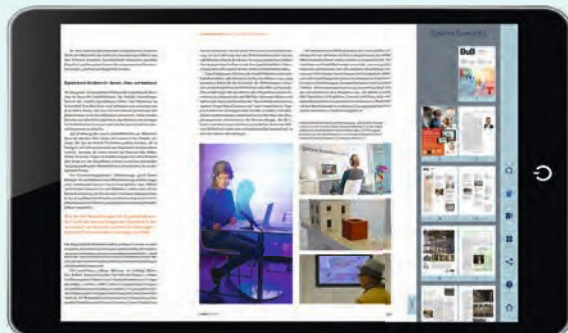


# BuB



Forum Bibliothek  
und Information

Media Information 2021



## What is »BuB«?

»BuB – Forum Bibliothek und Information« is **the most important professional journal** for anyone working in the German-speaking field of information provision. A highly competent and professional editorial team works together with authors to produce essays, commentaries, discussion forums, interviews, field reports and news about public, academic and special librarianship as well as closely related areas of educational and cultural politics. Along with librarians and information experts its contributors also include university scholars, politicians, writers and journalists. For these reasons »BuB« is an **essential source of information for librarians**.

## What makes »BuB« different from other professional library journals?

»BuB« is the **most widely distributed and interdisciplinary professional journal for the field of library and information science** in German-speaking countries. It is published ten times per year (with double-issues in February/March and in August/September) and is the **only library journal in Germany with an IVW-verified print-run**. With »BuB« you will reach more readers in this sector than with any other comparable journal. The current distribution per issue (4th quarter, 2020) is **6,697 copies**.

## Who reads »BuB«?

In addition to the almost 5,500 members of the Association Information Library (BIB), who receive the journal as part of their membership fees, »BuB« is subscribed to by libraries in Germany and abroad, by educational institutions and political policy-makers. In this way our advertising partners **reach those who make decisions for libraries -- both for public libraries and for more than 2,500 employees in academic libraries -- precisely at each library's level of decision-making for products and services**. At professional events such as Germany's annual library conference or at the Frankfurt Book Fair copies of »BuB« are made available to participants thanks to a higher print-run. With your advertisement in »BuB« you will directly target the most important and relevant customers in the library field.

## Is »BuB« available online?

Of course! Our online presence is an essential element of the journal's comprehensive information distribution concept. »BuB« is **available online with the latest news** and thoroughly researched articles by subject specialists at **www.b-u-b.de**. The website is seen regularly by more than **34,500 visitors and 600,000 hits per month**. »BuB« is also available as an **eJournal which can be easily read with the BuB app for smartphones, tablets, and desktop PCs**. In this way news elements are made available which we cannot publish in the printed edition, such as picture series, maps, audio commentaries, videos, and links to further websites.



La «BuB – Forum Bibliothek und Information» est la revue professionnelle la plus largement diffusée et la plus large du secteur des bibliothèques et de l'information en langue allemande. Elle comprend des essais, des commentaires, des forums de discussion, des interviews, des études de terrain et des nouvelles sur la bibliothéconomie publique, académique et spéciale ainsi que sur les domaines connexés de la politique éducative et culturelle. Non seulement des bibliothécaires et des experts de l'information comptent parmi les auteurs contributeurs, mais aussi des universitaires, des politiciens, des écrivains et des journalistes. Elle a un tirage de 6.697 exemplaires par numéro et paraît dix fois par an.

**Publisher** Berufsverband Information Bibliothek e.V. (BIB)

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### ADVERTISING RATES

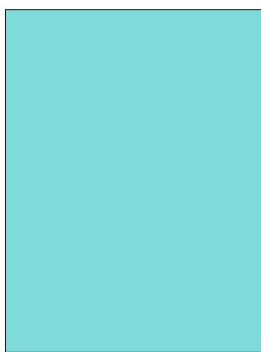
<b>Current distribution</b>	6,697 Print Run (4 <sup>th</sup> quarter 2020)	
<b>Paid circulation</b>	6,540 (95%)	
<b>Readership</b>	Public and academic libraries; special libraries; library advisory agencies, members of professional associations; church-run libraries	
<b>Distribution</b>	Federal Republic of Germany, German-speaking regions, foreign countries	

### SPECIFICATIONS

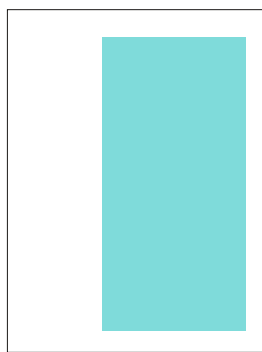
<b>Printing and Binding</b>	Offset printing, perfect binding
<b>Paper</b>	Tauro Offset
<b>Format</b>	210 × 280 mm
<b>Print copy</b>	PDF/X-3 in CMYK (Color Model PSO Uncoated, ISO 12647) without non-standard colors. Images in 300 dpi resolution. Color-proof image may be submitted for comparison during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

### ADVERTISING PRICES 4 C

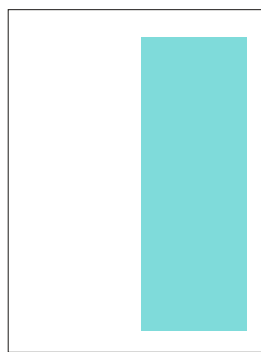
<b>Interior</b>	1/1 page	1,940.00 EUR
	2/3 page	1,480.00 EUR
	1/2 page	1,250.00 EUR
	1/3 page	960.00 EUR
	1/4 page	900.00 EUR
<b>Cover</b>	Front Cover	2,260.00 EUR
	Inside Cover, Back Cover	2,100.00 EUR
<b>Miscellaneous Advertisements</b>	43 × 24 mm	80.00 EUR
	43 × 54 mm	180.00 EUR
	43 × 84 mm	270.00 EUR
<b>Discount for multiple placements</b>	3 ×	5 %
	6 ×	10 %
	10 ×	15 %
<b>App-Links</b>	up to 3 links	10 % extra max. 130 EUR
<b>Inserts</b>	max. 25 grams max. 200 × 270 mm	2,100.00 EUR
<b>Payment terms</b>	within 30 days without deduction All prices quoted without valued-added tax	



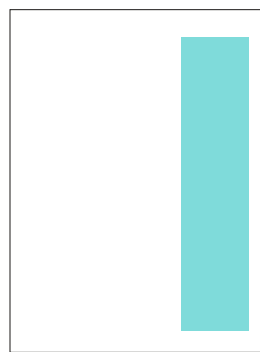
**1/1 page**  
210 × 280 mm  
plus 3 mm trimm



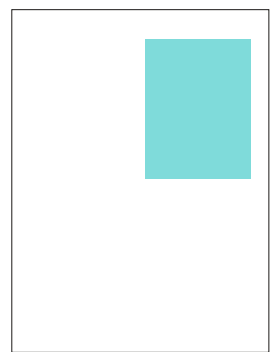
**2/3 page vertical**  
117 × 240 mm



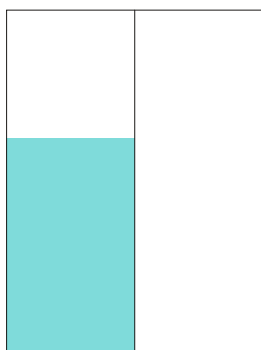
**1/2 page vertical**  
86 × 240 mm



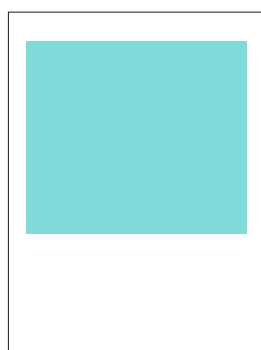
**1/3 page vertical**  
55 × 240 mm



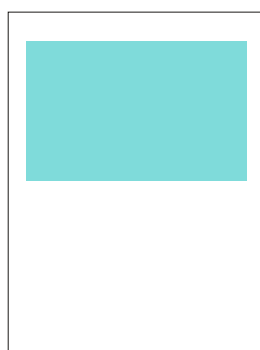
**1/4 page vertical**  
86 × 114 mm



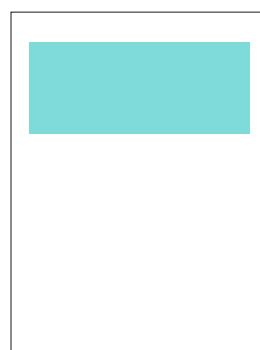
**Front Cover**  
front side 108 × 175 mm  
back side 102 × 280 mm  
plus 3 mm trimm



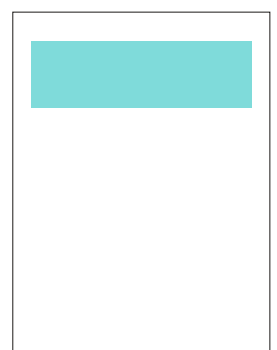
**2/3 page horizontal**  
180 × 157 mm



**1/2 page horizontal**  
180 × 114 mm



**1/3 page horizontal**  
180 × 75 mm



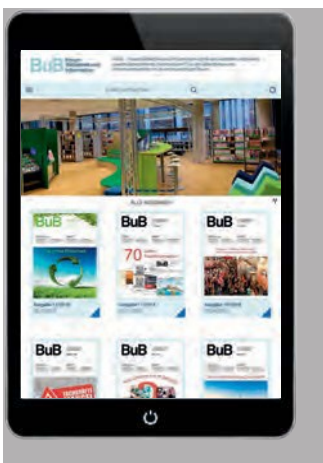
**1/4 page horizontal**  
180 × 54 mm

# Advertisement on the internet & app: [www.b-u-b.de](http://www.b-u-b.de)

The screenshot shows the BuB website layout. At the top is the BuB logo and navigation menu. The main content area features a news article about Barbara Lison becoming the IFLA President, a 'Call for Papers' for a conference on robotics, and a 70th anniversary article for BuB. There are also sections for school libraries and a local council decision. Two large blue advertisement banners are overlaid on the page: 'Content Banner I 590 x 90' and 'Content Rectangle I 287 x 192'. A second 'Content Rectangle II 287 x 338' is also present on the right side.

## Format

Content Banner I	590 x 090 pix	250,- EUR	monthly	<u>Employment ad online: 450,- EUR (4 weeks)</u>
Content Rectangle I	287 x 192 pix	270,- EUR	monthly	<b>Repeating discounts</b>
Content Rectangle II	287 x 338 pix	400,- EUR	monthly	3 months: 5%   6 months: 10%   12 months: 15%



## BuB as eJournal via the BuB App

»BuB« is also published digitally for smart phones, tablet devices, and desktop PCs. Advertisements in each issue can be enhanced with up to three hyperlinks. By clicking on an icon, readers can open your product videos, browse your catalog, or visit your homepage. The user can also contact your company through a direct link. The app is available from Apple Store, Google Play Store, and Amazon Store. This service is available to you for only a 10% surcharge to the advertising price.



Our editors actively follow current developments in the library world and make them the focus themes of upcoming issues. Topics to be covered in the second half of the year will be updated regularly.

For last-minute inquiries about advertising deadlines, particularly for job announcements, please contact our media representative, Ms. Stotz, by phone at +49 (0)711-781988-34.

Issue	Special Theme of the »Reading Room«	Submission Deadline	Copy Deadline	Date of Publication	Important Events	
04/2021	School libraries	March 5th	March 12th	April 9th	23. 04.	Day of the book
05/2021	One year of the corona pandemic (economic situation of libraries)	April 7th	April 14th	May 7th	May	Media Convention / re:publica, Berlin
06/2021	Bibliothekartag 2021	May 4th	May 12th	June 8th	15. – 18.6. 22. – 24.6. 23. – 25.6.	Bibliothekartag Bremen Learntec, Karlsruhe LIBER-Conference, Belgrad
07/2021	Digital heritage	June 7th	June 14th	July 12th	5. – 9.7. 25. – 30.7.	ECDA European Conference for Data Analysis and LIS, Rotterdam International Congress IAML, Prague
08-09/2021	Library as a place of learning: Closing education gaps	July 8th	July 20th	August 9th		
10/2021	Frankfurt Bookfair	September 6th	September 14th	October 8th	20. – 24. 10. 24.10.	Frankfurt Bookfair Library Day
11/2021	Rename "Bibliothekartag"?	October 11th	October 18th	November 9th	20.11.	Nationwide reading day
12/2021	Library and Museum	November 8th	November 17th	December 7th	10.12.	Awarding of the Nobel Prize for Literature
01/2022	Library building: Renovation and Upcycling	December 6th	December 13th	January 11th		
02-03/2022	Library Congress Leipzig	January 12th	January 18th	February 11th	14. – 17.3. 22. – 26.3.	Library Congress, Leipzig Didacta – Education Fair, Cologne

## BuB: e-Journal in the App

The app is now installed on over 7,400 end devices.

At the same time 75% of the readers use the app on the move.



Jetzt die App laden und  
einfach mehr entdecken!  
[WWW.B-U-B.DE/BUB-APP](http://WWW.B-U-B.DE/BUB-APP)

