



# buchreport

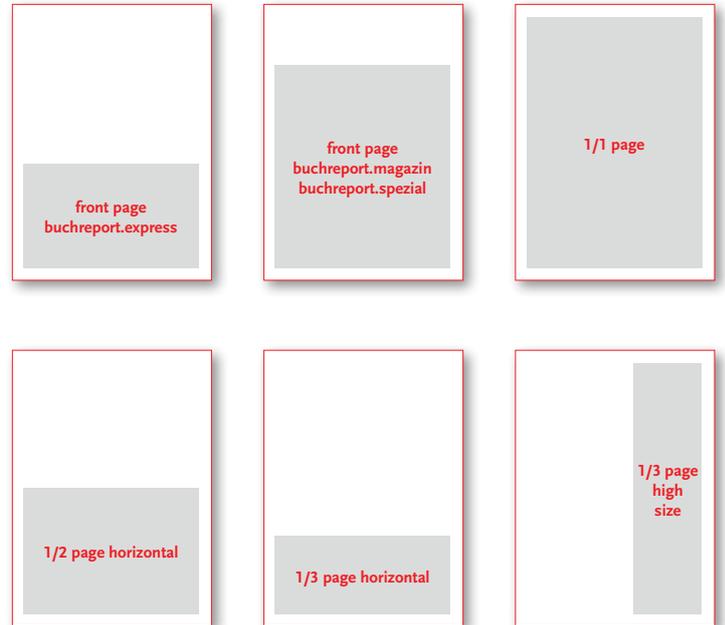
The Harenberg Kommunikation Verlags- und Medien GmbH & Co. KG was established by Bodo Harenberg in 1970 and is a company of the SPIEGEL Group, Hamburg since 2007. buchreport has long since been recognized as the leading trade magazine and information platform for the German-speaking book industry in 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.spezial** is a supplement to buchreport.magazin. Each of its 12 topics is an in-depth look at one specific book category.

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.



## Advertising prices

(all prices exclude VAT):

buchreport.express (format: 210 x 297 mm)

Front page (210 x 109 mm): 1.995 €

1/1 page: 1.395 €

1/2 page: 895 €

1/3 page: 795 €

buchreport.magazin (format: 210 x 297 mm)

Front page (210 x 225 mm): 3.995 €

1/1 page: 1.395 €

1/2 page: 895 €

1/3 page: 795 €

buchreport.spezial (format: 195 x 276 mm)

Front page (195 x 220 mm): 3.995 €

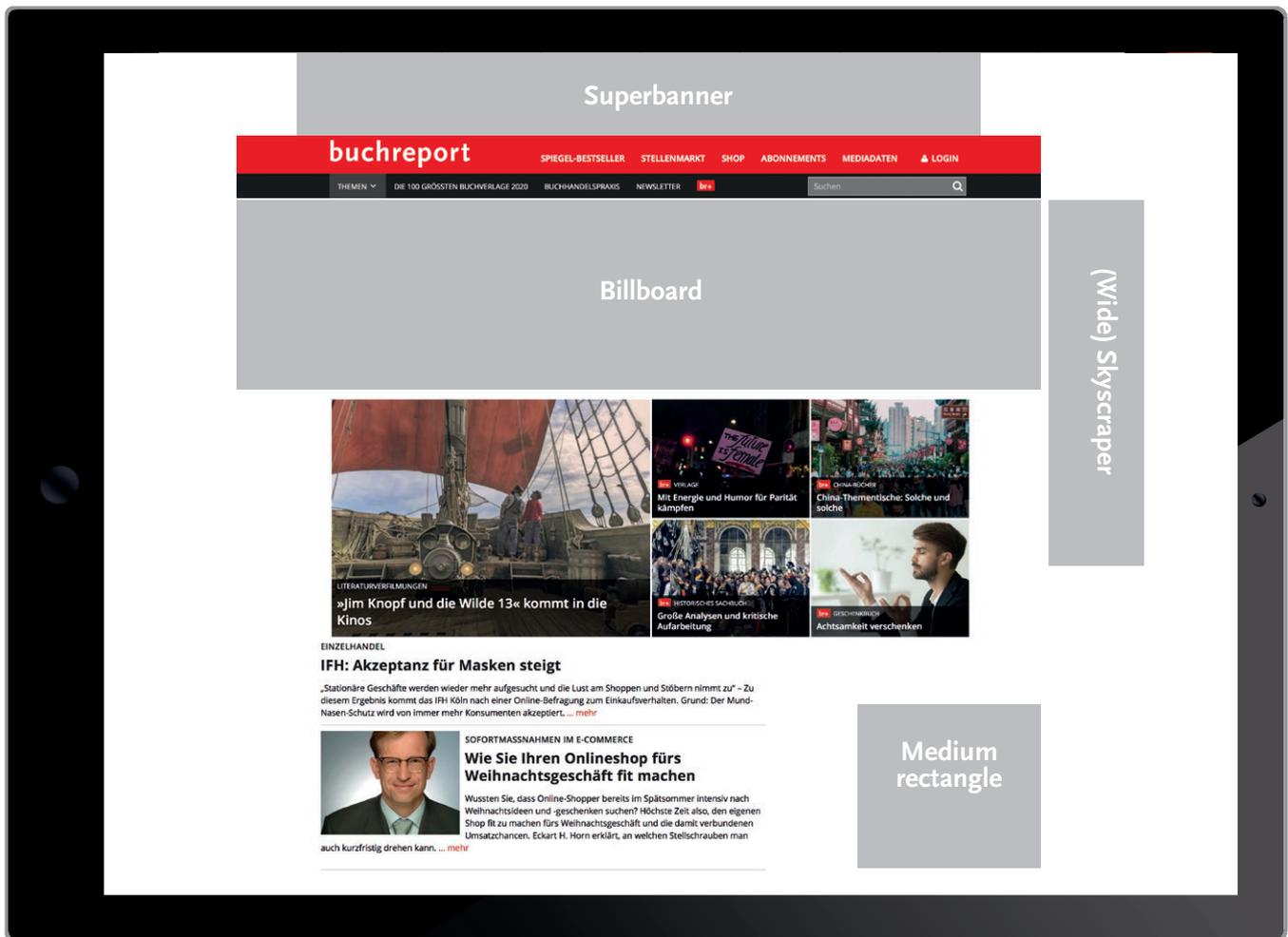
1/1 page: 1.395 €

1/2 page: 895 €

1/3 page: 795 €

1/2/1/3/1/4 each 1.595 €

# Online advertising on buchreport.de



**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 further analysis.

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](mailto:wiemhoefer@buchreport.de).

## Advertising prices

(all prices exclude VAT):

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

(Wide) 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 erlesen is well-established as a valuable source of information about the latest books, audio books and DVDs on the market. erlesen is available free of charge nationwide in more than 1,200 German, Austrian, and Swiss bookshops. Each issue of 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.

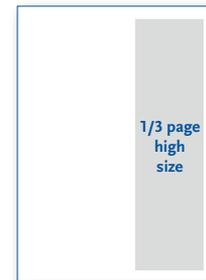
## buch aktuell Taschenbuch-Magazin

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".

**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.

**buch aktuell "Weihnachten" leaflet** is enclosed with the magazine *stern*. 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 and gift recommendation. 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):

**erlesen** (format: 191 x 262 mm)

Front page + 3 pages cover story: price on request

1/1-page: 3.995 €

1/2-page horizontal 2.195 €

1/3-page high size: 1.995 €

J2/J3/J4: each 7.495 €

**buch aktuell Taschenbuch-Magazin** (format: 191 x 262 mm)

Front page + 2 pages cover story: 9.995 €

1/1-page: 2.595,- €

1/3-page high size: 1.495 €

J2/J3/J4: each 3.595 €

**buch aktuell Joysie** (format: 165 x 235 mm)

Front page + 4 pages cover story: 9.595 €

1/1-page: 2.695 €

1/2-page horizontal: 1.495 €

J2/J3/J4: each 3.295 €

**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" in stern**

1/1-page 9.950 €

1/2-page 4.950 €

**buch aktuell Messezeitung**

Frankfurt/Leipzig Bookfair Newspaper

Prices and more information on request

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