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.
# ADVERTISING RATES

<table>
<thead>
<tr>
<th>Current distribution</th>
<th>6,697 Print Run (4th quarter 2020)</th>
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<tr>
<td>Paid circulation</td>
<td>6,540 (95%)</td>
</tr>
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</table>

## Readership
- Public and academic libraries; special libraries; library advisory agencies, members of professional associations; church-run libraries
- Federal Republic of Germany, German-speaking regions, foreign countries

## Distribution
- Current distribution
- Paid circulation

## SPECIFICATIONS

### Printing and Binding
- Offset printing, perfect binding

### Paper
- Tauro Offset, 210 × 280 mm

### Formatting
- PDF/X-3 in CMYK (Color Model: PANTONE 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 4C

<table>
<thead>
<tr>
<th>Interior</th>
<th>1/1 page</th>
<th>1,940.00 EUR</th>
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<tr>
<td></td>
<td>2/3 page</td>
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<table>
<thead>
<tr>
<th>Cover</th>
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<td>Inside Cover, Back Cover</td>
<td>2,100.00 EUR</td>
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### Miscellaneous

#### Advertisements
- 43 × 24 mm | 80.00 EUR
- 43 × 54 mm | 180.00 EUR
- 43 × 84 mm | 270.00 EUR

#### Discount for multiple placements
- 3 × | 5 %
- 6 × | 10 %
- 10 × | 15 %

#### App-Links
- up to 3 links | 10 % extra max. 130 EUR

### Inserts
- max. 25 grams | 2,100.00 EUR
- max. 200 × 270 mm

### Payment terms
- within 30 days without deduction
- All prices quoted without valued-added tax

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- Fax: +49 711 / 78 46-401
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### Bank account
- Vereinigte Volksbanken eG
- IBAN: DE63 6039 0000 0159 3360 15
- BIC: GENODES1BBV

### Terms and Conditions
- http://b-u-b.de/agb/

### Page Dimensions
- 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
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.

### Issue

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### 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.