

Book World Prague 2017

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 2017 – 23rd 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.

Significant reductions for exhibitors!



Svět knihy, s.r.o.
Fügnerovo nám. 1808/3
120 00 Praha 2
info@svetknihy.cz

**23RD INTERNATIONAL
BOOK FAIR AND
LITERARY FESTIVAL**

**PRAGUE
EXHIBITION
GROUNDS**

BOOK WORLD PRAGUE

11.-14. 5. 2017

TICKETS, BOOKMARKS LOGO

CLOSING DATE: 31 January 2017

- ticket measurements: 175 x 75 mm
- print run: 200,000 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 three months before the fair; copies available (by agreement) free of charge to advertisers, whose stand numbers are also shown on the bookmark

TECHNICAL PARAMETRES

Deliver materials:

- format: **PDF**
- colours: **CMYK**
- printing resolution: **300 dpi**
- bleed: **5 mm** + crop marks
- text transformed into vector images

Deliver logos:

- preferably in vectors format **PDF, CDR, AI**
- or as pictures: **TIF, JPG** (300 dpi, low compression)



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 200,000	20 x 10	7,000 CZK for exhibitors only

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EVENTS CATALOGUE

CLOSING DATE: 26 February 2017
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 x 210 mm
- print run: 20,000 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

Deliver materials:

- format: **PDF**
- colours: **CMYK**
- printing resolution: **300 dpi**
- bleed: **5 mm** + crop marks
- text transformed into vector images
- 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: 26 February 2017
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

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

Deliver materials:

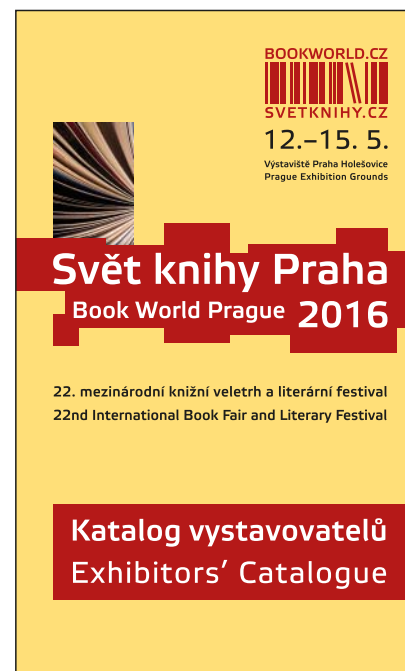
- format: **PDF**
- colours: **CMYK**
- printing resolution: **300 dpi**
- bleed: **5 mm** + crop marks
- text transformed into vector images
- adverts should leave a safe zone of 10 mm (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).

Deliver logos:

- preferably in vectors format **PDF, CDR, AI**
- or as pictures: **TIF, JPG** (300 dpi, low compression)

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.



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				
2 nd page	Net size (vertical)	120 x 195 (+ 5 edge)		17,500 CZK
3 rd page	Net size (vertical)	120 x 195 (+ 5 edge)		15,600 CZK
4 th 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 2017
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 PANELS

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 2017 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 17

- formats: **jpg, png, gif** (static)

- size: **up to 50 kB**

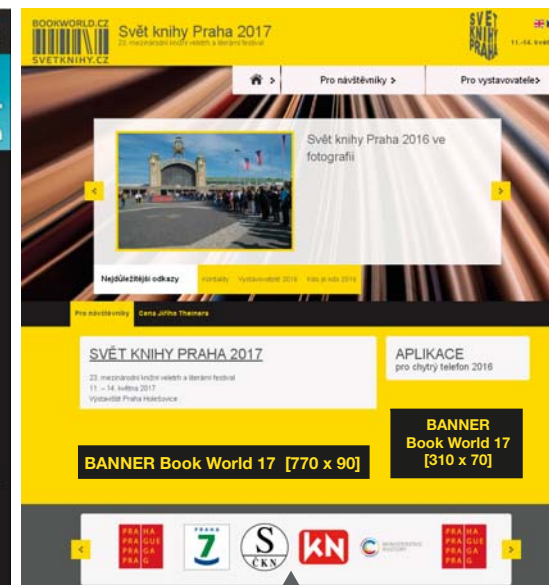
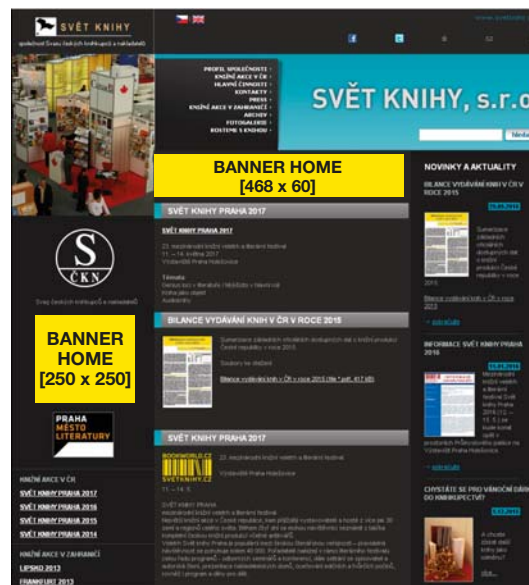
- the primary colour of the banner must not be of a shade that blends with the webpage background or else the banner must have a black frame with a minimum width of 2 px

- **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 17 / 770 x 90 Pix	1 month	9,500 CZK
Banner / Book World 17 / 310 x 70 Pix	1 month	6,500 CZK
Company logo with link / Book World 17	1 month	1,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

BOOK FAIR NEWS

CLOSING DATE: 30 April 2017
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 three times in the course of the fair

- **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.

Fair News

22 International Book Fair and Literary Festival

Book World Prague

13.5. FRIDAY 2016

22nd Book World Opening Attended by Distinguished Guests

"There are many things without which my life would be unthinkable. Some of the most important ones are books," the Czech minister of culture Daniel Herman confessed during the 2016 Book World Prague opening ceremony.

Before he addressed the host of the event, actor Jitka Růžičková introduced the National Day, which enchanted the guests with some atmospheric Nordic music. This was far from accidental, as the first Scandinavian countries – Denmark, Finland, Iceland, Norway and Sweden – are this year's guests of honour at the book fair. Denmark's minister of culture Bertel Haarder

used his deeply personal address to recall his very first trip to Copenhagen in 1966, when he visited Jan Palach's grave. Talking about Danish connections, he also mentioned the legendary Danish queen Dagmar, daughter of the Czech king Přemysl Otakar I, the astronomer Tycho Brahe, and paid tribute to Viktor Hanzl's thinking. He emphasised that "there is hardly a better way of getting to know each other than reading books by one about the others". Although the name of the Icelandic writer Sigmund can be translated as "an illusion", the author offered a very hands-on account of the never-ending stream of stories from both sides and after. "We like to hear," he said, "that people elsewhere experience things just like us, only in a different way. That is where literature draws its charm from."

The fair's opening also marked the peak of the 4th Nordic Literature Campaign organized by the Association of Czech Booksellers and Publishers. Its chairman Martin Vojtěchka presented changes to representation of the Scandinavian countries and the Czech Reader's Subsidy Endowment Fund – Barbara Hrubá, its initiator and the first editor and journalist Jitka Růžičková than used her sincere and personal address to welcome all the guests of the current book fair and to thank all those who participated in its organization, and declared the 22nd Book World Prague officially opened together with the ministers, Bertel Haarder and Daniel Herman.

Even the opening of the Nordic Literature Campaign was a little unusual, as an alleged representation of Scandinavian literature began emphasizing that its country's authors have been underrepresented. It was not only the dialogue between the "eastern" and "western" worlds, but also the dialogue between the "eastern" and "western" worlds, which is the focus of the current book fair. The Nordic countries are small, but together they have a very rich literary tradition. The Nordic countries are small, but together they have a very rich literary tradition. The Nordic countries are small, but together they have a very rich literary tradition.

NORDIC WRITERS UNDER ONE LITERARY UMBRELLA

The stand of this year's guest of honour – the Nordic countries – is impossible to miss. It reflects tradition. Perhaps Nordic literature itself is like that – unorthodox and impossible to overlook.

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A New Star on the Finnish Literary Sky

The brand new star of Nordic literature is the Finnish writer Aino Kallio, whose novel *The Middle* can now also be appreciated by Czech readers. A meeting with the author, followed by launch of a new audiobook, was attended by many book fair visitors.

The packed Literary Theatre was swept by Katja Kallio's feelings, which is also reflected in her book *The Middle*, the focus of much of the discussion. The novel is set in the year 1944, the time of the so-called Japanese war. "Why have I chosen this topic? Because I have been interested in how people can change in a crisis situation. Would we today behave much differently from the way the protagonists of my book have? What were the lives of those people like? People who did not know what tomorrow would bring. How could they even fall in love? And why did Katja select a midwife as her main protagonist? "Midwives were very important especially in northern Finland. We must realize that healthcare was not very accessible, which meant that for the only person who knew how to heal, how to use herbs, the only person who could help people. All the more, as her profession was connected with a sort of a sexual taboo, which meant some people were even afraid of her. She was a controversial character," the author explained. The translation of the novel into Czech, Jitka Kallio admitted, is hardly a very good idea, "the said

Jiří Orten Prize Awarded

The 22nd Annual Jiří Orten Prize Known Its Winner – SARA VYŠKALOVÁ. With her Short Story Collection *Dislocation*.

The winner was selected by a jury consisting of the literary theoretician and editor Monika Čechová, chief editor of the *Orten* publishing house Jiří Orten, poet, journalist and translator Radek, Miroslav, poet, editor and critic Olga Štefánková, writer and editor Miroslav Orten. The nominees were: poetess Zuzana Lazarová for her collection *Skupina kladu* (Chain-mat), Helena Černohorská for her lyrical story *O tvrdosti kladu* (The hardness of the chain-mat) and Sára Vyškalová for her collection of short stories *Společnost* (Society). The winning work was selected by the jury for its "materiality and originality, which transgresses the boundaries of contemporary Czech prose". "It shows the stories in my book *Dislocation* are connected above all by the theme of

BOOKSELLERS' CHART OR FIRST-HAND INFORMATION

Once again Book World Prague bore witness to the annual ceremony announcing the most active booksellers that regularly supply book sales information essential for creating the bookelling chart.

The event is organized by the Association of Czech Booksellers and Publishers. *Knihospekt* *Orten* *Orten* came first, followed by *Skupina kladu* in second and *Kladu kladu* *Práche* in third. *Knihospekt* *Orten* *Orten* was listed fourth, followed by *Kladu kladu* *Práche* in fifth.

As of June 1, the ACP hopes to make the chart even more telling by introducing a new method of registration and collection of data. A book seller will submit the 100 bestselling items in the past week, providing more accuracy to the statistic compilation chart.

Life After Life of Aron from the Hill

On Thursday afternoon, Jitka Růžičková Kristina Thisted and translator *Zdeněk Lytko* introduced the new Czech edition of a collection of short stories *O životě a smrti* (On life and death). Czech readers are treated to the mysterious world of Greenland's legends written down and illustrated by Aron of Kanger or Aron from the hill (1822-1885). The translation into a new linguistic environment has embodied the old legends with a new life, giving it something like a new lease of life after the life of Aron from the hill, as Kristina Thisted said. She herself translated the original into Danish, while Zdeněk Lytko took over with some basic grain of Icelandic. The translator said that Greenlandic, currently spoken by some 40-50 thousand people, is a very complicated language. "It is a polyglot language, composed of which Hungarian or Finnish are a bed of mine, but the price is an example, the longest Greenlandic word consists of some one hundred letters," he explained.

TECHNICAL PARAMETRES

- Deliver materials:**
- format: PDF
 - colours: CMYK
 - printing resolution: 300 dpi
 - bleed: 5 mm + crop marks
 - text transformed into vector images