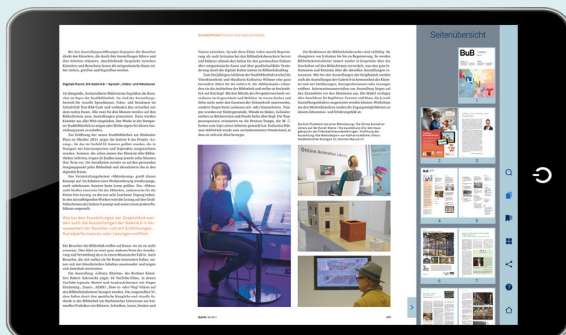


BuB



Forum Bibliothek
und Information

Advertising Rates 2022



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, 2021) is **6,529 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 **10,000 visitors and 500,000 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 6.529 exemplaires par numéro et paraît dix fois par an.

Publisher	Berufsverband Information Bibliothek e.V. (BIB)
Advertisements	<p>Berufsverband Information Bibliothek e.V. (BIB) Zeitschrift BuB – Forum Bibliothek und Information Gartenstraße 18, 72764 Reutlingen Postfach 13 24, 72703 Reutlingen</p> <p>Miriam Stotz Tel.: +49 711 / 78 1988-34 Fax: +49 711 / 78 46-401 E-Mail: anzeigen@bib-info.de</p>
Editorial Staff	<p>Berufsverband Information Bibliothek e.V. (BIB) Gartenstraße 18, 72764 Reutlingen Postfach 13 24, 72703 Reutlingen Tel.: +49 7121 / 34 91-14 Fax: +49 7121 / 34 91-34 www.b-u-b.de</p>
Bank account	<p>Vereinigte Volksbank eG IBAN: DE63 6039 0000 0159 3360 15 BIC: GENODES1BBV</p>
Terms and Conditions	http://b-u-b.de/agb/

ADVERTISING RATES

Current distribution	6,529 Print Run (4 th quarter 2020)
Paid circulation	6,390 (>97%)
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

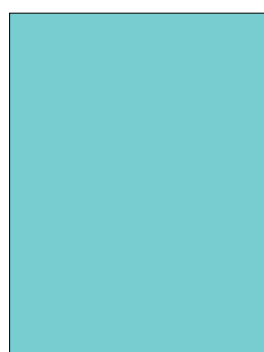


SPECIFICATIONS

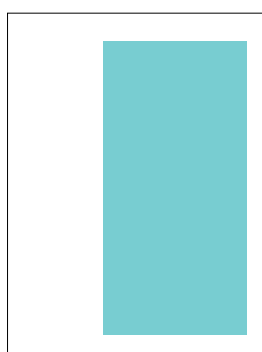
Printing and Binding	Offset printing, perfect binding
Paper	Tauro Offset
Format	210 x 280 mm
Print copy	PDF/X-3 in CMYK (Color Model PSO Uncoated, ISO 12647) without non-standard colors. Images in 300 dpi resolution. Color-proof image may be submitted for comparison during printing
Frequency	10 issues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

ADVERTISING PRICES

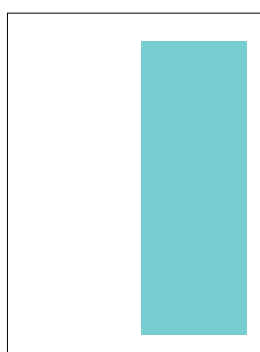
Interior	1/1 page	1,940.00 EUR
	2/3 page	1,480.00 EUR
	1/2 page	1,250.00 EUR
	1/3 page	960.00 EUR
	1/4 page	900.00 EUR
Cover	Front Cover	2,260.00 EUR
	Inside Cover, Back Cover	2,100.00 EUR
Miscellaneous Advertisements	43 x 24 mm	80.00 EUR
	43 x 54 mm	180.00 EUR
	43 x 84 mm	270.00 EUR
APP-Links	up to 3 links	10 % extra (max. 130 EUR)
Discount for multiple placements	3 x	5 %
	6 x	10 %
	10 x	15 %
Inserts	max. 25 grams	2,100.00 EUR
	max. 200 x 270 mm	
Payment terms	within 30 days without deduction	
	All prices quoted without valued-added tax (currently 19%)	



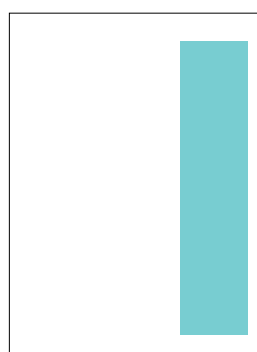
1/1 page
210 x 280 mm
plus 3 mm trimm



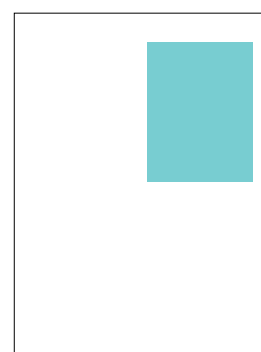
2/3 page vertical
117 x 240 mm



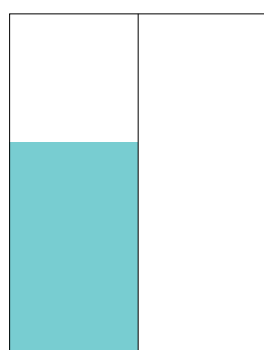
1/2 page vertical
86 x 240 mm



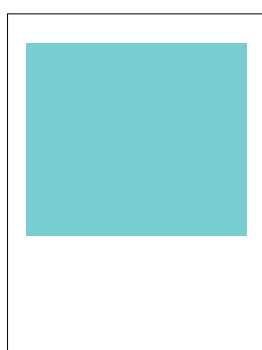
1/3 page vertical
55 x 240 mm



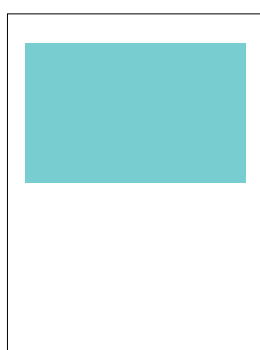
1/4 page vertical
86 x 114 mm



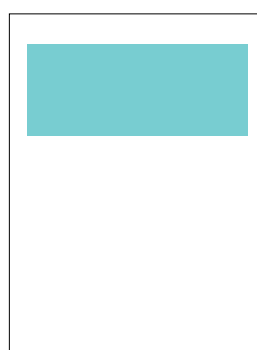
Front Cover
front side 108 x 175 mm
back side 102 x 280 mm
plus 3 mm Trimm



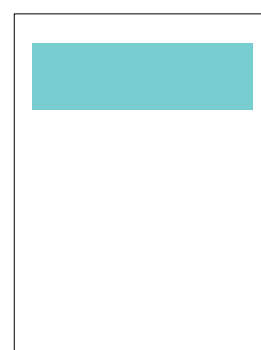
2/3 page horizontal
180 x 157 mm



1/2 page horizontal
180 x 114 mm



1/3 page horizontal
180 x 75 mm



1/4 page horizontal
180 x 54 mm

Advertise online on the new b-u-b.de

BuB Forum Bibliothek und Information

Suchen, Lesezeichen, Abo, english

NACHRICHTEN

Das Bibliothekswesen der Niederlande: Kooperationen – Stiftungen – Mittelpunkt der Gemeinde

Die Niederlande sind als Teil von Europa von Beginn an Mitglied der Europäischen Union gewesen. Einige Teile des vorwiegend flachen und etwa 40 000 Quadratkilometer ...

[Weiterlesen](#)

Anzeige

Leaderboard-Banner
728 x 90 px

STUFF PICKS

Andere Themen wählen

Förder- und Austauschprogramme für BibliothekarInnen

Den eigenen Horizont erweitern, Sprachkenntnisse erwerben, neue Institutionen, Kulturen und Menschen kennenlernen ...

[Weiterlesen](#)

Oodi – eine Ode an Finnlands Bibliotheken

Oodi ist die neueste Stadtbibliothek in Helsinki Zentrum. Das »Schaufenster für finnische Architektur« setzt auf 10 000 Quadratmetern die Wünsche ...

[Weiterlesen](#)

Demokratieführungen in der Stadtbibliothek Duisburg

»Demokratieführungen« in der Stadtbibliothek Duisburg sind ein Angebot zur Förderung der Demokratie, kulturellen Vielfalt, Presse- und ...

[Weiterlesen](#)

Anzeige

Halfpage Ad
300 x 600 px

Medium Rectangle
300 x 250 px

Formats

Halfpage Ad	1.800,- EUR mthly.	300 x 600 px	Placement: Home page Sidebar moving along, bookable a maximum of three times (rotating)
Medium Rectangle	950,- EUR mthly.	300 x 250 px	Placement: Home page Sidebar moving along, bookable a maximum of three times (rotating)
Leaderboard Banner I	500,- EUR mthly.	728 x 90 px	Placement: Home page above, bookable a maximum of three times (rotating)
Leaderboard Banner II	450,- EUR mthly.		Placement: Home page center, bookable a maximum of three times (rotating)
Leaderboard Banner III	400,- EUR mthly.		Placement: Home page below, bookable a maximum of three times (rotating)
Job advertisement online	600,- EUR 150,- EUR		Basic booking for 4 weeks Extension week
NEW: Advertorial online	1.200,- EUR 2.000,- EUR		1 month, placement: Home page 6 months, placement: Home page (from the 2nd month on a category page)

Repeated booking discounts

3 months: 5 % | 6 months: 10 % | 12 months: 15 %

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	
01/2022	Refurbishment and „Upcycling“	December 6 th	December 13 th	January 11 th		
02-03/2022	Debate about the eLibrary	January 14 th	January 21 st	February 14 th	February 2 nd - 6 th March 22 nd - 26 th	Spielemesse Nürnberg Didacta - Die Bildungsmesse, Köln
04/2022	Climate	March 7 th	March 11 th	April 8 th		
05/2022	Image / Professional Field (Library Congress Leipzig)	April 7 th	April 14 th	May 6 th	May 31 st - June 2 nd May 31 st - June 2 nd	Library Congress Leipzig Learntec Karlsruhe
06/2022	Artificial intelligence / Virtual Reality	May 4 th	May 12 th	June 9 th		
07/2022	Democracy Competence	June 15 th	June 22 nd	July 12 th		
08-09/2022	Data and IT Security	July 14 th	July 20 th	August 9 th	August 13 th - 19 th	87. IFLA World Congress, Auckland, New Zealand
10/2022	Frankfurt Book Fair Spain is Guest of Honor	September 9 th	September 16 th	October 10 th	October 19 th - 23 rd October 24 th	Book Fair Frankfurt am Main Library Day, Awarding Library of the Year
11/2022	War in Europe	October 11 th	October 18 th	November 8 th	November 11 th	National Reading Day
12/2022	50 years UNESCO World Heritage	November 9 th	November 17 th	December 7 th		



BuB as eJournal via the BuB-App

The BuB-App is installed on more than 7.400 end devices. 75 % of the readers are using the App mobile.

