

PRESS SERVICES

Take advantage of the tremendous broadcasting power of the Frankfurt Book Fair and send your press releases throughout the year to as many as 8,000 accredited journalists!

ONLINE PRESS SERVICE

- / Year-round e-mail delivery of your press releases
- / Delivery to as many as 8,000 accredited journalists
- / Publication on the Frankfurt Book Fair website

PRICES

Online Press Service (from the time of booking to the end of 2012)	€ 398.–*
Press Box in the Press Centre	€ 200.–*
Combi Package	€ 498.–*

* The quoted prices are binding and subject to Value Added Tax at the applicable official rate.

PRESS BOX IN THE PRESS CENTRE

- / Printed materials provided by you displayed in the Press Centre
- / More than 10,000 journalists have access to your information
- / 100 euros discount when booking a combined package (Online Press Service and a Press Box)

ONLINE PRESS SERVICE IN DETAIL

- / Immediately after booking the Online Press Service you can upload as many press releases for your company as you like, including pictures and attachments.
- / Links to your newly published press releases will be sent by e-mail to as many as 8,000 journalists and editorial desks who have expressed an interest in your subject area. The links are e-mailed once a week throughout the year, and during the Book Fair they go out on a daily basis.
- / Journalists and other visitors to www.book-fair.com can see your releases at our „Newsroom“.
- / After their publication, the press releases also become part of your company profile in the online catalogue, where they can be downloaded by clicking on the “Press releases” button.

BOOKING

After you log in at www.book-fair.com/login, click on the link “Book our Press Services”. You will have authorisation to book and upload press releases if you are the online administrator for your company, or if you are registered as a staff member responsible for public relations in the Frankfurt Who’s Who. If you are organising your company’s presence at the Book Fair but you do not have the relevant authorisation, please get in touch with your exhibitor support.

CONTACT PRESS SERVICES

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