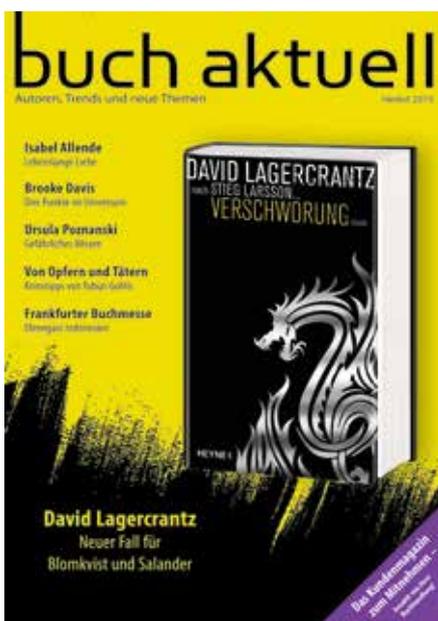




www.buchreport.de



www.buchaktuell.de

buchreport

The Harenberg Kommunikation Verlags- und Medien GmbH & Co. KG was established by Bodo Harenberg in 1970 and is part of the SPIEGEL-Group, Hamburg since 2007. buchreport has long since been recognized as the leading trade magazine and information platform for the German-speaking book industry in Germany, Austria and Switzerland. buchreport features news, analysis, background reports and expert opinions in a number of different media formats with different publication dates. Apart from the German-speaking home markets buchreport in all formats also regularly covers the global book industry with special emphasis on the US and UK.

buchreport.express is published weekly on Thursdays. Each issue consists of news, the latest trade information, backgrounds, editorials and the bestsellers' lists of the media partner DER SPIEGEL (hardcover), Literatur SPIEGEL (former KulturSPIEGEL; topics: literature, art, audio) SPIEGEL ONLINE (paperbacks) and manager magazin (economic/business books). Furthermore, each buchreport.express contains the week's bestsellers' posters to be displayed in bookshops.

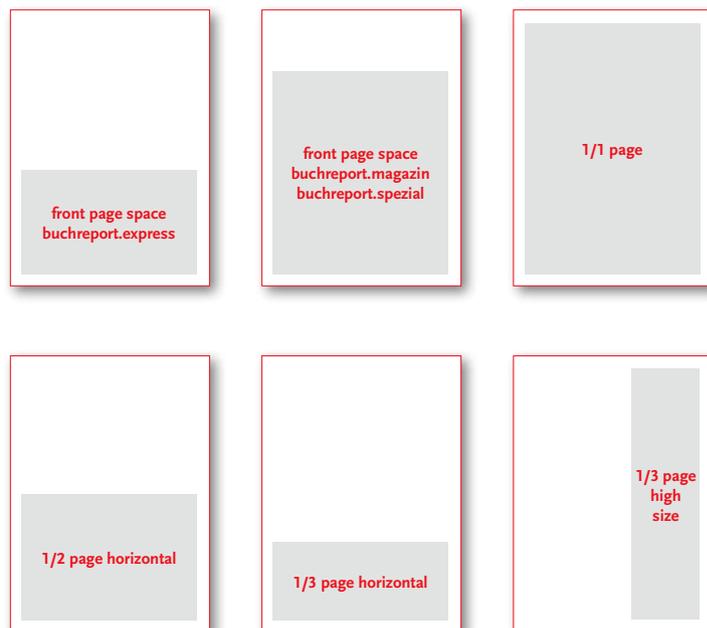
buchreport.magazin is published monthly with in-depth analysis, interviews, backgrounds and best practice articles about the book and media market, publishers, booksellers, marketing as well as books and authors. It also regularly features a children's and YA focus, including bestsellers' lists divided into age groups, which are partly also published in „Dein SPIEGEL“ (children's and YA's book).

buchreport.spezial is a supplement to buchreport.magazin. Each of its 12 issues is an in-depth look at one specific book category.

Indie-Katalog (former buchreport.novitäten) is a catalog for independent publishers and for self-publisher. It is published twice a year as an overview of major new books and non-book releases of the respective season. Alongside the print version the new publications will also be published online on www.indie-katalog.de. On www.indie-publishing.de you will find related information to this topic. All added titles are listed by category.

buchreport.de is the daily online service and information portal with regularly updated news and up-to-date media information across all markets as well as bestsellers' lists and other analysis.

All buchreport print media have a circulation of 4,400 copies each.



Advertising prices

(all prices exclude VAT):

buchreport.express (format: 210 x 297 mm)

Front page space (210 x 109 mm): 1.990 €

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J2//4 each 1.590 €

J3 1.390 €

buch aktuell

Published four times a year (March, June, September, November), the consumer magazine buch aktuell is well-established as a valuable source of information about the latest books, audio books and DVDs on the market. With a subscription of 310,000 copies per issue, buch aktuell is available free of charge nationwide in more than 1,200 German bookshops. Each issue of buch aktuell features an abundance of information about new releases and authors' profiles plus the latest trends and topics of the respective season. Regular sections include literary and commercial fiction, crime/thriller, children's books/YA, non-fiction/illustrated guidebooks, the best paperbacks, the best audio books and the best DVDs.

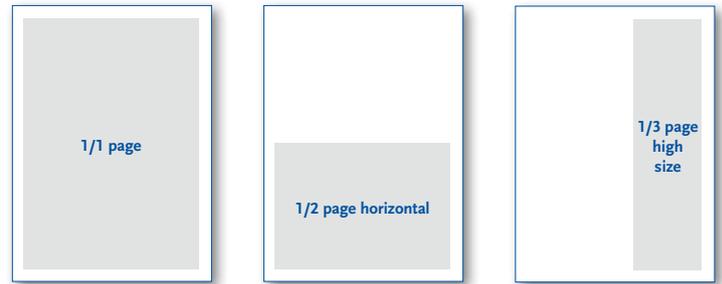
buch aktuell Taschenbuch-Magazin (circulation: 140,000 copies) is published three times a year with an overview of the most important new releases and mainly targets the heavy reader. Each issue features a strong promotional topic, e.g. "Holiday Reads", "Thrilling Novels" or "Time and World Travel". QR-codes allow sneak previews on tablets or smart phones.

buch aktuell lebenswert is published twice a year, in spring and autumn. It's the magazine for health, family and delight and introduces titles, authors and news centering on lifestyle issues. It boasts a wide and far-reaching range of topics from health and fitness to healthy eating, partnership, psychology as well as parenting. (circulation: 90,000 copies)

Bücher-Weihnacht: This Christmas catalogue is delivered directly to the readers' homes, as it is an enclosure of local newspapers around the holiday season. The flyer shows books matching to be a nice present for friends and family or just for the reader himself for long and dark winter nights. As a matter of course Bücher-Weihnacht is published yearly around November/December (circulation: 2.5 million copies).

buch aktuell prospekt "Weihnachten 2016" is enclosed with the magazine *stern* which has a circulation of 220,000 copies. The *stern* is one of the most read weekly magazines in Germany. The prospect is published once a year in December as a presentation in form as PR-articles from newly published books for Christmas. It's the ideal advertising medium for book trade relevant titles.

All buch aktuell consumer magazines are advertised in DER SPIEGEL/Literatur SPIEGEL.



Advertising prices

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Front page + 3 pages cover story: price upon request

1/1-page: 3.900 €

1/2-page horizontal 2.090 €

1/3-page high size: 1.990 €

J2/J3/J4: each 7.390 €

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1/3-page high size: 1.390 €

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buch aktuell lebenswert (format: 210 x 280 mm)

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J2/J3/J4: each 2.990 €

buch aktuell Bücher-Weihnacht (format: 210 x 297 mm)

standard box: 2.950 € (PR, small book cover with text, ca. 350 characters)

doublesized box: 4.690 € (PR, big book cover with text, ca. 760 characters)

buch aktuell prospekt "Weihnachten 2016" in stern

1/1-page 9.590 €

1/2-page 4.890 €

buch aktuell Messezeitung

Frankfurt/Leipzig Bookfair Newspaper

(circulation of approx. 40,000 copies)

Prices and more information upon request

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