

Facts and Figures

“Fabulous Iceland” Organisation

Contacts for “Fabulous Iceland”

Organisation Bureau Germany

Projektbüro „Sagenhaftes Island“
Peter-Fischer-Allee 23, 13.OG/2
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Germany
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Organisation Bureau Iceland

Ministry of Education, Science and
Culture
Sölvhólgata 4
150 Reykjavík
Iceland

Director

Halldór Guðmundsson

Members of the Board

Sigtryggur Magnason
Auður Edda Jökulsdóttir
Guðný Helgadóttir
Gunnar Dungal

Literature Programme Manager – Germany

Thomas Böhm

Curator of Art and Culture Programme

Matthias Wagner K

Coordination and Organisation – Iceland

Rakel Björnsdóttir

Coordination and Organisation – Germany

Katrín Árnadóttir

Press Contact

Mirjam Flender
Arthur Björgvin Bollason

Corporate Design Development

Fiton, Reykjavík
www.fiton.is

Design and Construction of the Guest of Honour Stand at the Frankfurt Book Fair

Design:
Sagafilm, Reykjavík, www.sagafilm.is

Construction:
avenion GmbH
www.avenion-medientechnik.de

Press Contact

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Photos are available on our homepage at: www.sagenhaftes-island.is/en

New publications on the subject of Iceland in the German-speaking world Autumn 2010 to Autumn 2011

Total new publications	230
German-language publishers involved	111
New fiction publications	90 (of which 56 are actual new translations; the remaining books are new editions or paperback editions)
Books for children and young people	12
Anthologies	10
Sagas, myths and books on the Middle Ages	17
Secondary literature	18
Books on Icelandic art, design and music	19
Travel books and illustrated books	26
Travel literature and fiction set in Iceland and written by foreign authors	21
Books on Icelandic politics, history and economics	12
Language books	5

The book market in Iceland

Population of Iceland	318 236 (as at December 2010)				
Titles published in Iceland per year and translations	2006	2007	2008	2009	2010
	1 613	1 683	1 745	1 429	1 436
	411	477	439	345	400
Number of books sold annually	2.5 million				
Number of titles in print	12 000				
Turnover of book publishers 2009 (Retail prices excl. VAT)	4 770 million ISK/30 million EUR*				
VAT on printed books/VAT in general	7%/25.5%				
VAT on audio books/VAT in general	7%/25.5%				

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VAT on digital books/VAT in general	25.5%/25.5%
Average number of books sold annually per inhabitant	8
Percentage of persons buying at least one book per year (as at 2010)	67.5%
Number of retail outlets (including supermarkets)	150 <small>(only a small number of books is available at all retail outlets throughout the entire year)</small>
Number of publishers	130
Members of Icelandic Publishers Association	42
Number of publishers with more than 150 million ISK/938 000 <i>EUR</i> * annual turnover	5
Number of publishers publishing more than 50 books per year	5
Average price of a hardcover book	approx. 4 000 ISK/25 <i>EUR</i> *

*Quoted in *EUR* at the October 2011 conversion rate of: 160 ISK = 1 *EUR*

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