks, etc., 30 minutes	€ 660.–
Cooking show 45 minutes	€ 873.–
Reception, happy hour	Price on request



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Work centres

Literary Agents & Scouts Centre (LitAg)

Secluded from the turmoil of the fair, the LitAg has almost 528 tables, Wi-Fi and a cafeteria. It offers the ideal conditions in which to negotiate rights and licensing deals, and is available exclusively to agents and scouts who rent workspaces here. The centre opens its doors on Tuesday morning, a day before the fair officially starts.

Registration fee per agency:	Standard	Early bird (before 30/11 2018)
For one participant, 1 table with 4 chairs and 1 locker, power socket at the table	€ 746.–	€ 723.–
Additional participant	€ 130.–	€ 126.–
Shelf incl. company sign (per sqm)	€/qm 160.–	
Marketing fee (obligatory)	€ 299.–	

Publishers Rights Corner (PRC)

Here, legal professionals from publishing companies can book one or more tables and benefit from all the advantages of LitAg. On the day before the official start of the fair, rights and licensing managers and agents will come together in Hall 6.3 to facilitate the scheduling of appointments for international editors and publishers.

Services:

- / Conference table with chairs
- / Wi-Fi
- / Drinks and biscuits
- / Entry in the Literary Agents & Scouts Centre (Litag) on Rights Tuesday

€ 263.– per table





International Librarian Centre (ILC)

At the ILC librarians, publishers and information specialists can rent a desk for customer meetings during the fair. This work centre, which includes an information desk and cafeteria, is in Hall 4.2, the hall for Education, STM & Academic Publishing and Specialist Information, and in the immediate vicinity of the Academic & Business Information Stage.

Services:

- / Table with 4 chairs
- / Wireless internet access
- / Power socket at the table
- / 3 exhibitor passes (including use of public transport; if booked by the day, only one exhibitor pass is issued)
- / 5 trade visitor one-day tickets (including use of public transport)
- / Entry in the Exhibitors Catalogue print and online
- / Catalogue (1 copy per exhibitor)
- / Working area signage with company logo
- / Service counter with specialist staff
- / Lockers

Registration fee:

Standard

Early bird (before 30/11 2018)

3 days	€ 2,479.–	€ 2,403.–
1 day	€ 1,359.–	€ 1,319.–
Marketing fee (obligatory)	€ 299.–	

