



BOOK WORLD PRAGUE

2014 15.–18. 5.

20th International Book Fair and Literary Festival

BOOK WORLD PRAGUE 2014 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 2014 – 20th 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!

Guest of honour: HUNGARY
Focus: FANTASY & SCI-FI
THE MANY FACES OF THE BOOK
THE HISTORICAL NOVEL



SVĚT KNIHY, s.r.o.

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120 00 Praha 2
Tel.: +420 224 498 236
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TICKETS, BOOKMARKS LOGO

CLOSING DATE: 31 January 2014

- 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

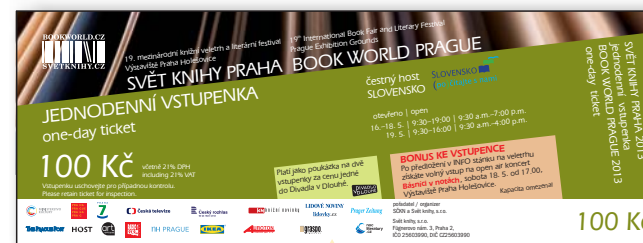
- the general public, visitors to the fair, the professional public from the Czech Republic and abroad

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 300 dpi 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 10	7,000 CZK for exhibitors only

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EVENTS CATALOGUE

CLOSING DATE: 28 February 2014
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 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

- **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 300 dpi resolution (eps must always be zipped)
- **texts** in the **Word** format
- **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			
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)	booked
Inserted ads			1 CZK/1 pcs

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EXHIBITORS' CATALOGUE

CLOSING DATE: 28 February 2014
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 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

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: CZK 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.

- **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 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)	98 x 76	4,520 CZK	7,800 CZK
Cover				
2nd page	Net size (vertical)	120 x 195 (+ 5 edge)		17,500 CZK
3rd page	Net size (vertical)	120 x 195 (+ 5 edge)		15,600 CZK
4th 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 2014
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 PANEL



ADVERTISING ROLL-UP

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 2014** 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 14

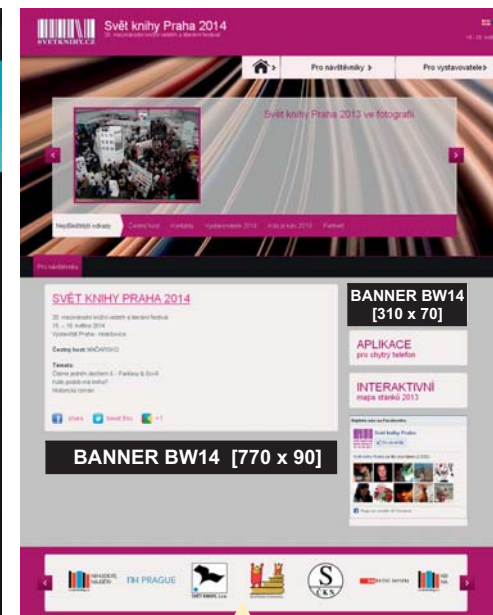
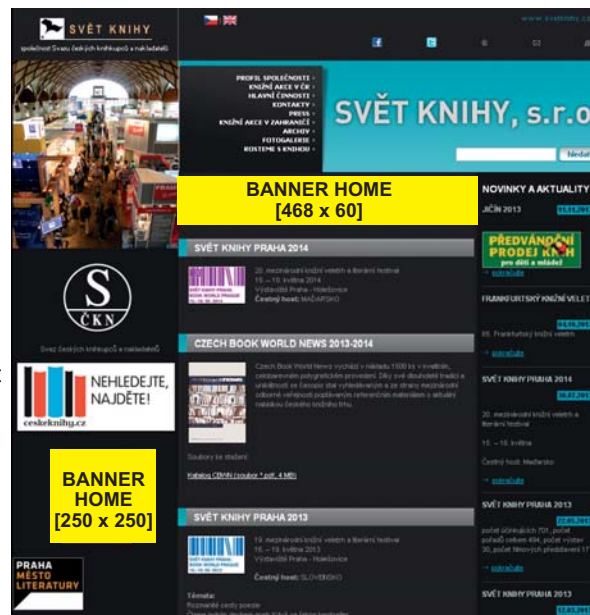
- formats: **jpg, png, gif** (static)
- size: **up to 50 kB**
- the primary colour of the banner must not be of a shade that blends with the webpage background or else the banner must have a black frame with a minimum width of 2 px

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 14 / 770 x 90 Pix	1 month	9,500 CZK
Banner / Book World 14 / 310 x 70 Pix	1 month	6,500 CZK
Company logo with link / Book World 14	1 month	1,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

BOOK FAIR NEWS

CLOSING DATE: 30 April 2014
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 four times in the course of the fair (Thursday, Friday, Saturday and Sunday common issue, Monday – the final issue only electronically)

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

THURSDAY
MAY
16

BOOK WORLD PRAGUE 2013
19th International Book Fair and Literary Festival

Dear friends,

welcome to the 19th annual Book World Prague 2013 – international book fair and literary festival. This year's guest of honour is Slovakia and even a brief look at its programme tells us there will be plenty to choose from. We would also like to present poetry in its multiple facets and dimensions, draw your attention to the current literary achievements both at home and from abroad, as well as introduce some of the topics being discussed by the international literary and book circles. The festival performances will present a total of 100 guests from 23 countries, while the book fair will showcase the production of 359 publishing houses and other organisations from 25 states.

One of the main objectives of book fairs and festivals is to provide pleasant and professional environment that would create conditions for personal encounters between people from both sides of the world of books: their authors, publishers and sellers on the one side and readers on the other. At the same time such event should use its broad media appeal for the promotion of reading and the dissemination of information about the works of world literature and the book production.

I wish all those who take part in the book fair, no matter from which side of the book world they come, that this year's fair and festival turn into a successful and pleasant experience.

I extend my gratitude to all those who have provided the event with financial, professional and moral support – without them it would never have grown to its current size.

Dana Kallimová, Book World Director



2013 BOOK WORLD PRAGUE IN NUMBERS

Literary Festival	Book Fair
no. of participants: 699	no. of exhibitors: 339
total no. of events: 491	no. of stands: 192
no. of exhibitors: 30	total area: 2 984 m ²
no. of film screenings: 17	no. of registered: 2 984 m ²
no. of theatrical performances: 27	professional visitors: 750

The International participation of exhibitors and guests from abroad includes a total of 30 countries and regions.

Countries and regions represented at the book fair (24) – Austria, Bulgaria, Belgium, Czech Republic, China, Czech Republic, Estonia, Finland, France, Germany, Hungary, Israel, Netherlands, Norway, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Taiwan, Turkey, United Kingdom, United States of America

Guests of the literary festival (23) – Australia, Austria, Belgium, Canada, China, Czech Republic, Estonia, France, Germany, Hungary, Ireland, Macedonia, Netherlands, Norway, Poland, Romania, Russia, Slovakia, Spain, Syria, Switzerland, United Kingdom, United States of America

A Look at Our Neighbours

Every year Book World remains true to its name and takes the Czech readers on a world tour. One country is always selected as the guest of honour, providing an opportunity for a more detailed look at its literature, its authors, its life. This year we will be surprised books for which most Czech visitors will require no translation. The Czech and Slovak languages are still very much intertwined, as are both our nations, despite the twenty years of "living apart".



What course is literature taking in the country of our closest (in all meanings of the word) neighbours? Answer to this question will be provided at numerous readings, workshops, film screenings and a variety of other events, prepared for Book World audiences by the Slovak literature informale centrum. You will have a chance to meet Irena Radkova, Slovakia's ex-prime minister, who will be introducing her book of interviews, witness a debate on Czech-Slovak relations between south-outstanding personalities as Karel Schwarzenberg, Petr Pihrt, Ladislav Balaš and Peter Zsák, or remember literature and opposition activist Dominik Tatarka on Friday noon. While adults can nostalgically look back at our shared past, the youngest generation hardly feel any ties. Children in the seventies and early eighties could easily watch a Slovak children's programme on the television and consider our neighbour's language almost their own, but their own children, today's teenagers and the youngest generation, can often be at a loss. Breaking down these language barriers once again was the task Barbara

Sokolová had set herself in writing the Czech-Slovak children's book *Pyžamový týždeň / Pyžamový týždeň (The Pyjama Week)*, aiming at fully explaining the differences between the two languages. Vera Kufnerová and Ilustrátor Alexandra Sokolová have followed the same path and they will be introducing an other bilingual children's book with

Opening Poetry's Gates

In today's fast-moving world there is hardly any place for poetry, but while it may have been pushed into the corner, it is still very much alive and wants us to know that. Poetry has very strong roots in the Czech Republic. Every school child knows the works of the likes of Mělník or Šelinger, but let us be honest: how much do we know about contemporary Czech poetry, its authors and tendencies? Book World will offer answers to all these questions. This year's book fair will host a great number of meetings with Czech poets and their work. You will be surprised how wide-spread and extraordinary contemporary poetry is, lacking only in greater attention on the part of the general public. Book World programmes include, among other, a debate on the purpose of writing poetry in 2013, whose moderator, poet Petr Borkovec, has invited his colleagues Štěpán Fučík, Karel Tichý, Jaromír Tytl and Jakub Řehák. This debate will be followed up by readings and interviews with various poets at several events, including *Poem, Say Something*, *Bláznivá a Elpis* or the *Poetry Manifesto*. Five poets from the same generation will be introduced by Janek Hájek in a programme entitled *We Rang the Bells* of the Tomáš, Simona Kabelešková. Radkova has selected *The Best 100 Czech Poems of 2012* and will share some of them with you, accompanied by Katarína Radčuková, Jakub Řehák and Viktor Špaček. Radim Kopec has decided to introduce *Women in Poetry*, having invited Irena Doučková, Natalie Kocubová and Vera Kufnerová. Foreign authors hosted by the book fair will include the Polish poets, Pyzard Krynica and Jack Biedrzycki, the Lithuanian-born American ghetto-bitter Keir-ry Shawm Keys or Slovak authors Milla Haugová and Rudolf Jaroš. The list is by no means complete. Poets are alive and kicking in every corner of the Industrial Palace and it is only up to you if you want to hear... JAM

Recorder of Lawlessness

Along with the artist Ai Weiwei and the Nobel Peace Prize laureate Liu Xiaobo, Liao Yuxi is the third best known opponent of China's regime. He was sentenced to jail for his poem entitled *Masacre*, referred to the tragic events on the Tiananmen square in 1989. The literary scenes hopeful was blacklisted, his books cannot be officially published in China and he was banned from travelling abroad seventeen times. He currently lives in German exile and at Book World he will be introducing his book *Interviews with the Lower Strata of Chinese Society*, translated into Czech by Zuzana Li and published by Mladá fronta.

Your interviews with Lower Strata of Chinese Society are now being published in Czech. What made you choose this topic? The idea for a book of interviews about people from the margins of Chinese society first came to me in prison where I had met many such people. The book contains twenty five interviews with people from society's edges, people who tend to get overlooked. I wanted to become their voice.

How would you describe your literary method? What I am doing now is usually called reportage, which is a traditional genre in the West, but I am Chinese and it's not so usual in our country.

You were persecuted in China, spent four years in jail and your books are banned there. In Europe, on the other hand, you have received numerous prestigious awards, including the German Publishers' Peace Prize. I never expected any awards, which meant my surprise was all the greater. My only desire was to be able to live like a normal human being and to tell stories about normal Chinese people. When I found out who else had received the Peace Prize, I felt I have among others. I inevitably felt a little awkward.



When they had set me free, writing would save me from insanity. It worked as an antidote, so I just kept writing and writing. The manuscript of my jail recollections had some thousand pages, but the police conducted a house search and they took it. I was left with no other option but to start writing again, at that time I was starving my living as a bar musician and my life was very unbalanced. When they had confiscated the manuscript for the third time, I thought I was really going to go crazy. I only released after I had written the text from my memory for the third time and had it delivered to my German publisher. I knew I could go to jail for it, but that was no longer important. Instead I managed to go into exile.

You say that until 1989, the year of the Tiananmen massacre, you were a poet. What are you now? A recording device.

What do you mean by that? My literature has only one objective: to preserve the memories of both the past and the present, which the Chinese Communist Party is trying to erase, for the widest possible public. It is only by recording the events that have happened that some future justice can be achieved.

Tomáš Dimter (Liaò Yùxí)

LITERATURE NIGHT



This year's Literature Night has taken place in eighteen venues throughout Prague. The 2013 annual literary festival has included, among other, David Pražský (photo), reading from Peter Esterházy's book *Harmónia*, Csontváry in the expedition, Roman Gaj reading from *The French Act of the Hat by Akos*, Jiri Jenik at AVU's Modern Gallery and Luboš Veselý from *The Stone Tester of Zandberg* by Wilhelm Geertz at House Worldwide Prague Expo SK. Filip Čepka introduced Catalin Dordea, Petrona's *anabó* Decades to Come at St. Clement's Church, Marko Ignat selected excerpts from Dominik Tatarka's *Scribbles for My Beloved Lupa* at the Industrial Palace and below, Jaroslav Vrána's *Witnessed a Reading from Michal Wilkovič's Queen Barbara*. EK

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 300 dpi resolution (eps must always be zipped)
- texts in the Word format