

# BuB



Forum Bibliothek  
und Information

Advertising Rates 2017-2018



»BuB – Forum Bibliothek und Information« is the most widely distributed and broadest professional journal for the library and information sector in the German language. It encompasses essays, commentaries, discussion forums, interviews, field reports and news about public, academic and special librarianship as well as the related areas of educational and cultural politics. Not only librarians and information experts number among the contributing authors but also university scholars, politicians, writers and journalists. »BuB – Forum Bibliothek und Information« has a print-run of 7,466 copies per issue and is published ten times per year.

## Publishing Schedule for »BuB«, Volume 69/70 (2017/2018)

Issue	Special Theme of the »Reading Room«	Submission Deadline	Copy Deadline	Date of Publication
10/2017	<b>France is Guest of Honor</b> At the Frankfurt Book Fair	September 4 <sup>th</sup>	September 15 <sup>th</sup>	October 4 <sup>th</sup>
11/2017	<b>Computer Games</b> Moving out of their niche. Computer games take over the library.	October 9 <sup>th</sup>	October 16 <sup>th</sup>	November 8 <sup>th</sup>
12/2017	<b>Intercultural Library Service</b>	November 3 <sup>rd</sup>	November 16 <sup>th</sup>	December 7 <sup>th</sup>
01/2018	<b>Automatic subject indexing: Pros and Cons / Big Data</b>	December 6 <sup>th</sup>	December 13 <sup>th</sup>	January 9 <sup>th</sup>
02-03/2018	<b>New Technology in Libraries: Automation &amp; Robotics</b>	January 11 <sup>th</sup>	January 19 <sup>th</sup>	February 14 <sup>th</sup>
04/2018	<b>Ethical Principles for Libraries</b>	March 1 <sup>st</sup>	March 14 <sup>th</sup>	April 10 <sup>th</sup>
05/2018	<b>Designing Library Workplaces</b>	April 4 <sup>th</sup>	April 18 <sup>th</sup>	May 9 <sup>th</sup>
06/2018	<b>Library Conference „Bibliothekartag“ in Berlin</b> The profession's largest venue for continuing education in Germany: trends, innovations, challenges.	May 2 <sup>nd</sup>	May 9 <sup>th</sup>	June 4 <sup>th</sup>
07/2018	<b>»Post-Modern«</b> When post offices move out, libraries move in – taking over their buildings and offering their services.	June 6 <sup>th</sup>	June 19 <sup>th</sup>	July 11 <sup>th</sup>

<b>Publisher</b>	Berufsverband Information Bibliothek e.V. (BIB)
<b>Advertisements</b>	Berufsverband Information Bibliothek e.V. (BIB) Zeitschrift BuB – Forum Bibliothek und Information Gartenstraße 18, 72764 Reutlingen Postfach 13 24, 72703 Reutlingen  Miriam Stotz Tel.: +49 711 / 78 1988-34 Fax: +49 711 / 78 46-401 E-Mail: <a href="mailto:anzeigen@bib-info.de">anzeigen@bib-info.de</a> <a href="mailto:bub-mediaservice@abomanagement.de">bub-mediaservice@abomanagement.de</a>
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<b>Bank account</b>	Volksbank Reutlingen IBAN: DE27 6409 0100 0159 3360 15 BIC: VBRTDE6R
<b>Terms and Conditions</b>	<a href="http://b-u-b.de/agb/">http://b-u-b.de/agb/</a>

### ADVERTISING RATES

<b>Circulation</b>	7.466 Print Run (2 <sup>nd</sup> quarter 2017)
<b>Readership</b>	Audience OR Readership: Public and academic libraries; special libraries; library advisory agencies, members of professional associations; church-run libraries
<b>Distribution</b>	Federal Republic of Germany, German-speaking regions, foreign countries

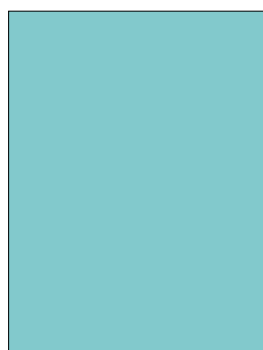


### SPECIFICATIONS

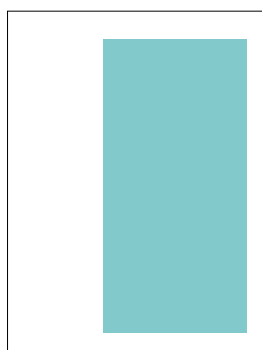
<b>Printing and Binding</b>	Offset printing, perfect binding
<b>Paper</b>	Tauro Offset
<b>Format</b>	210 × 280 mm
<b>Print copy</b>	PDF/X-3 in four color (Color Model PSO Uncoated, ISO 12647) without non-standard colors. Images in 300 dpi resolution. Color-proof image may be submitted for comparison during printing
<b>Frequency</b>	10 issues per calendar year; double issues: 2-3 and 8-9

### ADVERTISING PRICES

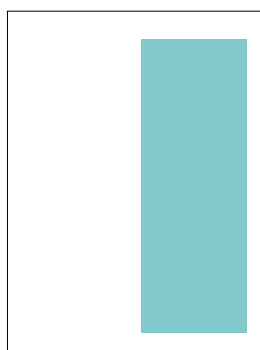
<b>Interior</b>	1/1 page	1.850,00 EUR
	2/3 page	1.410,00 EUR
	1/2 page	1.190,00 EUR
	1/3 page	910,00 EUR
	1/4 page	860,00 EUR
<b>Cover</b>	Front Cover	2.150,00 EUR
	Inside Cover, Back Cover	2.000,00 EUR
<b>Miscellaneous Advertisements</b>	43 × 24 mm	77,00 EUR
	43 × 54 mm	170,00 EUR
	43 × 84 mm	260,00 EUR
<b>Discount for multiple placements</b>	3 ×	5 %
	6 ×	10 %
	10 ×	15 %
	max. 25 grams	2.000,00 EUR
<b>Inserts</b>	max. 200 × 270 mm	
<b>Payment terms</b>	within 30 days without deduction All prices quoted without valued-added tax (currently 19%)	



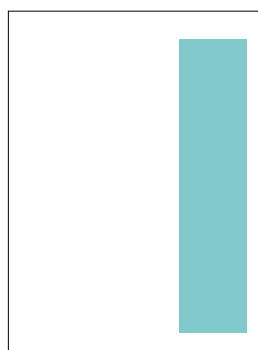
1/1 page  
210 × 280 mm  
plus 3 mm trimm



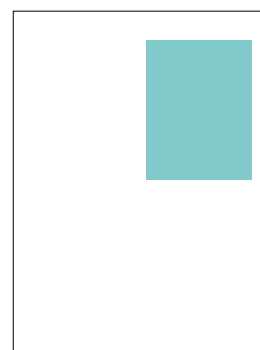
2/3 page vertical  
117 × 240 mm



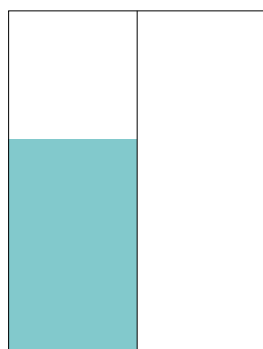
1/2 page vertical  
86 × 240 mm



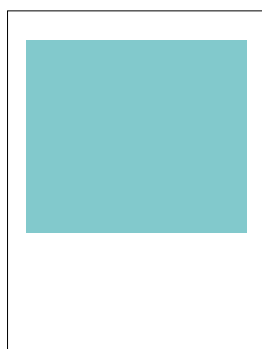
1/3 page vertical  
55 × 240 mm



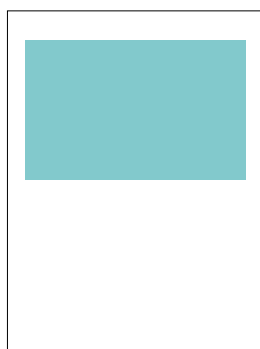
1/4 page vertical  
86 × 114 mm



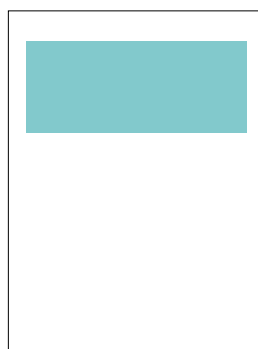
Front Cover  
front side 108 × 175 mm  
back side 102 × 280 mm  
plus 3 mm Trimm



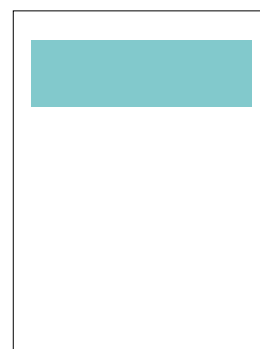
2/3 page horizontal  
180 × 157 mm



1/2 page horizontal  
180 × 114 mm



1/3 page horizontal  
180 × 75 mm



1/4 page horizontal  
180 × 54 mm

# Übersicht Onlinewerbung: www.b-u-b.de

The screenshot shows the BuB website layout. At the top, there is a navigation bar with links for 'KONTAKT', 'IMPRESSUM', 'DATENSCHUTZ', and 'BERUFSVERBAND INFORMATION BIBLIOTHEK e.V.'. Below this is the BuB logo and the text 'Forum Bibliothek und Information'. A secondary navigation bar includes 'NACHRICHTEN', 'LESESAAL', 'FORTBILDUNGEN', 'STELLENMARKT', 'ZEITSCHRIFT', 'ABO', 'BUB-APP', 'ARCHIV', 'ENGLISH', and 'DOSSIER INTEGRATION'. The main content area features a news article titled '10. BibCamp findet in Hannover statt – Anmeldungen ab sofort möglich' with a photo of a large illuminated structure. To the right, there is a search bar and a section for 'DIE AKTUELLE DRUCK-AUSGABE' showing a magazine cover. Below the main article, there are several ad placements: a blue 'Content Banner I 590 x 90', a blue 'Content Banner II 287 x 90', and two blue 'Content Rectangle' ads (one 287 x 192 and one 287 x 338). The website also features a sidebar with 'Anzeige' and 'TIP-Preis für studentische Teamleistungen'.

## Formate

Content Banner I	590 x 90 pix	212,- EUR mtl.	Stellenanzeige online: 430,- EUR
Content Banner II	287 x 90 pix	100,- EUR mtl.	
Content Rectangle I	287 x 192 pix	220,- EUR mtl.	<b>Wiederholungsrabatte</b>
Content Rectangle II	287 x 338 pix	376,- EUR mtl.	3 Monate: 5%   6 Monate: 10%   12 Monate: 15%



## Jetzt APP-Verlinkung für 10% Aufpreis dazu buchen!

»BuB« gibt es auch als digitale Version für Smartphone, Tablet-PC und Desktop. Die Werbeanzeigen im Heft können mit bis zu drei zusätzlichen Links angereichert werden. Durch einen Klick auf die unterschiedlichen Symbole öffnen sich so Ihre Produktvideos, Ihre Kataloge oder Ihre Webseite. Die App bietet den Nutzern die Möglichkeit, direkt mit Ihrem Unternehmen in Kontakt zu treten. Sie ist im Apple App Store, Google Play Store und Amazon Store erhältlich. Nutzen Sie diesen Service für zusätzlich nur 10 Prozent zum Anzeigenpreis.