

BOOK WORLD PRAGUE 2011 PROMOTIONAL MATERIALS OFFER OF ADVERTISING

■ Significant reductions for exhibitors!

Dear friends,

We would like to take this opportunity to inform you about the promotional materials accompanying BOOK WORLD PRAGUE 2011 – 17th 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.



SVĚT KNIHY, s.r.o.

Svět knihy, Ltd.

Tel.: +420 224 498 236

E-mail: info@svetknihy.cz, www.bookworld.cz

17th International Book Fair
and Literary Festival

Book World Prague

Prague Exhibition Grounds

12.–15. 5. 2011

EXHIBITORS' CATALOGUE

CLOSING DATE: 25 February 2011

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 on the participation of the Czech Republic in book fairs abroad

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 BookWorld Prague 2011 and other events held by the BookWorld company and the Association of Czech Booksellers and Publishers; online version at www.svetknihy.cz

TECHNICAL PARAMETRES

ADVERTISEMENTS

Suitable formats include **pdf** (printing resolution, registration marks, crop marks, CMYK colours, text in vectors!); **eps** – illustrator (CMYK colours, text in vectors) or a picture in **tif, jpg** or **eps** with 300 dpi resolution (eps shall be always zipped). The catalogue format after cutting is 120 × 195 mm. In the case of full-page advertisements, at least 5 mm has to be added for cutting.

LOGO

B&W logos in vector files (*.ai, *.eps, *.cdr, *.pdf), not pasted into Microsoft Word text documents. If the required format is unavailable, we can accept bitmap pictures (*.tif, *.eps, *.psd, *.jpg in top quality – 300 dpi printing resolution). Logotype according to material supplied: EUR 600.

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.



SAMPLE ADVERT 1/1

| 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) | 100 x 83 | 4,520 CZK | 7,800 CZK |
| Cover | | | | |
| 2nd page | Net size (vertical) | 120 x 195 (+ 5 edge) | | 15,600 CZK |
| 3rd page | Net size (vertical) | 120 x 195 (+ 5 edge) | | 15,600 CZK |
| Inserted ads | | | | 19,500 CZK |

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EVENTS CATALOGUE

CLOSING DATE: 25 February 2011
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 × 210 mm
- print run: 25,000 copies
- high-quality print production, full-colour

CONTENT

- promotion of the programmes of registered exhibitors and non-exhibiting firms within the framework of the BookWorld Prague 2011 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

- **pdf** (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- **eps** – illustrator (colours in cmyk, text transformed into vector images)
- **tif, jpg** or **eps** image in 300dpi resolution (eps must always be zipped)
- **texts** in the **Word** format



program
programme

STUDIO SAINT GERMAIN
KLUBU ROCK CAFE
 Národní 1162/0, Praha 1
 rezervace: 224 933 94, 7774091926
divadlo@rockcafe.cz, www.rockcafe.cz
19. 4. v 19.00
Mohamed Kacimi: Světá země
 Pět postav a kočka s přízračným jménem. Ježíš, Kachlů se snaží přelstít.
 režie: Lucie Maláková

SVANOVÉ DIVADLO
 Štefánikova 17, Praha 2
 rezervace: 252 318 666
posilka@svanovodivadlo.cz
www.svanovodivadlo.cz
30. 4. v 19.00
Radka Denemarková: Peníze od Hitlera
 Hra o smrt, jak se na nás podeptávají úklady.
 režie: Michal Lang

VERTE DANCE COMPANY
V DIVADLE ARCHA
 Divadlo Archa, Na Revuče 26, Praha 1
 rezervace: www.divadloarcha.cz
www.vertedance.org
16. 4. v 18.00
Emigranti
 Taneční příběh o malém chlápci, který musel opustit domov. Znamo místo zvané DOMOV.
 režie: Štěpán Pácl
 choreografie: Veronika Kotlíková, Tereza Ondrová

VÝCHODOČESKÉ DIVADLO PARDUBICE
 U Divadla 50, 531 62 Pardubice
 rezervace: 466 616 432
clitcho@vdc.cz, www.vdc.cz
12. 5. v 19.00
Emil Lottman, Jevgenij Doga: Cikáni jdou do nebe
 Vápná láka, litáská souha, hodost a pycha, epos o romské duši, moudrosti a cestě, která je životním cílem.
 režie: Marian Pecko

KAMPAŇ NA PODPORU ČETBY KNIH

www.rostemesknihou.cz

SVĚT KNIHY NA JEVĚSTI

66

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 172 | 11,300 CZK |
| 1/2 | Trim size (vertical) | 124 x 86 | 11,300 CZK |
| Cover | | | |
| 2nd page | Net size (vertical) | 148 x 210 (+ 5 edge) | 25,800 CZK |
| 3rd page | Net size (vertical) | 148 x 210 (+ 5 edge) | 25,800 CZK |
| 4th page | Net size (vertical) | 148 x 210 (+ 5 edge) | 32,300 CZK |
| Inserted ads | | | 1 CZK/1 pcs |

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

BOOK FAIR NEWS

CLOSING DATE: 15 April 2011
30% DISCOUNT FOR EXHIBITORS

- format: A3
- print run: 1,500 copies per day
- in Czech and English; black-and-white

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 3 x in the course of the fair (Thursday, Friday, Saturday/Sunday)

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.

BOOK
WORLD
PRAGUE
2010

fair news

16th International Book Fair and Literary Festival

THURSDAY
13
MAY

Dear Exhibitors and Visitors,



On behalf of the main organisers – the Association of Czech Booksellers and Publishers and its company, BookWorld – I welcome you to BookWorld Prague 2010, 16th International Book Fair and Literary Festival.

It is my belief that these four evening spring days will bring you unforgettable experiences from encounters with international literature and its authors, as this year's book fair plays host to exhibitors and guests from 34 countries and regions. This alone amounts to a great success for the Czech book industry, a proof of unrelenting interest on the part of foreign partners in cooperating with Czech publishing houses and promoting the works of their respective national literatures in the Czech Republic. The display section of the book fair is attended by a total of 414 exhibitors, who expect their participation to bring positive results. It is my hope, also, that their expectations will be met.

I welcome all our guests arriving as part of the programme of this year's guest of honour – the Republic of Poland – and wish them success in attracting lasting attention not only on the part of Czech readers and professional public. Prague will also host to outstanding Polish authors and artists, writers, translators and political theorists. My thanks extend to all those who have participated in the Polish programme, as co-operation with our Polish colleagues was highly professional, providing at the same time a wide creative range.

As part of the focal points of the accompanying festival – "Intercultural Understanding: Literature" and "Growing with the Book" – we have prepared authors' readings and debates with Czech and foreign writers, presentations of works by national minorities, as well as meetings with popular authors and illustrators of books for children and young people, and programmes focusing on the lifelong enjoyment that reading of books can bring.

Once again, events featuring Czech writers constitute a great majority of the accompanying literary events. Both individual publishers and professional organisations will treat book fair visitors to numerous meetings with Czech authors, translators and illustrators.

Since the scope offered by participating publishers is very wide – both in terms of genres and subject matters – each visitor's special literary interests should be catered for. I also perceive the book fair as a unique opportunity for a direct encounter between publishers and the reader at whom their books are aimed. We thank all our publishers and partners for their co-operation; we thank our readers for their unflagging interest in the reading of books, and wish you many successes and interesting literary experiences.

Dana Kalmová, BookWorld Director

BOOK FAIR IN NUMBERS

| Literary Festival in statistics | Fair in statistics |
|---------------------------------|---|
| participants | 438 exhibitors |
| 155 from abroad | 194 (30%) stands |
| 456–60 from abroad | surface area 2930 m ² (1291 m ²) |
| total programmes | number of professional visitors registered |
| 291 (27%) exhibitions | 642 (636) |

(figures from 2009 in brackets)

Exhibitors and guests are from these countries and regions (34): Austria, Belgium, Brazil, China, Czech Republic, Estonia, Finland, France, Germany, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, USA, Wales.

Introducing Minorities

In its annual press release, BookWorld always quotes the number of participating Czech booksellers and national displays from abroad. However, there is one other important entity that has, perhaps, been somewhat neglected – that of the publishing activities of foreign minorities living in the Czech Republic. And yet this work is very important and authentic, often backed by effort of numerous volunteers, publishing their magazines or occasional books with no hope of financial reimbursement. Intercultural understanding through literature, one of this year's BookWorld key topics, is to be credited with the fact that the results of these minorities' publishing activities will for the first time be exhibited at the book fair, stand no. 5108 in the Central Hall of the Industrial Palace.

The publishing activity of minorities is concentrated under the single "roof" of the National Minorities House, located for almost three years now in 3 Vokzová St., Prague-Vinohrady. Representatives of eleven of the total of twelve officially acknowledged national minorities in the Czech Republic are seated in the House. Should you wish to meet the authors and editors of national minority periodicals in person, you will have a unique chance on Thursday, May 13th, at 3 pm in the Lecture Room in Industrial Palace's right wing, where a debate with representatives of national minorities and editors of their own language magazines will be held. We come with a quiz: what are the official national minorities in the Czech Republic? The answer is: Bulgarians, Croats, Hungarians, Germans, Poles, Romanians, Ruthenians, Russians, Greeks, Slovaks, Serbians and Ukrainians.



Stand of the book fair's guest of honour: Poland

Prizes Awarded at the Fair

Jiří Orten Prize (organised by the Association of Czech Booksellers and Publishers, Premiá Bohemica (Writers' Guild), Map of the Year Cartographic Society of the Czech Republic, Toxopneum (Toxopneum Festival and Avant Promotion), Prize of the Academy of SF, Fantasy and Horror, Pince-nez and Little Pince-nez (Writers' Guild), Dictionary of the Year (Association of Translators and Interpreters). All through we live in different countries, books bring us together (BookWorld Ltd), as part of its "Growing with the Book" campaign for the promotion of book-reading, School is the Foundation of Life (Writers' Guild). Our World 2010 (International Institute for Children and Young People of the Ministry of Education, Youth and Sports), plus many other prizes awarded by individual publishing houses.

Selected Programmes for the Professional Public

Books versant the world online (panel discussion with the Google company), The media and its role in the cultural dialogue: a French-Czech seminar for professionals in book publishing, Unique books: tradition and book art (today round table), the EastCenKart PRINC network survey – a business opportunity for every bookseller, e-books: China versus the West, mutual introduction to the Czech and Chinese publishing (including an opportunity to meet with publishers from Germany, An opportunity to meet writers and publishers from Japan).

Reading Poland

Interview with the director of the Polish Institute in Prague, Maciej Szymanowski, about what our northern neighbours – and this year's guests of honour at BookWorld – have in store for the book fair.

If we were to sum up this year's presentation of Poland at BookWorld in a single motto or credo, what would it be?

When I was going to school, I was being taught that in the past people were worse off, that they had bad lives. I must admit that back then I did not believe it. Today I know that even as late as early 20th century when a man came home from work he had to spend hours upon hours starting at a blank wall. That was before the invention of television. From this point of view we are certainly better off today but even now millions of people still use printed word as the main channel, or at least the main alternative channel, for getting information, e.g. from around the world. The name of this book fair says it nicely: BookWorld. The motto of our participation at the book fair also follows in the tradition of the book as a source of information and knowledge, also about Poland. That is how "Mama Polko prečtená" came to be.

The presentation of Poland as the guest of honour is very wide in scope and theme. What do you personally consider to be most attractive, what makes you happy?

I am very glad that two books have been published that were still missing to be more exact: The Return of the Person Without Qualities and With the Right Eye. They both contain texts by the most widely read authors who have significantly influenced key public discussions in Poland in the last 5–7 years. And at the same time these authors are practically unknown and unpublished in the Czech Republic.

I am also very curious about how the Czech Republic – as a true fairytale superpower – will receive the works by Polish fairytale authors, for example representatives of the youngest generation, such as Jan Brzechwa, whose poems for many years now teach children in the Czech Republic to read and whose works were very rarely published in the Czech Republic (not the scientific).

Do you think the interest of Czech readers in Polish literature and culture as such is sufficient or is there still a lot of work to be done?

In recent years it was not only interest in Polish literature that was on the rise, but also interest in Polish culture and in Czech culture in Poland. But some "black holes" still remain. On one hand, practically every month one

of our individual literary... The visit in Prague by the poet Włodek Szymboraka no doubt represents a major event, the is known to avoid publicity. What has made Mrs. Szymboraka come to the Prague book fair?

The book fair is a quality event, both in terms of business and culture. You do not have to have any money to spend on books but you can still, as a visitor, enjoy an interesting and meaningful visit. We did not have to persuade Włodek Szymboraka to come. All we had to do was respect his single condition – arranging accommodation in a hotel for smokers.

On Saturday the accompanying programme features a concert by the band Plastik. Can you briefly introduce this ensemble?

Plastik currently enjoys equal status, their music displays artistic qualities, but it is also very catchy and pleasant to listen to. Besides these purely musical qualities they also have strong links with literature: in the past they have composed for example music for a play by Dorota Masłowska, another BookWorld guest. In Prague they will play songs from the latest record: Kalambury, which is composed entirely from texts by Poland's outstanding 20th century writers. I must rush to add, however: when we see music and poetry, we usually think of a singer with an acoustic guitar. Not quite what to expect from Plastik.



Maciej Szymanowski

or two translations of Polish poetry or prose are launched in the Czech Republic, on the other, however, the number of adaptations of contemporary Polish plays or films in the Czech television is ridiculously small. The main cable channels on the Czech territory do not feature a single Polish channel, and I do not think it is due to a fear of the language's incomprehensibility or protests from subscribers.

What do Polish and Czech literature have in common and what do you think sets them apart?

Traditionally you are very strong in prose, as we are in poetry, having said that, in recent years Polish prose brings novels focusing on intellectuals, their lives and responsibility for

TECHNICAL PARAMETRES

- pdf (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- eps – Illustrator (colours in cmyk, text transformed into vector images)
- tif, jpg or eps image in 300dpi resolution (eps must always be zipped)
- texts in the Word format

TICKETS, BOOKMARKS LOGO

CLOSING DATE: January 31, 2011

- ticket measurements: 175 × 75 mm
- print run: 300,000 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 two months before the fair; copies available (by agreement) free of charge to advertisers, whose stand numbers are also shown on the bookmark

TECHNICAL PARAMETRES

- **pdf** (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- **eps** – illustrator (colours in cmyk, text transformed into vector images)
- **tif, jpg** or **eps** image in 300dpi resolution (eps must always be zipped)
- **texts** in the **Word** format

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 300,000 | 20 x 5 | 7,000 CZK for exhibitors only |

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 2011** book fair, including online application forms and the complete programme of the literary festival
- 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

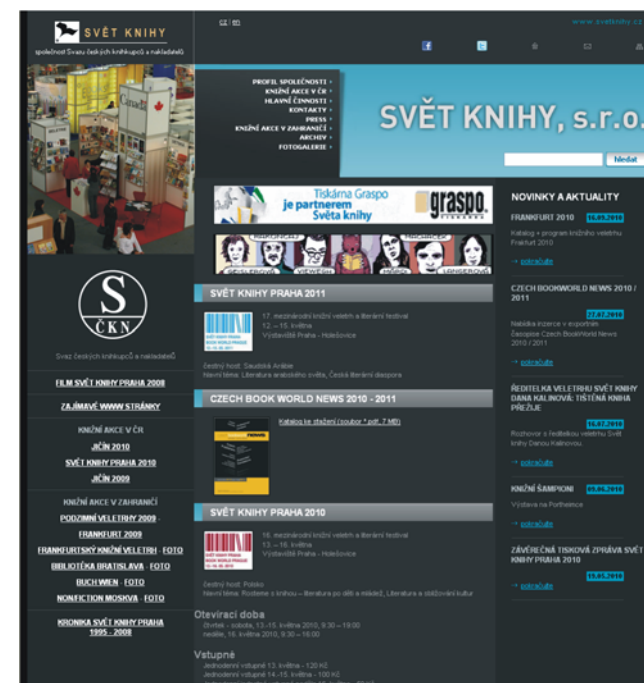
DISTRIBUTION

- 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

Production

All type of advertisement:
Individual agreement

VAT AT THE STATUTORY LEVEL
IS NOT INCLUDED.



| 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 11 / 468 x 60 Pix | 1 month | 6,500 CZK |
| Banner / Book World 11 / 250 x 250 Pix | 1 month | 4,500 CZK |
| Company logo with link / Book World 11 | 1 month | 1,500 CZK |

RENT OF ADVERTISING SPACES DISTRIBUTION OF PROMOTIONAL MATERIALS

CLOSING DATE: 18 March 2011
30% DISCOUNT FOR EXHIBITORS

CONTENT

- advertising space to draw attention to your company and products you are offering
- placing of **advertising stands** 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)

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 (250 x 100 cm) Price does not include graphic design! | 6,400 CZK |
| Industrial Palace foyer | Distribution of advertising materials | 190 CZK / 100 pcs |
| 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 |

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