



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 renowned bestseller lists of the media partner DER SPIEGEL (hardcover), SPIEGEL-Bestseller, SPIEGEL ONLINE (paperbacks) and manager magazin (economic/business books). Furthermore, each buchreport.express contains the weekly bestseller posters to be displayed in bookshops.

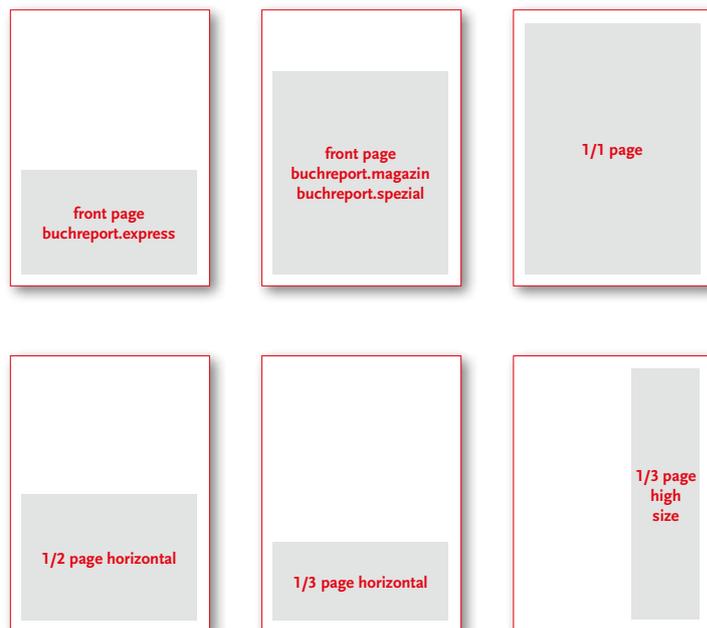
buchreport.magazin is published monthly with in-depth analysis, interviews, backgrounds and best practice articles about the book and media market, publishers, booksellers, marketing as well as books and authors. It also regularly features a children and YA focus, including bestseller lists divided into age groups, which are 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 (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 has a circulation of 4,000 copies each.



Advertising prices

(all prices exclude VAT):

buchreport.express (format: 210 x 297 mm)

Front page (210 x 109 mm): 1.990 €

1/1 page: 1.295 €

1/2 page: 895 €

1/3 page: 695 €

buchreport.magazin (format: 210 x 297 mm)

Front page (210 x 225 mm): 3.990 €

1/1 page: 1.295 €

1/2 page: 895 €

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buchreport.spzial (format: 195 x 276 mm)

Front page (195 x 220 mm): 3.990 €

1/1 page: 1.295 €

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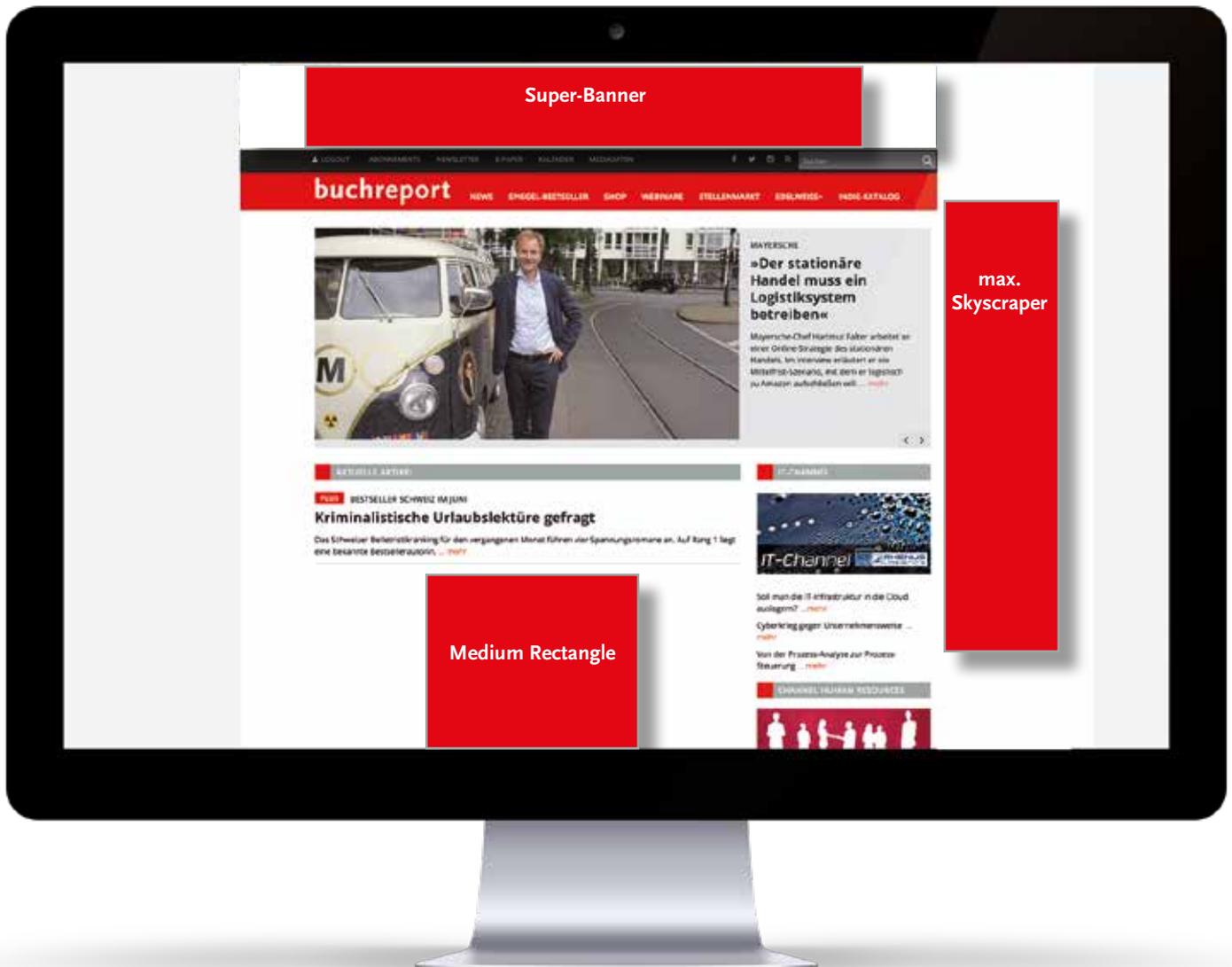
1/3 page: 695 €

J2/J4 each 1.595 €

J3 1.395 €

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 industries, opinion-forming articles and the DER SPIEGEL bestseller archives of the news magazine.

For more information about advertising on buchreport.de please contact wiemhoefer@buchreport.de.

Advertising prices

(all prices exclude VAT):

Super-Banner
(728 x 90 Pixel)
Price: 395,- €/Week

max. Skyscraper
(max. 200 x 600 Pixel)
Price: 295,- €/Week

Medium Rectangle
(300 x 250 Pixel)
Price: 295,- €/Week

buch aktuell | erlesen

Published four times a year (March, June, September, November), the consumer magazine buch aktuell | erlesen is well-established as a valuable source of information about the latest books, audio books and DVDs on the market. With a reach of 750.000 readers per issue, buch aktuell | erlesen is available free of charge nationwide in more than 1,200 German bookshops. Each issue of buch aktuell | erlesen 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

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".

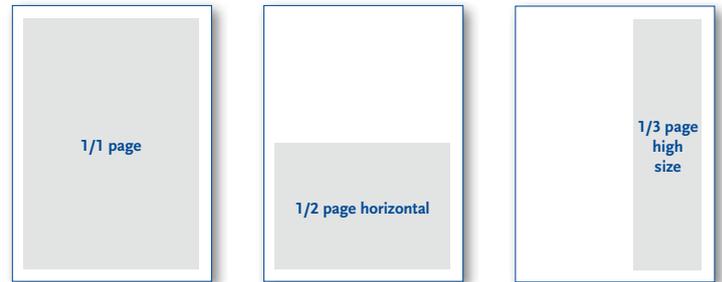
buch aktuell lebenswert is published twice a year, in spring and autumn. It's the magazine for health, family and delight and introduces titles, authors and news centering on lifestyle issues. It contains a wide and far-reaching range of topics from health and fitness to healthy eating, partnership, 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 recommends books as nice presents for friends and family or your own to read on.

Bücher-Weihnacht is published yearly around November/December with circulation of 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 with 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 | erlesen (format: 197 x 278 mm)

Front page + 3 pages cover story: price on request

1/1-page: 3.395 €

1/2-page horizontal 2.195 €

1/3-page high size: 1.995 €

J2/J3/J4: each 7.495 €

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

Front page + 3 pages cover story: 9.995 €

1/1-page: 2.595,- €

1/3-page high size: 1.495 €

J2/J3/J4 (210 x 297 mm): each 3.595 €

buch aktuell lebenswert (format: 210 x 280 mm)

Front page + 2 pages cover story: 8.995 €

1/1-page: 2.595 €

1/3-page horizontal: 1.295 €

J2/J3/J4: each 2.995 €

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

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

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

buch aktuell leaflet "Weihnachten 2020" in stern

1/1-page 9.950 €

1/2-page 4.950 €

buch aktuell Messezeitung

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

Prices and more information on request

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