

BOOK WORLD PRAGUE 2015 PROMOTIONAL MATERIALS OFFER OF ADVERTISING

Dear friends,

We would like to take this opportunity to inform you about the promotional materials accompanying BOOK WORLD PRAGUE 2015 – 21st International Book Fair and Literary Festival and our offer of your company's presentation in these materials.

Should you require any assistance or further information, please, do not hesitate to contact us. We look forward to our future co-operation.



SVĚT KNIHY, s.r.o.

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Significant reductions for exhibitors!



Prague Exhibition Grounds

BOOK WORLD PRAGUE 14–17 May 2015

21ST INTERNATIONAL BOOK FAIR
AND LITERARY FESTIVAL

GUEST OF HONOUR: EGYPT

focus

The Photograph and the Book
World Champion Books for Young Readers
Literary Diaspora and Czechs around the World

TICKETS, BOOKMARKS LOGO

CLOSING DATE: 31 January 2015

- ticket measurements: 175 × 75 mm
- print run: 300,000 copies (bookmarks), 50,000 copies (admission tickets)

CONTENT

- the bookmark is a traditional publicity material that can be produced in large numbers to notify the general public that a book fair is approaching; readers can enter competitions and win free tickets to the event (bookmark includes a competition question)
- your logo and stand number can be shown on the bookmark
- your logo and stand number can be shown on the admission ticket (or an advertisement on the reverse side)

TARGET GROUP

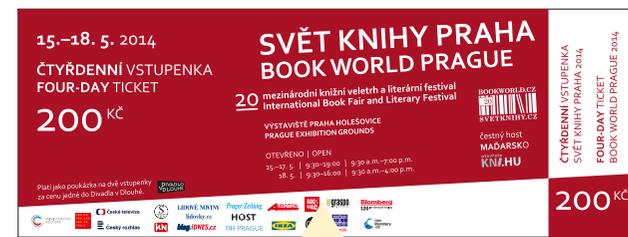
- the general public, visitors to the fair, the professional public from the Czech Republic and abroad

DISTRIBUTION

- bookmarks – distributed to bookshops, libraries and other cultural institutions throughout the Czech Republic two months before the fair; copies available (by agreement) free of charge to advertisers, whose stand numbers are also shown on the bookmark

TECHNICAL PARAMETRES

- **pdf** (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- **eps** – illustrator (colours in cmyk, text transformed into vector images)
- **tif, jpg** or **eps** image in 300 dpi resolution (eps must always be zipped)
- **texts** in the **Word** format



PLACING OF LOGO ON ADMISSION TICKET



SAMPLE ADVERT ON BACK OF BOOKMARK



PLACING OF LOGO ON BOOKMARK

Type of printed material	Measurements (mm)	Price
Tickets, vouchers no. of copies 50,000	20 x 30	10,000 CZK for exhibitors only
Tickets, vouchers Reverse – side advertisement	175 x 75	35,000 CZK
Bookmarks no. of copies 300,000	20 x 10	7,000 CZK for exhibitors only

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EVENTS CATALOGUE

CLOSING DATE: 28 February 2015
30% DISCOUNT FOR EXHIBITORS

- programme listing – up to 200 characters including spaces – is free of charge; for each additional block up to 10 characters (including spaces) – CZK 100
- format: 148 × 210 mm
- print run: 25,000 copies
- high-quality print production, full-colour

CONTENT

- promotion of the programmes of registered exhibitors and non-exhibiting firms within the framework of the Book World Prague fair
- complete chronologically-ordered guide to the literary festival, including profiles of participating foreign authors and “Who’s When” index
- introduces thematically-structured programmes that form part of the main programme blocks of the literary festival
- includes supplement in English with international programmes

TARGET GROUP

- visitors to the fair, the general public from the Czech Republic and abroad, journalists, students

DISTRIBUTION

- two weeks before the start of the fair, to places including bookshops, libraries and cultural centres
- while the fair is in progress provided to visitors free of charge with admission tickets and available at the Information stand and press centre
- online version at www.svetknihy.cz and www.bookworld.cz

TECHNICAL PARAMETRES

- **pdf** (printing resolution, registration marks, crop marks, colours in cmyk, text must be transformed into vector images!)
- **eps** – illustrator (colours in cmyk, text transformed into vector images)
- **tif, jpg** or **eps** image in 300 dpi resolution (eps must always be zipped)
- **texts** in the **Word** format
- **adverts should leave a safe zone of 10 mm** (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).



SAMPLE ADVERT

Page	Specification	Measurements (mm)	Price/colour
1/1	Net size	148 x 210 (+ 5 edge)	19,500 CZK
1/2	Trim size (horizontal)	60 x 183	11,300 CZK
1/2	Trim size (vertical)	124 x 89	11,300 CZK
Cover			
2 nd page	Net size (vertical)	148 x 210 (+ 5 edge)	25,800 CZK
3 rd page	Net size (vertical)	148 x 210 (+ 5 edge)	25,800 CZK
4 th page	Net size (vertical)	148 x 210 (+ 5 edge)	booked
Inserted ads			1 CZK/1 pcs

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EXHIBITORS' CATALOGUE

CLOSING DATE: 28 February 2015
30 % DISCOUNT FOR EXHIBITORS

- format: 120 × 195 mm
- print run: 1,500 copies (some on CD)
- high-quality print production, combination of black-and-white and colour pages

CONTENT

- directory of exhibiting firms and professional organizations or firms whose business is connected with the nomenclature of the fair – comprehensive survey of delegates at the fair
- bilingual (Czech-English) – important information on the participation of the Czech Republic in book fairs abroad

TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, members of the general public with an interest in books, etc.

DISTRIBUTION

- at Book World Prague and other events held by the Book World company and the Association of Czech Booksellers and Publishers; online version at www.svetknihy.cz

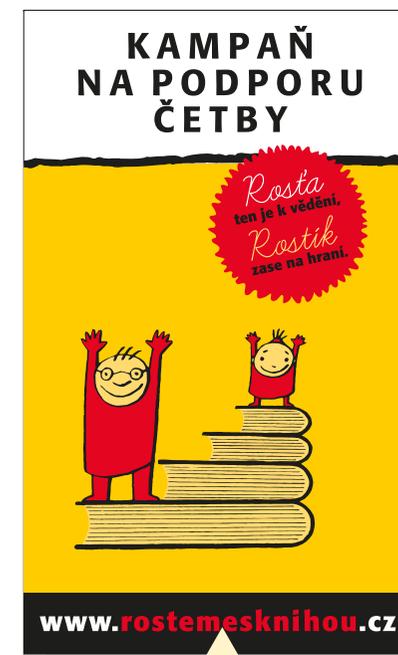
TECHNICAL PARAMETRES

ADVERTISEMENTS – Suitable formats include **pdf** (printing resolution, registration marks, crop marks, CMYK colours, text in vectors!); **eps** – illustrator (CMYK colours, text in vectors) or a picture in **tif, jpg** or **eps** with 300 dpi resolution (eps shall be always zipped). The catalogue format after cutting is 120 × 195 mm. In the case of full-page advertisements, at least 5 mm has to be added for cutting.

LOGO – B&W logos in vector files (*.ai, *.eps, *.cdr, *.pdf), not pasted into Microsoft Word text documents. If the required format is unavailable, we can accept bitmap pictures (*.tif, *.eps, *.psd, *.jpg in top quality – 300 dpi printing resolution). Logotype according to material supplied: CZK 600.

SUPPLEMENTARY TEXT – Will be published in the list of exhibitors after the firm's address. Please deliver the text on the pre-printed template in this form or on the separate A4 sheet. In the latter case, state the exact number of occupied lines at a density of 70 characters per line. Spaces between words and diacritic marks are also considered as valid characters. Each line started is understood to be an occupied line. One line of 70 characters free of charge, additional text CZK 200 for every new started line – **max. 350 characters**; price includes translation into Czech.

- **adverts should leave a safe zone of 10 mm** (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).



SAMPLE ADVERT 1/1

Page	Specification	Measurements (mm)	Price/b&w	Price/colour
1/1	Net size (vertical)	120 x 195 (+ 5 edge)	8,400 CZK	10,400 CZK
1/2	Trim size (horizontal)	98 x 76	4,520 CZK	7,800 CZK
Cover				
2nd page	Net size (vertical)	120 x 195 (+ 5 edge)		17,500 CZK
3rd page	Net size (vertical)	120 x 195 (+ 5 edge)		15,600 CZK
4th page	Net size (vertical)	120 x 195 (+ 5 edge)		booked
Inserted ads				19,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

RENT OF ADVERTISING SPACES DISTRIBUTION OF PROMOTIONAL MATERIALS

CLOSING DATE: 31 March 2015
30% DISCOUNT FOR EXHIBITORS

CONTENT

- advertising space to draw attention to your company and products you are offering
- placing of **advertising panels and roll-ups** at agreed locations (graphics produced on request)
- **distribution of leaflets** at cash desks, in the foyer by the main entrance, in front of both wings of the Palace of Industry, direct distribution to individual stands

TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, the general public

DISTRIBUTION

- at a prominent place in the foyer, at locations in the press and information centres (on stands)



ADVERTISING PANEL



ADVERTISING ROLL-UP

PLEASE NOTE

THE DISTRIBUTION OF ADVERTISING MATERIALS on the Prague Exhibition Grounds premises without the organiser's prior consent is not allowed!

Location	Type of advertisement	Price
Advertising panel, position based on prior agreement	Rent and placing of the panel (100 x 250 cm) Price does not include graphic design!	6,400 CZK
		2,000 CZK / day
Advertising roll-up, position based on prior agreement	own roll-up	5,500 CZK
		1,500 CZK / day
Palace of Industry	Distribution of advertising materials	1,500 CZK / day
Ticket offices	Distribution of advertising materials	190 CZK / 100 pcs
Stand-to-stand distribution	Distribution of advertising materials	190 CZK / 100 pcs
Foyer, left and right wing entrances	Advertising materials in ad stands	700 CZK / day / slot

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

ADVERTISING ON THE WWW.BOOKWORLD.CZ WEBSITE



30% DISCOUNT FOR EXHIBITORS

CONTENT

- promotion of firms and individual products on the company's website or the latest annual publication for the fair
- the website introduces all activities of the Book World company (**Home**) in Czech and English. On the site you will find complete information on the **Book World Prague 2015** book fair, including online application forms and the complete programme of the literary festival, application software for smartphones
- very high visit rate

TARGET GROUP

- the professional public from the Czech Republic and abroad, the general public, members of the general public with an interest in happenings in the world of literature and books

PUBLICITY

- the website, for use abroad in English at www.bookworld.cz, is promoted in all materials; it is an important source of information for exhibitors, visitors and the professional public

TECHNICAL PARAMETRES

Banner Home

- formats: **jpg, png, gif, swf**
- size: **up to 50 kB**

Banner Book World 15

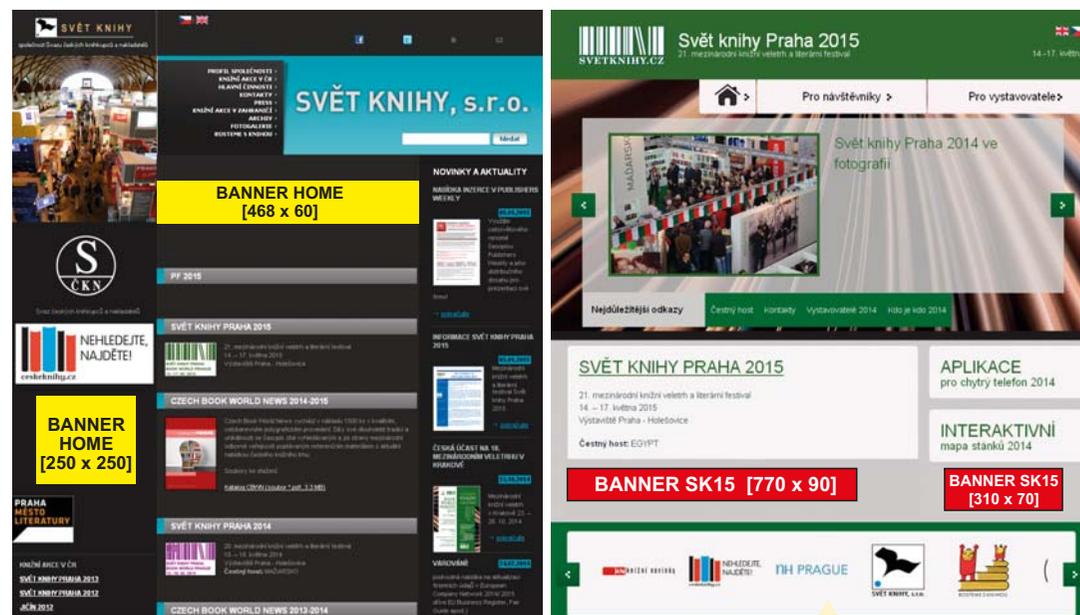
- formats: **jpg, png, gif** (static)
- size: **up to 50 kB**
- the primary colour of the banner must not be of a shade that blends with the webpage background or else the banner must have a black frame with a minimum width of 2 px

Concerning the specifics of mobile devices (phones, tablets, etc.)

When creating a banner it is necessary to reckon with responsive web design – i.e. until the limit of mobile display is reached, the size of the banner will reduce along with that of the webpage. A creatively-produced banner will be effective also for proportional display with a minimum width for 166 px (small banner) and 506 px (large banner).

Production

Individual agreement



COMPANY LOGO

Type of advertisement	Specifications	Price
Name of title, cover, brief description, publisher link	1 month	500 CZK
Text – only information	1 month	250 CZK
Type of advertisement	Specifications	Price
Banner / Home / 468 x 60 Pix	1 month	9,500 CZK
Banner / Home / 250 x 250 Pix	1 month	6,500 CZK
Banner / Book World 15 / 770 x 90 Pix	1 month	9,500 CZK
Banner / Book World 15 / 310 x 70 Pix	1 month	6,500 CZK
Company logo with link / Book World 14	1 month	1,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

BOOK FAIR NEWS

CLOSING DATE: 30 April 2015
30% DISCOUNT FOR EXHIBITORS

- format: A3
- print run: 1,500 copies per day
- in Czech and English; full-colour

CONTENT

- up-to-date information on events at the fair
- effective publicity for your programmes and presentation of new products pertinent to the fair
- published print and electronic four times in the course of the fair (Thursday, Friday, Saturday and Sunday common issue, Monday – the final issue only electronically)

TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, journalists, exhibitors, the general public

DISTRIBUTION

- distributed free of charge to exhibitors, freely available at the press centre and Information stand, sent electronically to addresses in the Book World company's database

Page	Specifications (Trim size)	Measurements (mm)	Price/issue
1/4	Vertical	133 x 195	9,000 CZK
1/4	Horizontal	270 x 95	9,000 CZK
1/8	Vertical	64 x 195	5,200 CZK
1/8	Horizontal	133 x 95	5,200 CZK
1/16	Vertical	64 x 95	3,000 CZK
1/16	Horizontal	133 x 45	3,000 CZK
Inserted ads	Price per one issue		4,200 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

THURSDAY
15
 MAY

Fair News

20th BOOK WORLD PRAGUE International Book Fair and Literary Festival 2014

CELEBRATING TWENTY YEARS

Dear friends, dear readers,
 Book World – International Book Fair and Literary Festival celebrating its 20th anniversary this year, mainly thanks to the fact that you have continued to bestow your lasting favour upon it, so that every year I can boast many thousand visitors from among people who like reading books. Even the motto of this year's guest of honour – Hungary – is the playful "steréne kizár" (open the book), since literature opens the doors of mutual understanding. The accompanying programme will give us a chance to gain deeper understanding of Hungary's literature – both contemporary and classical – and to "open" the works of its prose writers and poets, playwrights, historians and philosophers.
 The book fairs accompanying festival will offer some 200 literary programmes, meetings with authors, book signings, debates, competitions, book exhibitions and other events, providing you, our visitors, with access to works by Czech and foreign writers and authors of literature for children, young people and adults, specialist literature, as well as other genres of both Czech and international book production. In putting together the festival's programme we have cooperated with numerous organisations, publishers and partners from 23 countries. Many of these programmes are dedicated to this year's topic – Fantasy and Sci-Fi. History As Reflected in Literature or The Many Faces of the Book. The book fair section of the event will introduce the production of over 400 publishers from 20 countries.
 I extend my thanks to all those who have taken part in preparing the entire event and wish all its participants in general, and our Hungarian colleagues in particular, that they may fully enjoy the unceasing interest, which you express by visiting the 2014 Book World Prague book fair.
 Dana Kalinová, Book Fair Director

Mr. ROBERT KISS SZEMÁN, director of the Hungarian Institute in Prague, has disclosed some of what Hungary has in store for us in the role of the book fair's guest of honour.

In what ways will Hungary present itself as part of the year's Book World programme and what will you want to emphasise?
 Hungary's participation in the book fair this year will be made special by the colourful literary festival that brings for one thing is to equal the goods from the sphere of contemporary fiction and science, which mean contemporary Hungarian authors, such as the internationally acclaimed Péter Esterházy and György Spiró, who will appear at book signings and will meet their readers in person. Another well-represented field is science. Hungary's Czech and Serbian studies will introduce several titles that provide domestic audience with a reflected image of Czech culture and literature. No place would be complete without gastronomy by which I mean tastings of Hungarian specialities, as well as games held regularly throughout the book fair. Don't be surprised if a corner store you at the Exhibition Grounds and asks you to watch a 24 minute little pantomime that on some of the world's best-known novels if you can guess the name of the book in question, we have similar reserves in store, such as a lovely poem performed by Czech actors or a small Czech-Hungarian phonetic dictionary, called „How to Survive Hungarian“.

Czech-Hungarian relationships have traditionally been friendly and strong, especially in the field of culture – what are its strong points and what, in your opinion, requires more attention?
 Just like Czech culture, which refers to Hungarian spa, Hungarian readers tend to identify more with Czech authors as Bohumil Hrabal or Milan Kundera. For the image of Hungary to be complete, we must include in it a cultural map of literature and music, which some Czech audiences may not be familiar with. Hungary's literature presents itself together with its tourist attractions, because Hungarian culture possesses some healing properties too – for example in terms of preserving Hungarian classical literature, which up till now has been something of a blank space in our cultural history. By doing it we are helping to heal the wounds caused by 20th century totalitarian regimes. Understanding the history we share will help us avoid future catastrophes. Besides, the history we share will help us in the era of globalisation marked by Anglo-Saxon culture it will be absolutely necessary – if we wish to retain our own national identity – to also know other European languages. Our common background for this is represented by our shared Central-European identity.

Azerbaijan Introduces Its Culture in Prague
 In the last couple of years we have witnessed some positive developments in the relationships between the Czech Republic and Azerbaijan.
 These include the successful promotion of cultural links between the two countries in the last years. These positive developments can be attributed in a large part to the minister of culture of this cooperation in today's world, who have repeatedly expressed their support of mutual understanding between nations. At the same time culture is an element which provides for the national identity and cultural heritage and traditions.
 We are therefore happy to be able to welcome at this year's Book World a representative of Azerbaijan's Ministry of Culture and Tourism, Mr. Faiq Khudinski, who has come to Prague to introduce a selection of contemporary Azerbaijani literature. He commented

BOOK FAIR IN NUMBERS

Literary Festival	697
Programmes	520
Exhibitors	28
Film screenings	27

Fair

Exhibitors	499
Stands	101
Surface area	3,203 m ²
Professional visitors registered	847

Guests at the Literary Festival (23)

Austria, Belgium, Canada, Czech Republic, Denmark, France, Germany, Hungary, Israel, Italy, Korea, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom, United States of America

Stabilising countries and regions (26)

Austria, Belgium, Belgium/Flemish/Brazil, Colombia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Israel, Japan, Netherlands, Slovenia, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, Spain, Sweden, Taiwan, United Kingdom, United States of America

Fantasy – Pimpily-faced Girl Turned Popular Hotshot

For many years fantasy fiction has been something like science-fiction's underdog and little sister in the Czech Republic. In the mid-nineties, however, she got rid of her braces and thick glasses, picked up a short hairdo and began her demimode fantasy genres (ed. F. Tomaný).

In the new millennium her rehabilitation was significantly aided by the film adaptations of some of the genre's bestselling books, including *Lord of the Rings* and *Harry Potter*, making many a renowned publishing house – alongside some smaller and more genre-specific players – focus on this type of literature much more intensely. Some twenty years ago the monthly *Pevnost* (Fortress) was established, bringing its readers information on everything connected with fantasy as such.

At this year's book fair, the popular magazine presents a group of progressive publishers who stand at the forefront of Czech fantasy. Publishing houses such as FANTOM, Point, Brávo, Epocha, Freedom/Publishing and Wolke & Wolf offer not only high-quality foreign books, but have also been long-term supporters of Czech writers. Names like Petra Němcová, Jitka Červená, Vladimír Škoda, M. T. Majar, František Kotkata, Miroslav Zamborč, Edgár Koptloň and many others rank among the best of contemporary fantasy authors.

The fantasy genre itself is well served (its subdivisions including classical fantasy, dark fantasy, urban, action and historic fantasy) and often merges with various other genres. Alongside science-fiction, for example, it plays its part in the Star Wars phenomenon. The saga's countless fans will no doubt be a welcome distraction at the book fair – wouldn't you like to meet Anakin Skywalker or princess Leia and take a picture with them?

In short, fantasy is a multifaceted genre – it can be a sophisticated lady as well as a naughty little devil or an emancipated fighter. 20th annual Book World will show them all.

Tomáš Němec

Online Literature Can Be Attractive Even for Computer „Lames“!

If you want to be „in“ in the world of books, you should share, preferably in person, literature online – this year's new programme feature, marking a meeting point between literature and the phenomenon of interest and modern technologies in general.

From Thursday till Sunday, 15-18 May, the right wing of the Industrial Palace will be hosting a virtual literary literature online, providing you with a unique opportunity to acquaint yourself with brand new developments in the field of literary activities on the internet, e-book projects, digital libraries, literary e-shop, book and literature portals, book trailers, webinars and the like. You don't have to be a computer wizard – this offer is attractive even for computer „lames“ (colloquial term in Czech, synonymous with the word for lamer), i.e. the less skilled web users.

The advantage that magazine and media in general enjoy in the online environment lies in its flexible nature and immediate feedback from readers. A quality internet magazine or portal will provide you with instant assistance in finding your way through the world of Czech and foreign literature. This is why we invite you to a virtual stroll down literature lane both from our site and at a distance thanks to a project entitled *Literatura*, as well as to a personal meeting with the people responsible for the Portal's online literature (Czech Literature Portal). We will present *Kultura.cz*, an inspiring independent website, and discover the new *Volejte literaturu.cz* (Your Literature) magazine, offering space to reflect on literature. One of the topics of this year's book fair is digital literacy; you will learn more about this genre with the Dragon website. *Digitální revize* on the *Alteky* website will introduce some of its specific features; no monkeying around, and *Světý literatury* (Worlds of Literature) will present their very own original take on literature.

If it is your ambition to become a writer, take part in the *Most talent* (I've Got Talent) project, publish your works on *Talent* website with 1000 visitors a day, open yourself up to *Bláznivá* (Foolish), a space for creative and unconventional authors, or launch your career with *Přílepkovitý* (Sticky Short Stories.cz).

You want to borrow a historical document or a book from a library? No problem! Czech Republic's National Library will show you how in its presentation of the *Manuscriptum Project* and a service for ordering electronic books – EBD. Where are there e-books to be borrowed? Get a good overview of just this from *eReading.cz*.

The web portal of *Growing with the Book* – campaign to support reading – will no doubt be of interest to children, their parents and teachers. EuroMedia Group will take you an hour of their children's reading room at *Bláznivá.cz*. New project from LIMGA, designed to promote Czech language skills, *nechťoubí.cz* (Do Not Mistake) will make you shine in your native tongue.

Member publishers will present twelve animated trailers for their book production and will be joined by modern animation professionals from *Animatika* and representatives of *Book World* for a discussion on whether or not electronic book culture will replace printed books.

On Sunday, to conclude the entire book of programmes, you will find out who *Book* is actually are.
 Don't miss out on this and much more, all part of the literature online programme. Come and make sure that literature does not stay offline.
 Lucie Melincová

TECHNICAL PARAMETRES

- pdf (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- eps – illustrator (colours in cmyk, text transformed into vector images)
- tif, jpg or eps image in 300 dpi resolution (eps must always be zipped)
- texts in the Word format