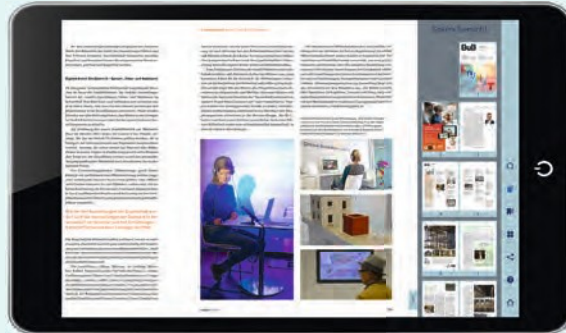


BuB



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 (3rd quarter, 2019) is **7,067 copies**.

Who reads »BuB«?

In addition to the almost 6,000 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 7.067 exemplaires par numéro et paraît dix fois par an.

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ADVERTISING RATES

Current distribution 7,067 Print Run (3rd quarter 2019)
Paid circulation 6,709 (95 %)



Readership Public and academic libraries; special libraries; library advisory agencies, members of professional associations; church-run libraries

Distribution Federal Republic of Germany, German-speaking regions, foreign countries

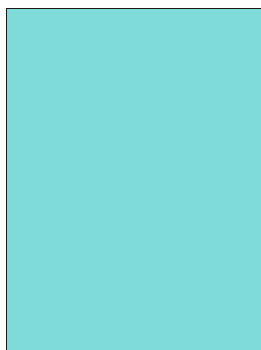
SPECIFICATIONS

Printing and Binding Offset printing, perfect binding
Paper Tauro Offset
Format 210 x 280 mm
Print copy PDF/X-3inCMYK (ColorModel PSO Uncoated, ISO 12647) without non-standard colors. Images in 300 dpi resolution. Color-proof image may be submitted for comparison during printing

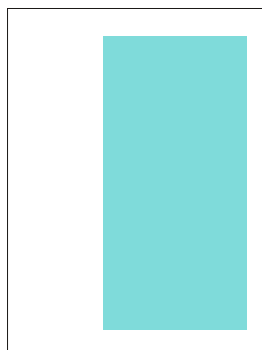
Frequency 10 issues per calendar year; double issues: 2-3 and 8-9

ADVERTISING PRICES

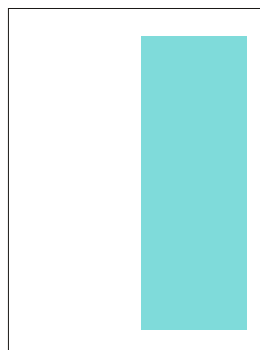
Interior	1/1 page	1,940.00 EUR
	2/3 page	1,480.00 EUR
	1/2 page	1,250.00 EUR
	1/3 page	960.00 EUR
	1/4 page	900.00 EUR
Cover	Front Cover	2,260.00 EUR
	Inside Cover, Back Cover	2,100.00 EUR
Miscellaneous Advertisements	43 x 24 mm	80.00 EUR
	43 x 54 mm	180.00 EUR
	43 x 84 mm	270.00 EUR
Discount for multiple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



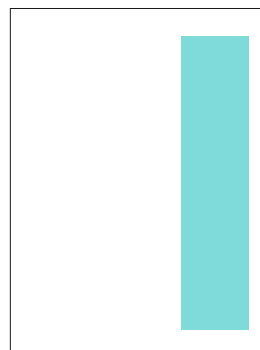
1/1 page
210 x 280 mm
plus 3 mm trimm



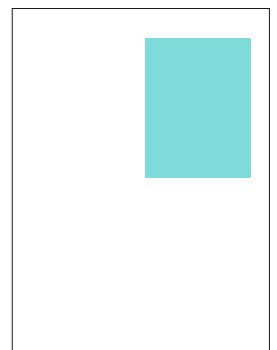
2/3 page vertical
117 x 240 mm



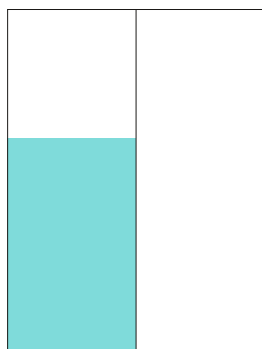
1/2 page vertical
86 x 240 mm



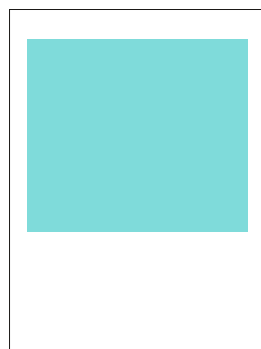
1/3 page vertical
55 x 240 mm



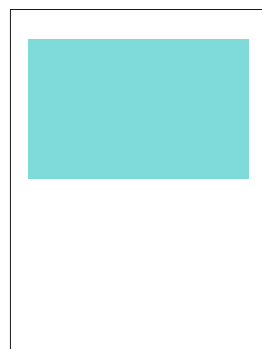
1/4 page vertical
86 x 114 mm



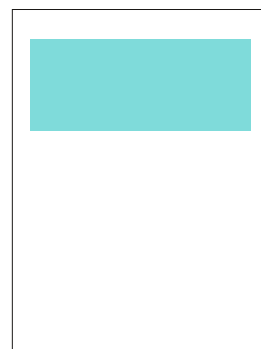
Front Cover
front side 108 x 175 mm
back side 102 x 280 mm
plus 3 mm trimm



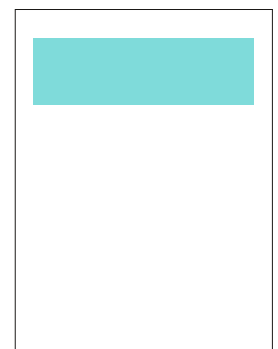
2/3 page horizontal
180 x 157 mm



1/2 page horizontal
180 x 114 mm



1/3 page horizontal
180 x 75 mm



1/4 page horizontal
180 x 54 mm

Advertisement on the internet & app: www.b-u-b.de

The screenshot shows the BuB website interface. At the top, there is a navigation menu with links for 'NACHRICHTEN', 'LESESAAL', 'FORTBILDUNGEN', 'STELLENMARKT', 'ZEITSCHRIFT', 'BUB-APP', 'ARCHIV', and 'ENGLISH'. Below the navigation, there are tabs for 'Aktuell', 'Editorial', and 'Vorschau'. The main content area features a large article titled 'Barbara Lison wird IFLA-Präsidentin' with a photo of Barbara Lison. To the right, there is a search bar and a section for 'DIE AKTUELLE DRUCK-AUSGABE' with a small image of the journal cover. Below the main article, there is an 'Anzeige' section with a large blue banner for 'Content Banner I 590 x 90'. Further down, there are more news articles, including 'Call for Papers: IFLA-Satellitenkonferenz zum Thema Robotik' and '70 Jahre und über 70.000 Seiten – BuB feiert Jubiläum'. At the bottom, there is another 'Anzeige' section with a large blue banner for 'Content Rectangle II 287 x 338'.

Format

Content Banner I 590 x 090 pix 250,- EUR monthly
 Content Rectangle I 287 x 192 pix 270,- EUR monthly
 Content Rectangle II 287 x 338 pix 400,-EUR monthly

Employment ad online: 450,- EUR

Repeating discounts

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 App 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	
10/2020	Frankfurt Book Fair	August 14th	September 14th	October 7th	14. – 18.10 24.10.	Frankfurt Book Fair Library Day
11/2020	Homelessness	October 9th	October 16th	November 9th	20.11.	Nationwide reading day
12/2020	Homeoffice	November 5th	November 18th	December 7th	10.12. 8./9.12.	Awarding of the Nobel Prize for Literature OCLC-Bibliotheksleitertag
01/2021	Construction of libraries (Focus: Coworking Spaces)	December 4th	December 11th	January 11th		
02-03/2021	Discrimination	January 12th	January 18th	February 11th	2. – 4.3. 17. – 19.2. 9. – 11. 3. 23. – 27. 3.	Learntec Open Science Conference (online) TWENTY2X (formerly CeBit), Hannover Didacta – Education Fair, Stuttgart
04/2021	School libraries	February 26th	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	27. – 30.5. May	Leipzig Book Fair Media Convention / re:publica, Berlin
06/2021	Bibliothekartag Bremen	May 4th	May 12th	June 8th	15. – 18.6. 23. – 25.6.	Bibliothekartag Bremen LIBER-Conference, Belgrad
07/2021	Retro digitization	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

BuB: e-Journal in the App

The app is now used by more than 1,400 readers, it was installed on over 4,700 end devices. 75% of them use the app on the move.



Jetzt die App laden und
einfach mehr entdecken!
WWW.B-U-B.DE/BUB-APP

