



buchreport

The Harenberg Kommunikation Verlags- und Medien GmbH & Co. KG was established by Bodo Harenberg in 1970 and is a company 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 bestseller 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 weekly bestseller posters to be displayed in bookshops.

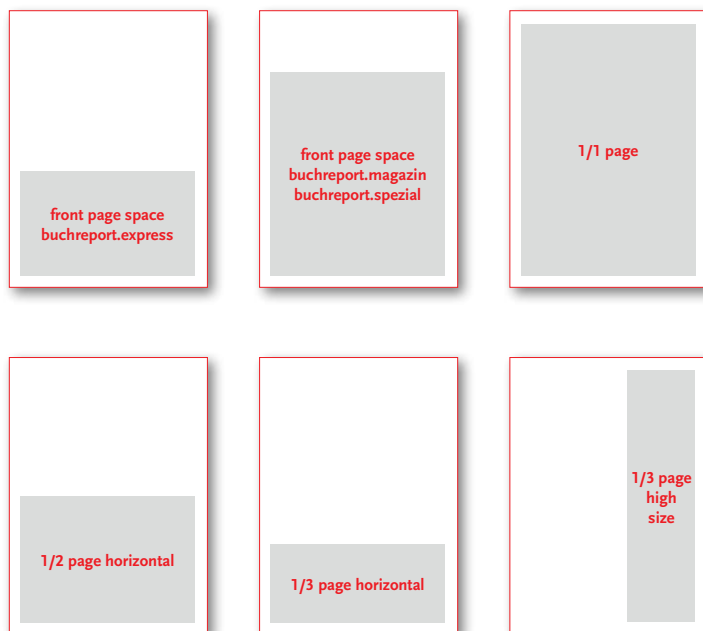
buchreport.magazin is published monthly with in-depth analysis, interviews, backgrounds and best practice articles about the book and media market, publishers, booksellers, marketing as well as books and authors. It also regularly features a children's and YA focus, including bestseller lists divided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

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

Indie-Katalog (former buchreport.novitäten) is a catalog for independent publishers and for self-publishers. 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 topic-related information. 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 bestseller lists and other analysis.

All buchreport print media have a circulation of 4,000 copies each.



Advertising prices

(all prices exclude VAT):

buchreport.express (format: 210 x 297 mm)

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

1/1 page: 1.290 €

1/2 page: 890 €

1/3 page: 690 €

buchreport.magazin (format: 210 x 297 mm)

Front page (210 x 225 mm): 3.990 €

1/1 page: 1.290 €

1/2 page: 890 €

1/3 page: 690 €

buchreport.spzial (format: 195 x 276 mm)

Front page (195 x 220 mm): 3.990 €

1/1 page: 1.290 €

1/2 page: 890 €

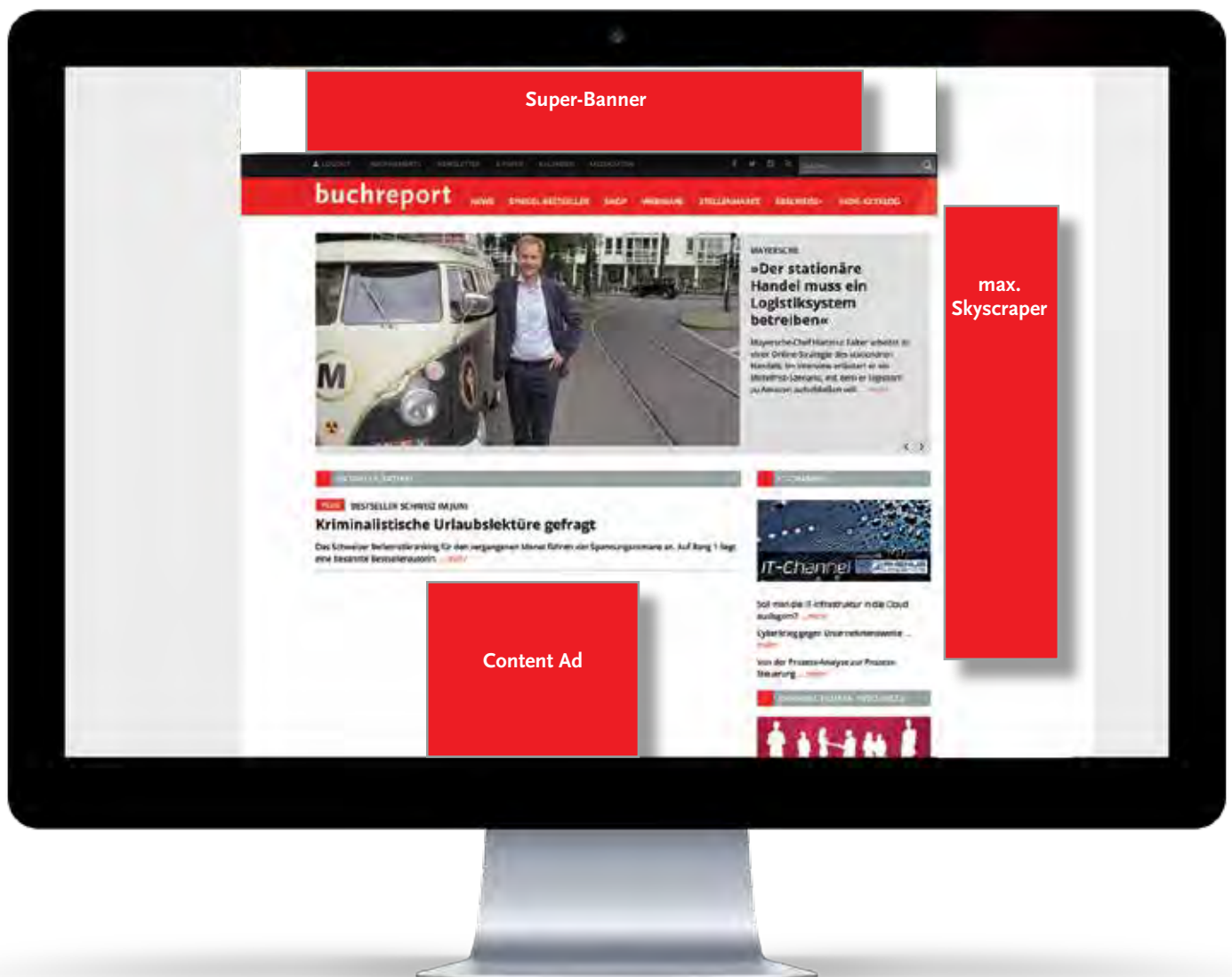
1/3 page: 690 €

J2/J4 each 1.590 €

J3 1.390 €

pubiz.de gathers business information on publishing and general media topics (e.g. news, market research, company profiles, best practices). The content of our website is primarily of medium-term to permanent relevance for the day-to-day business as well as strategic decisions. In cooperation with the Frankfurt Book Fair, our service provider directory provides a printed and online overview of the relevant service providers for the book and publishing industry.

Online advertising on buchreport.de



Since buchreport.de is adapted into a website with responsive webdesign, it contains more services and increasing traffic. buchreport.de includes news about the german, austrian and swiss book and publishing industry, opinion-forming articles and the bestseller archives of the news magazine DER SPIEGEL.

For more information about advertising on buchreport.de contact [wiemhoefer @buchreport.de](mailto:wiemhoefer@buchreport.de).

Advertising prices

(all prices exclude VAT):

Super-Banner
(728 x 90 Pixel)
Price: 390,- €/Week

max. Skyscraper
(max. 200 x 600 Pixel)
Price: 290,- €/Week

Content Ad
(300 x 250 Pixel)
Price: 290,- €/Week

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 302,000 copies per issue, buch aktuell is available free of charge nationwide in more than 1,200 German bookshops. Each issue of buch aktuell features plenty 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.

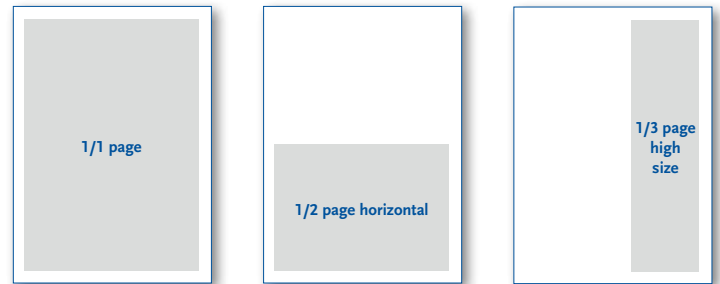
buch aktuell Taschenbuch-Magazin (circulation: 140,000 copies) is published three times a year with an overview of the most important new releases and mainly targets the avid reader. Each issue features a strong promotional topic, e.g. "Holiday Reads", "Thrilling Novels" or "Time and World Travel". QR-codes 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 indicates a wide and far-reaching range of topics from health and fitness to healthy eating, partnership, psychology as well as parenting. (circulation: 45,000 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 leaflet shows books matching to be a nice present for friends and family or your own to read on. As a matter of course Bücher-Weihnacht is published yearly around November/December (circulation: 1.9 million copies).

buch aktuell "Weihnachten 2018" leaflet is enclosed with the magazine **stern** in all of these subscriptions which amount to 180,000 copies. The **stern** is one of the most read weekly magazines in Germany. The leaflet is published once a year in December as a presentation in form of 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

(all prices exclude VAT):

buch aktuell (format: 197 x 278 mm)

Front page + 3 pages cover story: price on request

1/1-page: 3.390 €

1/2-page horizontal 2.190 €

1/3-page high size: 1.990 €

J2/J3/J4: each 7.490 €

buch aktuell Taschenbuch-Magazin (format: 197 x 278 mm)

Front page + 3 pages cover story: 9.990 €

1/1-page: 2.590,- €

1/3-page high size: 1.490 €

J2/J3/J4 (210 x 297 mm): each 3.590 €

buch aktuell lebenswert (format: 210 x 280 mm)

Front page + 2 pages cover story: 8.990 €

1/1-page: 2.590 €

1/3-page horizontal: 1.290 €

J2/J3/J4: each 2.990 €

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

standard box: 2.500 € (PR, small book cover with text, ca. 300 characters)

ppremium box: 4.000 € (PR, big book cover with text, ca. 760 characters)

buch aktuell prospekt "Weihnachten 2018" in stern

1/1-page 9.900 €

1/2-page 4.900 €

buch aktuell Messezeitung

Frankfurt/Leipzig Bookfair Newspaper
(circulation of approx. 40,000 copies)

Prices and more information on request

buchreport



editor-in-chief

Thomas Wilking

phone +49 (0) 231/9056-200

facsimile +49 (0) 231/9056-111

wilking@buchreport.de



advertising

Christian Wiemhöfer

phone +49 (0) 231/9056-190

facsimile +49 (0) 231/9056-488

wiemhoefer@buchreport.de



advertising

Gerd Wehling

phone +49 (0) 231/9056-122

facsimile +49 (0) 231/9056-488

wehling@buchreport.de

buch aktuell CONSUMER MAGAZINES



editor-in-chief

Brigitte Siegmund

phone +49 (0) 231/9056-125

facsimile +49 (0) 231/9056-488

siegmund@buchaktuell.de



advertising

Christian Wiemhöfer

phone +49 (0) 231/9056-190

facsimile +49 (0) 231/9056-488

wiemhoefer@buchaktuell.de



advertising

Klaus Pähler

phone +49 (0) 231/9056-210

facsimile +49 (0) 231/9056-488

paehler@buchaktuell.de