



messe frankfurt

Make a big splash with us!

Your advertising opportunities · onsite

Media Services

Buchmesse
2024

40
YEARS

Make the biggest stage your own

Effective marketing is of central importance to a successful trade fair appearance. It helps you raise the profile of your brand. Address your messages directly to the people you most need to reach, at the ideal moment: when they're present in person at the Frankfurt Exhibition Grounds.

Take advantage of the wide variety of different advertising formats on offer to shape and attain your own marketing objectives.

This will help you:

- » Increase your visibility at the event.
- » Increase your brand awareness.
- » Attract more attention for your products.
- » Expand your network.

Ask us! We're happy to advise you.



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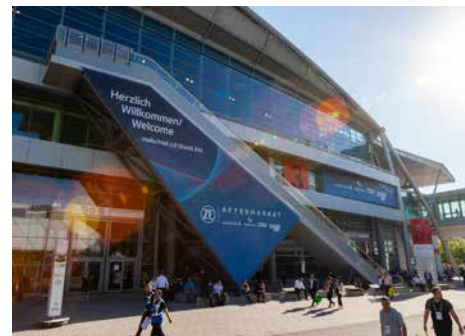
Via Mobile halls 1 to 2 and City Entrance

Via Mobile halls 3 to 5

Via Mobile halls 4 to 6 and Torhaus Entrance

» Contact

Your contact persons



Prices are subject to the addition of any applicable statutory VAT.

This offer is subject to the General Terms and Conditions of Messe Frankfurt Medien und Service GmbH for the provision of advertising media (onsite und online).

Advertising opportunities at the entrances to the exhibition grounds, along the Via Mobile and in the hall foyers

The possibilities are many and varied. Let us advise you. Here you will find an overview of what we have to offer.



Dekora

Wall-mounted showcase Via Mobile

Your decorative outposts:
our Dekora wall showcases along the Via Mobile

Dimensions

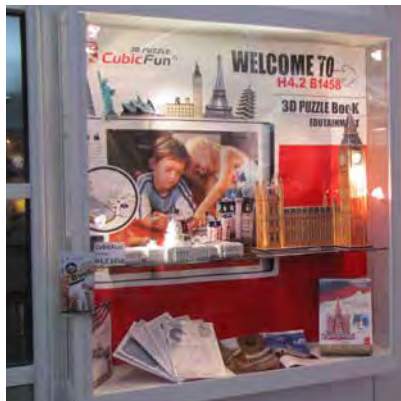
Three different sizes (depending upon their position)

Price

Rent: 595 euros

Additional equipment (optional)

Additional shelves, leaflet box, decorative bars, additional spotlights, pinboard



Dekora Spezial

Standing showcase

Catch the eye of visitors – showcase your products in standing display cabinets along the Via Mobile and in the hall foyers.

Dimensions

Various sizes available upon enquiry (depending on position)

Price

Rent: 750 euros

Additional equipment (optional)

Additional shelves, leaflet box, decorative bars, additional spotlights, power socket



Triangle Tower

Three-sided advertising tower

Legible from all angles! Wherever you approach from, our Triangle Towers are staring you in the face.

Format

W 60 x H 200 cm

three-sided

illuminated from within

Price

Rent incl. production: 1,270 euros



Example of the effect of a row of Triangle Towers

Slim Box

Radiant advertising display

Particularly elegant! Our Slim Box cuts a fine figure everywhere.

Format

Front view: W 120 x H 200 cm

Side views: (in each case) W 20 x H 200 cm

Price

Rent incl. production: 1,705 euros

The Slim Box also comes in size XL:

Front view: W 120 x H 300 cm

Side views: (in each case) W 30 x H 300 cm

Rent incl. production: 2,485 euros



Slim Box in size XL

Lumio

Transparency posters along the Via Mobile

You can't miss our 10 luminous posters next to the travelators on the Via Mobile along Halls 5 und 6.

Format

W 121.5 x H 125.5 cm

Price

Rent incl. slide production on back-lit film: 990 euros



Corpus_S

Three-dimensional wall units

What stands out stands out. Take our three-faceted Corpus_S graphic structures. These are highly visible from every angle.

Dimensions

Three different formats

Price

Rent incl. production: 935 euros



ePosters

Multimedia terminals along the Via Mobile and in the hall foyers

Vivid impressions

Hardly anything arouses more interest than moving images – one of many reasons our ePosters are THE medium of the digital future. Strategically located in the fairground's hotspots, ten 55" LCD multimedia terminals provide blanket coverage, ensuring that your advertisement catches the visitor's eye time and time again.

This we can guarantee

With one booking, your commercial will run on average 10 to 15 times per hour at all ten hotspots!

Price

Booking of 20 seconds of advertising time: 1,812 euros

Booking of 30 seconds of advertising time: 2,135 euros

The production of your commercial is not included in the price, however we will be happy to take care of this for you. Please ask for an individual offer.

Technical data

55" screen, vertical (portrait) format, integrated into an anthracite-coloured terminal

W 95.3 cm x H 203 cm x D 45.3 cm

Aspect ratio 9:16

Resolution: 1080 x 1920 pixels

A wide variety of file formats can be converted upon enquiry.



Banner on the windows beside the escalator from the S-Bahn platform to the Torhaus entrance

Here you'll be seen first!

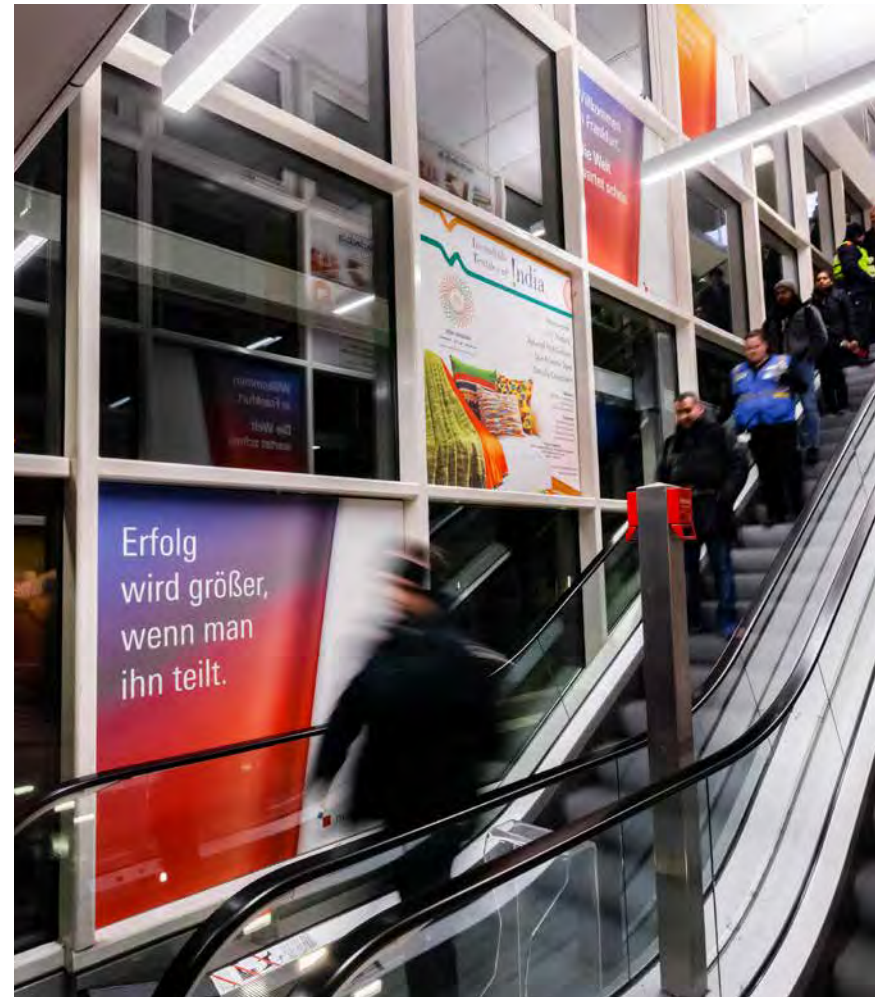
Format

W 171 x H 171 cm

8 positions in all

Price

Rent incl. production: 790 euros per position and side



Banner on the windows in the passage Torhaus/Exhibition grounds (East)

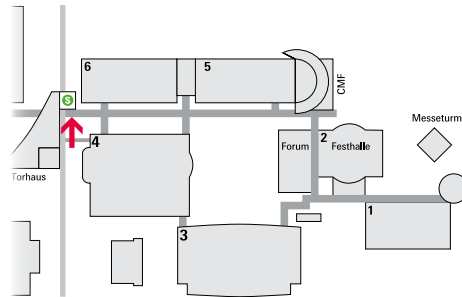
Format

4 positions

Different formats depending upon position

Price

Rent incl. production: 1,650 euros each



Banner on the windows in the passage Torhaus/Exhibition grounds (West)

Format

Width top: 370.5 cm

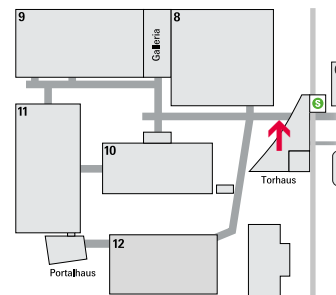
Width bottom: 163.5 cm

Height: 179 cm

Up to six positions, three left and three right

Price

Rent incl. production: 1,650 euros per position



Banner

by the escalator exit coming from the Torhaus entrance in the direction of the Exhibition Grounds (East)

Format

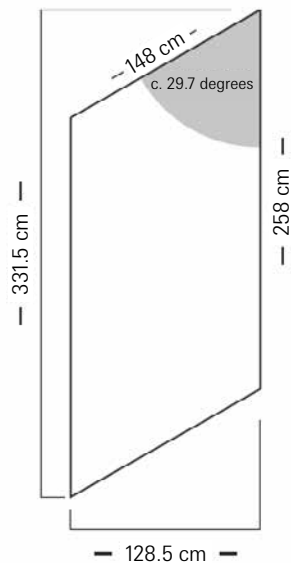
(in each case) W 128.5 x H 331.5 cm

8 positions in all (4 each on the north and south side)

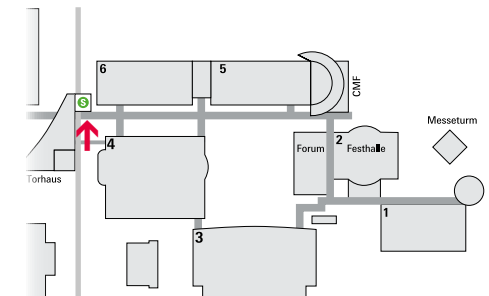
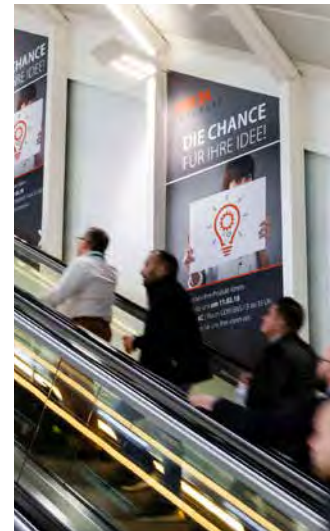
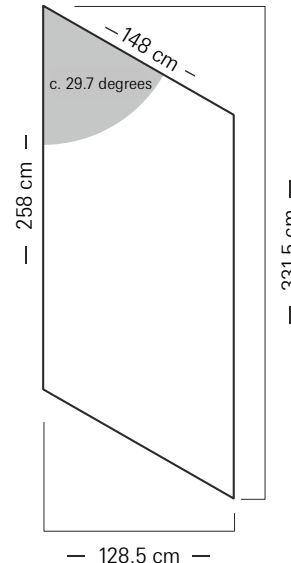
Price

Rent incl. production: 1,650 euros each

South side



North side



Banner at the junction of halls 1, 2 and 3

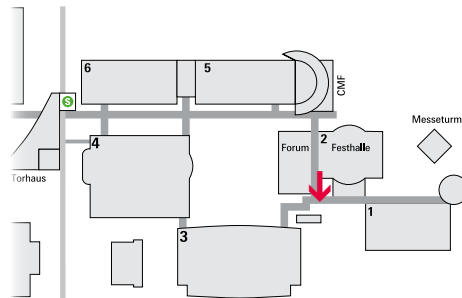
Left side (in the direction of Hall 3)

Format

W 248 x H 300 cm

Price

Rent incl. production:
2,760 euros



Banner at the junction of halls 1, 2 and 3

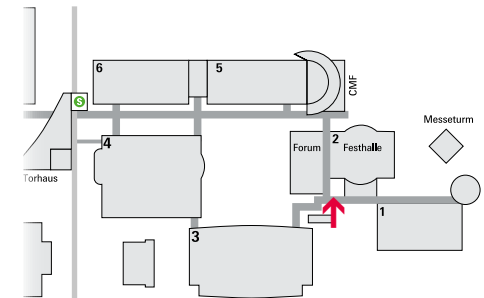
Right side (in the direction of the Forum/Festhalle)

Format

W 248 x H 300 cm

Price

Rent incl. production:
2,760 euros



Banner on the pillars in the foyer of Hall 3.Via East and West

Format

W 100 x H 400 cm

8 possible positions in all

Price

Rent incl. production:

1,230 euros per banner



Foyer Hall 3. Via West



Foyer Hall 3. Via East



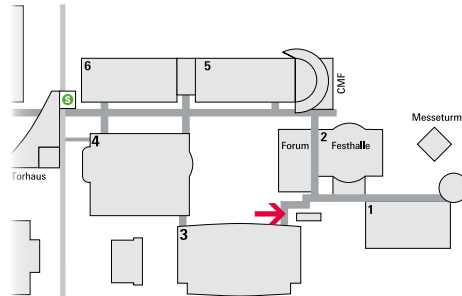
Banner in the entrances from the City entrance/Forum to Hall 3 Via Mobile passage Hall 3 Forum 1

Format

W 300 x H 250 cm

Price

Rent incl. production:
1,835 euros



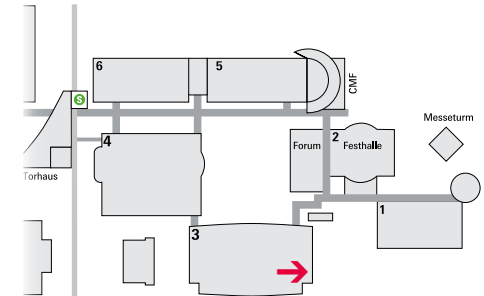
Banner in the entrances Hall 3.0 East (directly next to the hall entrance doors)

Format

W 650 x H 300 cm

Price

Rent incl. production:
2,575 euros



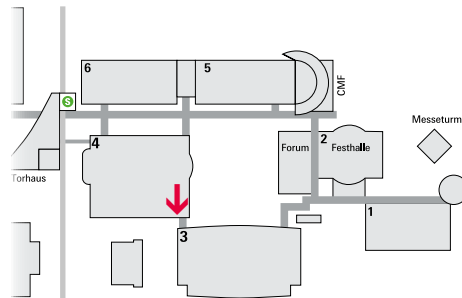
Banner in the foyer of Hall 4.1 Connection to Hall 3

Format

W 343 x H 301 cm

Price

Rent incl. production:
2,365 euros



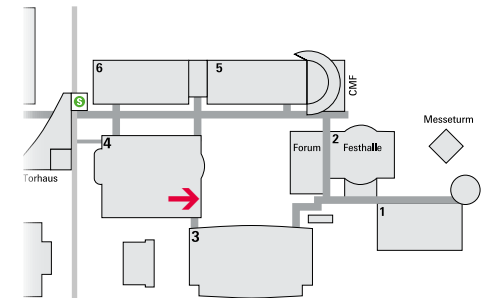
Banner in the foyer of Hall 4.1 near the café/bar

Format

W 650 x H 300 cm

Price

Rent incl. production:
3,180 euros



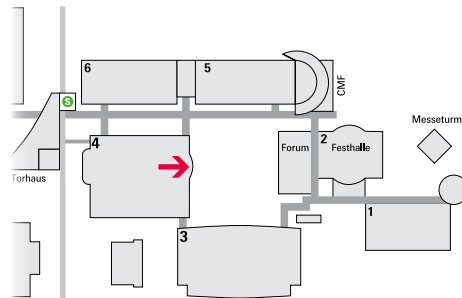
Banner right at the entrance to Hall 4.1

Format

W 725 x H 300 cm

Price

Rent incl. production:
3,450 euros



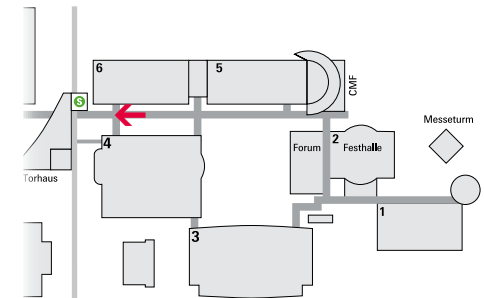
Banner at the junction of halls 4 and 6

Format

W 140 x H 266 cm

Price

Rent incl. production:
1,570 euros per position



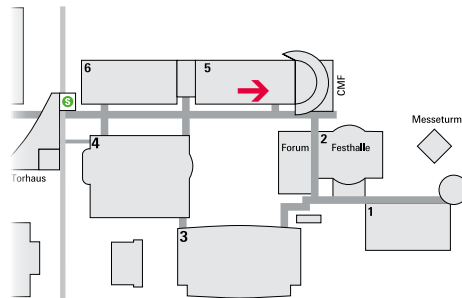
Banner over the escalator in the foyer of Hall 5.1 East

Format

W 500 x H 250 cm

Price

Rent incl. production:
4,200 euros per position



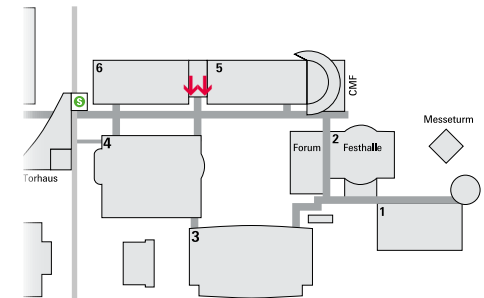
Banner in the passage of Hall 5.1 to Halls 4.1 and 6.1

Format

W 222 cm x H 428.5 cm
double-sided
2 positions in all

Price

Rent incl. production:
3,960 euros per position



Banner in the passage of Hall 5.1.1 to Hall 4.2

Format

W 222 cm x H 408.5 cm

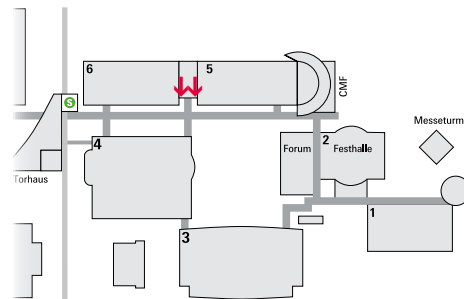
double-sided

2 positions in all

Price

Rent incl. production:

3,960 euros per position



Column covering in the foyer of Hall 5.0 South East

Format

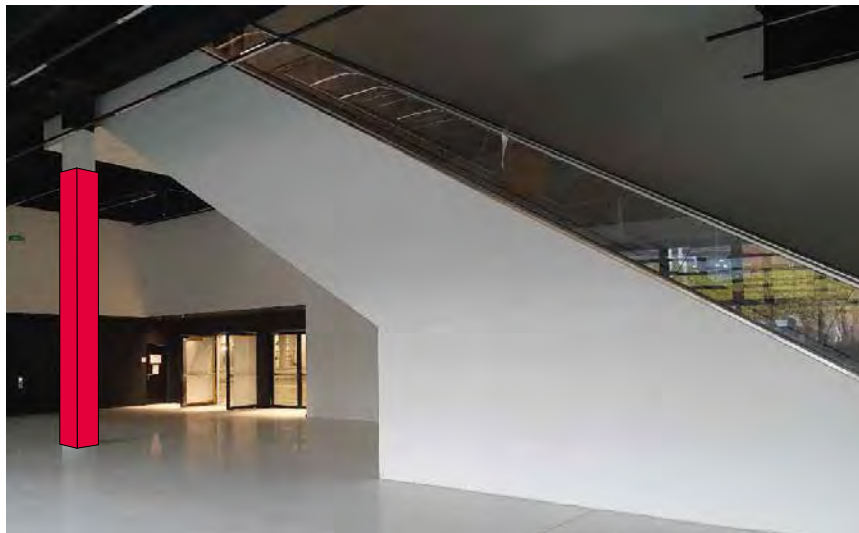
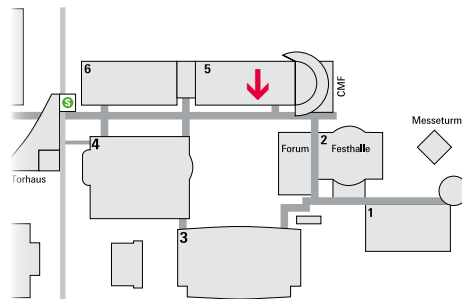
W 100 x H 500 cm

four-sided

2 positions in all

Price

Rent incl. production:
4,730 euros per position



Column covering in Hall 5.1.1 in the passage to Hall 6.2

Format

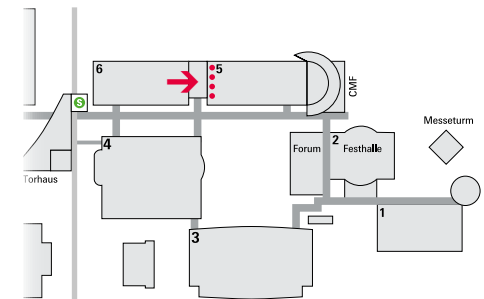
W 150 cm x W 75 cm x W 150 cm x W 75 cm x H 350 cm

four-sided

4 positions in all

Price

Rent incl. production:
3,840 euros per position



Column covering in the passage of Hall 5 to Hall 6

Format

W 100 x H 500 cm

four-sided

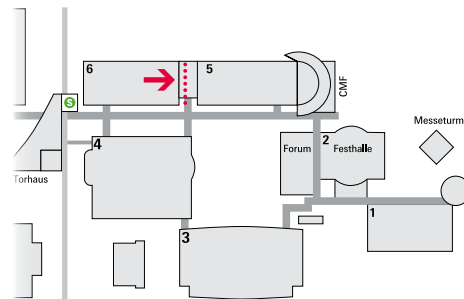
7 positions in all

in the outdoor area

Price

Rent incl. production:

5,675 euros per position



Escalator stickers

Advertising on the balustrade panels of the escalators in the foyer of hall 3 East + West

Formats

Different formats depending upon the escalator

Possibilities

Level 3.0 to Level 3.C

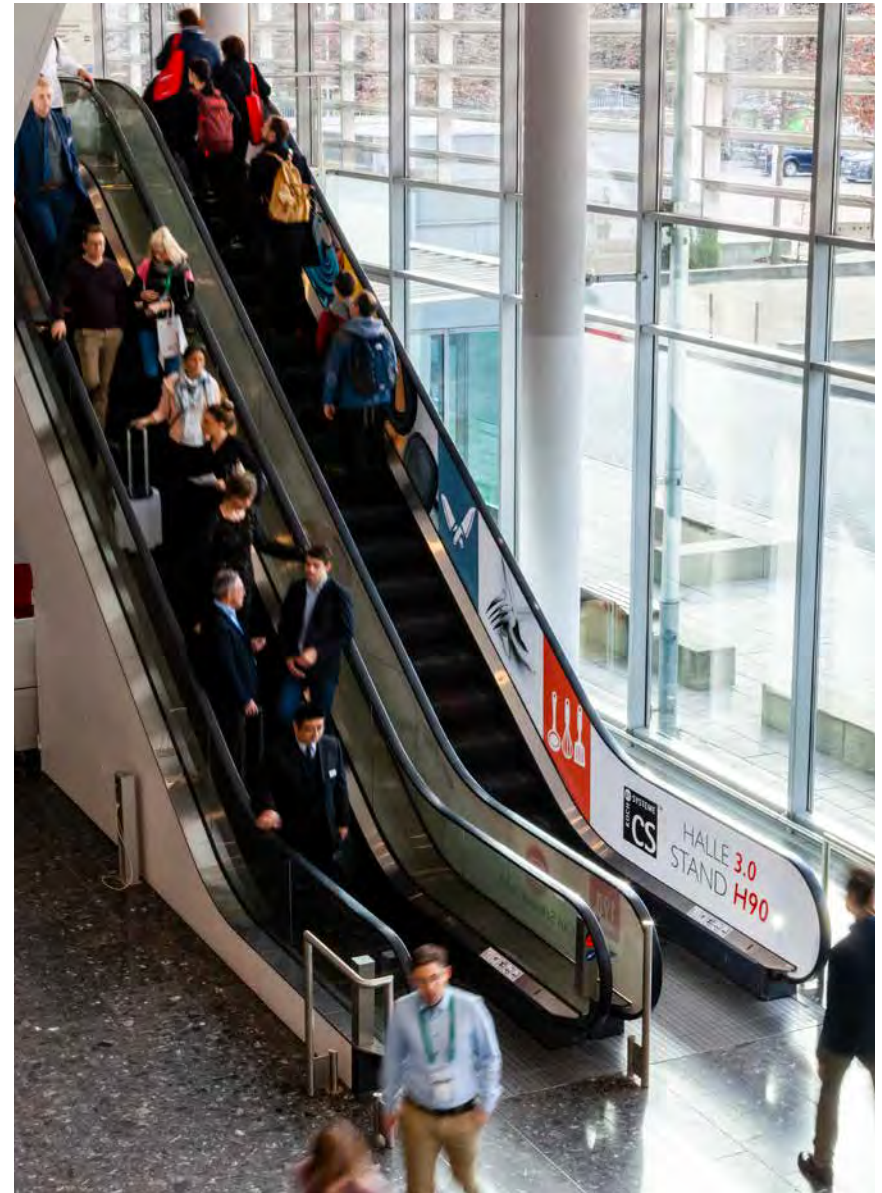
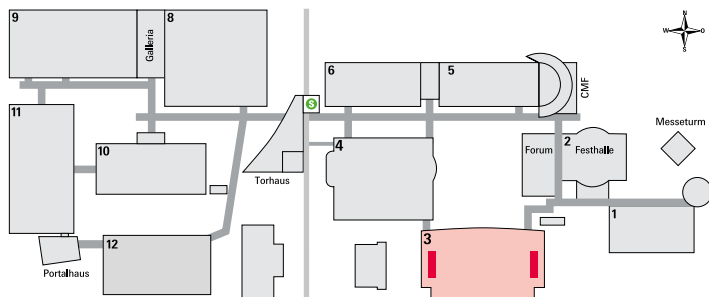
Rent incl. production: 1,870 euros per side

Level 3.C to Level 3.Via

Rent incl. production: 1,990 euros per side

Level 3.Via to Level 3.1

Rent incl. production: 1,990 euros per side



Escalator stickers

Advertising on the balustrade panels of the escalators in the foyer of hall 4

Formats

Different formats depending upon the escalator

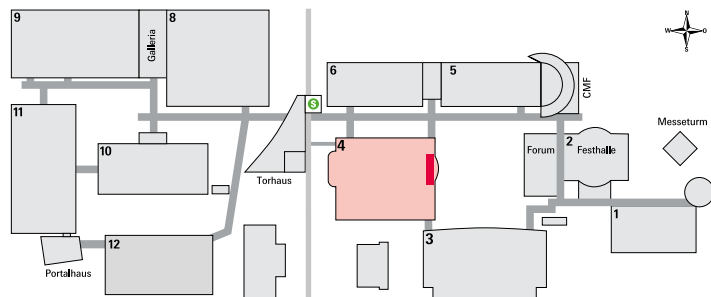
Possibilities

Level 4.0 to Level 4.C

Rent incl. production: 1,780 euros per side

Level 4.C to Level 4.1

Rent incl. production: 1,780 euros per side



Escalator stickers

Advertising on the balustrade panels of the escalators in the foyer of hall 5

Formats

Different formats depending upon the escalator

Possibilities

Level 5.0 to Level 5.01 West (inside)

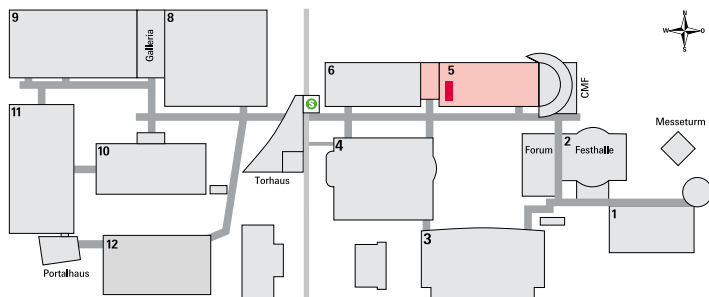
Rent incl. production: 1,350 euros per side

Level 5.01 to Level 5.1 West (inside)

Rent incl. production: 1,200 euros per side

Level 5.1 to Level 5.1.1 West (inside)

Rent incl. production: 2,040 euros per side



Travelators, stickers on the balustrade panel

Give them something to think about in passing – your advertisement prominently placed on the balustrade panels along the central walkway from Hall 3 to the Festhalle, along Hall 5 or Hall 6.

Format

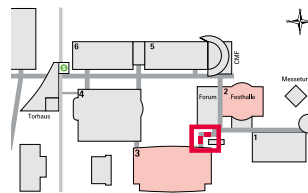
W 144,5 x H 60 cm, one-sided

Possibilities

Hall 3 to the Festhalle:

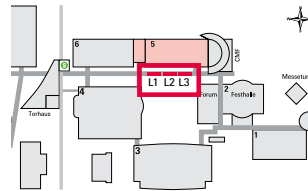
28 advertising spaces

Rent incl. production: 5,730 euros



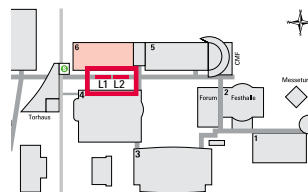
along Hall 5: 34 advertising spaces

Rent incl. production: 6,955 euros



along Hall 6: 28 advertising spaces

Rent incl. production: 5,730 euros



Please limit your choice of motif to a maximum of three layouts, as you will be charged for each additional motif.

Staircase stickers in Hall 5 from Level 0 to Level 1

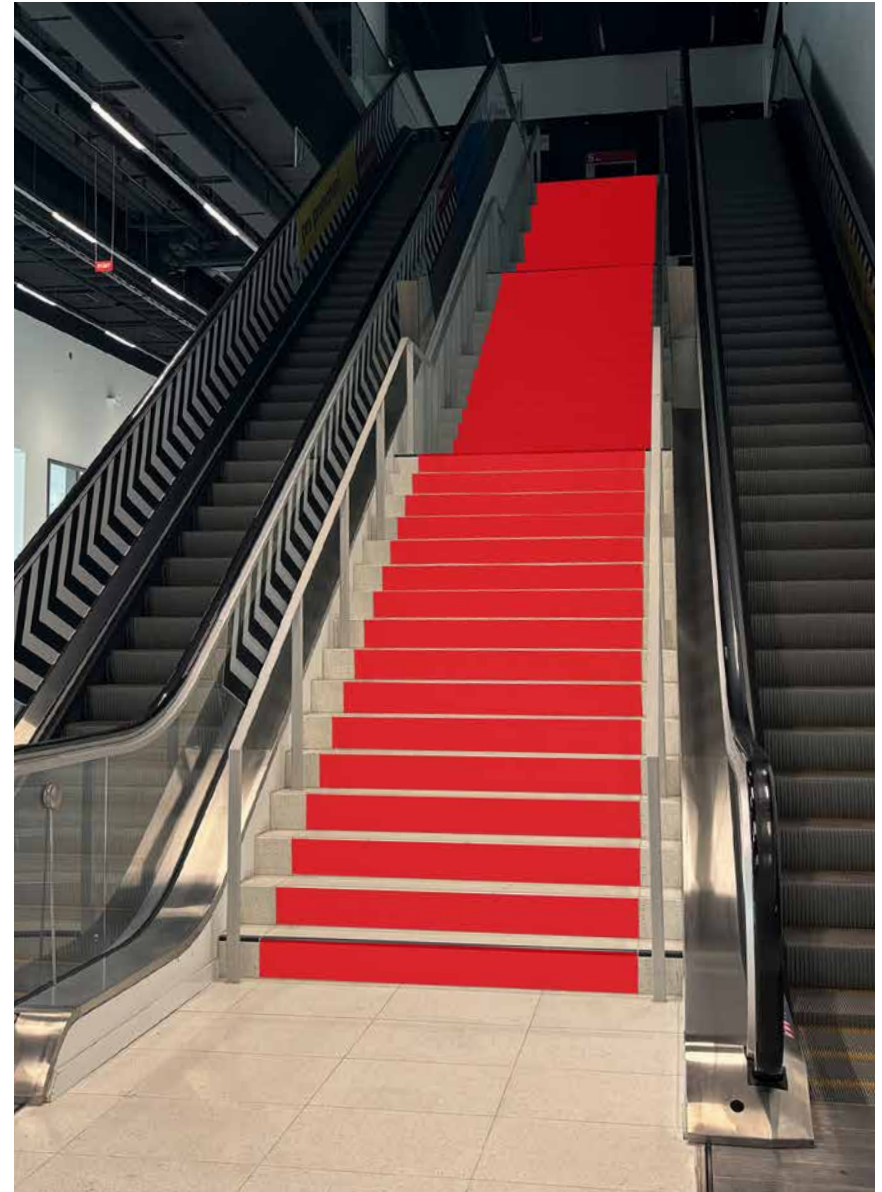
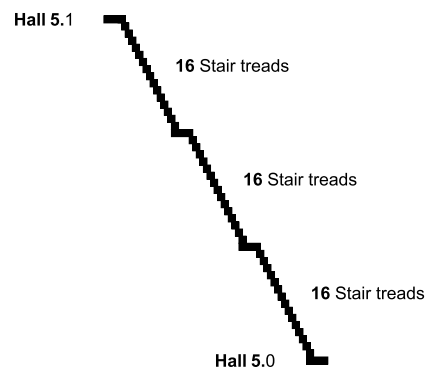
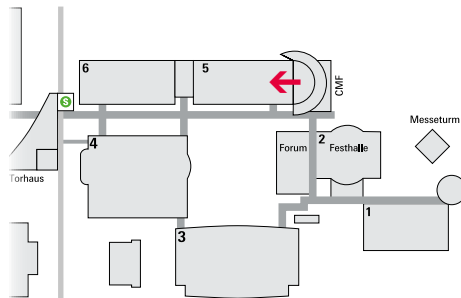
Format

W 200 x H 17 cm per step

48 steps in all

Price

Rent incl. production: 4,895 euros



Promotions

A charming smile speaks more than a thousand words!
Greet visitors with information and giveaways – take advantage of our promotional offer in central locations within the exhibition grounds.

A recommendation from us to you:
The more creative your promotion, the greater your success.
We will be happy to advise you and look forward to implementing your to realise your wishes. Please contact us!

Approval of 2 promoters (own personnel) each at defined positions/routes
Price per hour (team of two): 300 euros



Advertising opportunities in the exhibition halls

Why not advertise on the windows in the washrooms? Surprise visitors to the trade fair with a real eye-catcher. What would you like in “your” trade fair hall?



Mirror stickers in the washrooms of halls 3, 4, 5 and 6

Want to clean up? Then advertise in the washrooms!

- » **Hall 3.0**
30 advertising spaces with the dimensions W 34 x H 100 cm
Rent incl. production: 3,740 euros
- » **Hall 3.1**
32 advertising spaces with the dimensions W 34 x H 100 cm
Rent incl. production: 3,740 euros
- » **Hall 4.0**
30 advertising spaces with the dimensions W 44.5 x H 79.5 cm
Rent incl. production: 3,775 euros
- » **Hall 4.1**
32 advertising spaces with the dimensions W 44.5 x H 79.5 cm
Rent incl. production: 4,040 euros
- » **Hall 5.0**
27 advertising spaces with the dimensions W 41 x H 100 cm
Rent incl. production: 3,725 euros
- » **Hall 5.1**
40 advertising spaces with the dimensions W 41 x H 100 cm
Rent incl. production: 5,520 euros
- » **Hall 6.0**
12 advertising spaces with the dimensions W 34.5 x H 80 cm
Rent incl. production: 2,130 euros
- » **Hall 6.1**
17 advertising spaces with the dimensions W 34.5 x H 80 cm
Rent incl. production: 2,255 euros



Please limit your choice of motif to a maximum of three layouts, as you will be charged for each additional motif.

Advertising opportunities on the hall facades

Attract the maximum amount of attention by advertising on the hall facades! Our striking megaposters are visible from a long way off and impossible to overlook from the central walkways on the exhibition grounds.



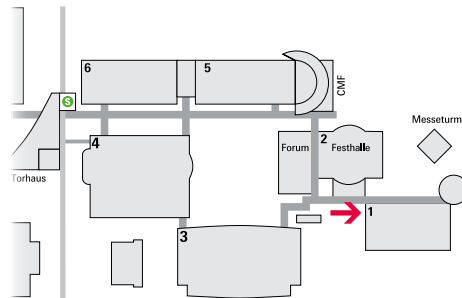
Megaposter on the facade of Hall 1 West

Format

W 1.300 x H 990 cm

Price

Rent incl. production:
13,705 euros



Megaposter on the facade of Hall 3 North

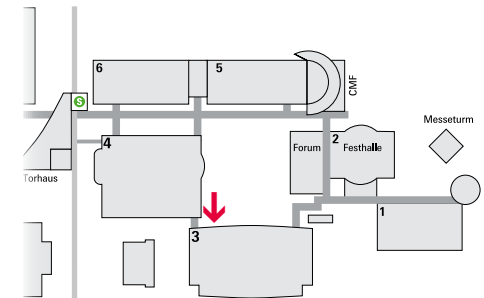
Format

W 1,800 x H 300 cm

4 positions in total available

Price

Rent incl. production:
13,015 euros



Megaposter on the facade of Hall 3 North

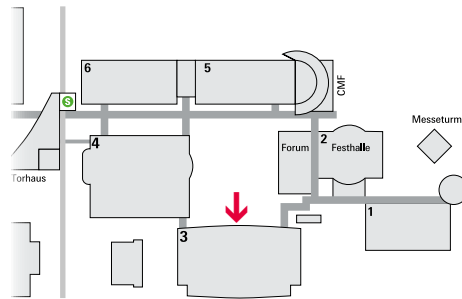
Format

W 3,970 x H 930 cm

Price

Rent incl. production:
36,785 euros

subject to the final approval
by the Fair management

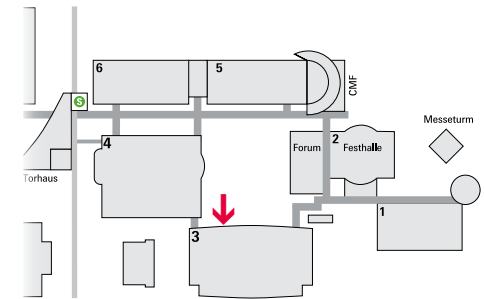


Megaposter on the escalator in front of Hall 3

c. 75 m² advertising area

Price

Rent incl. production:
14,275 euros



Megaposter on the facade of Hall 4 North

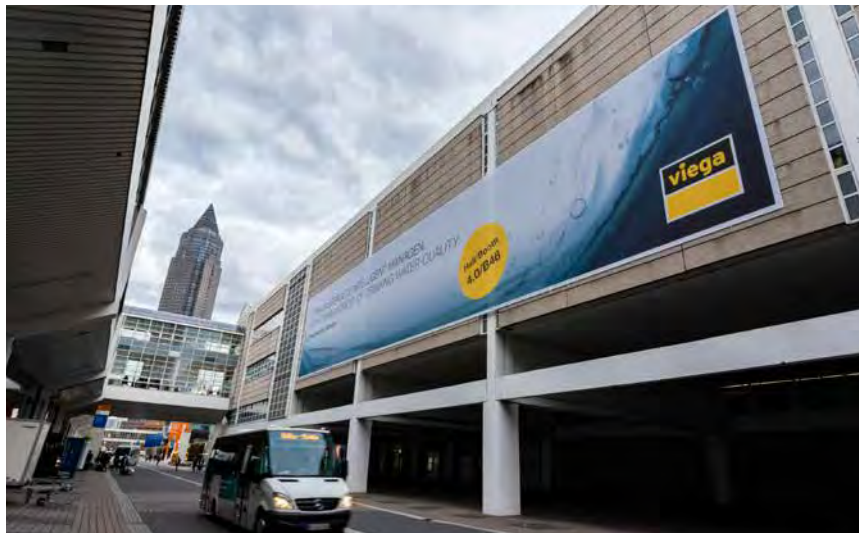
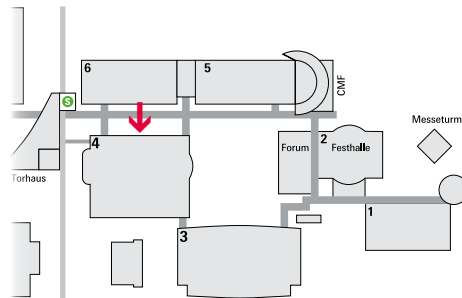
Easily visible from the Via Mobile

Format

W 4,150 x H 800 cm

Price

Rent incl. production:
22,890 euros



Megaposter on the facade of Hall 4 North

Easily visible from the Via Mobile

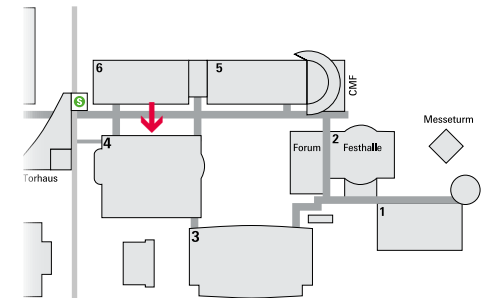
Format

W 1,150 x H 800 cm

4 adjacent positions
possible

Price

Rent incl. production:
10,380 euros per position



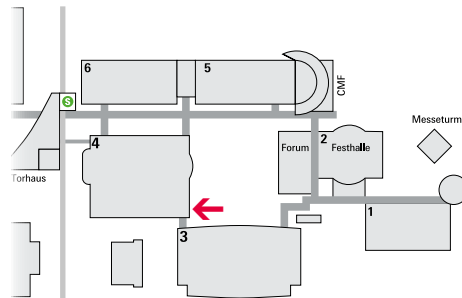
Megaposter on the facade of Hall 4 East

Format

W 1,200 x H 1,200 cm

Price

Rent incl. production:
11,825 euros



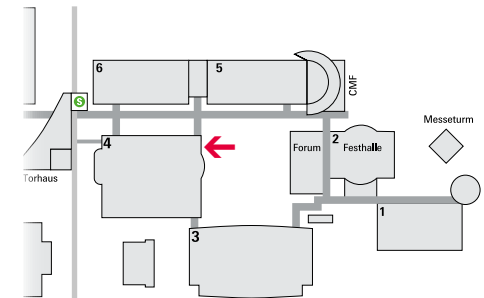
Megaposter on the facade of Hall 4 East

Format

W 900 x H 600 cm

Price

Rent incl. production:
12.650 euros

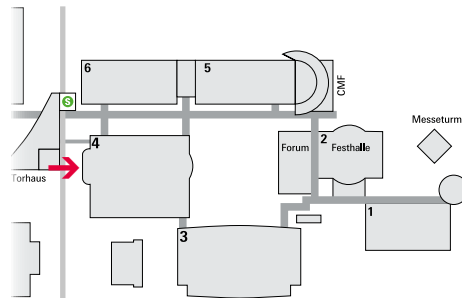


Megaposter on the facade of Hall 4 West

Opposite the suburban railway (S-Bahn) stop /
Torhaus main entrance

Format
W 1,200 x H 1,500 cm

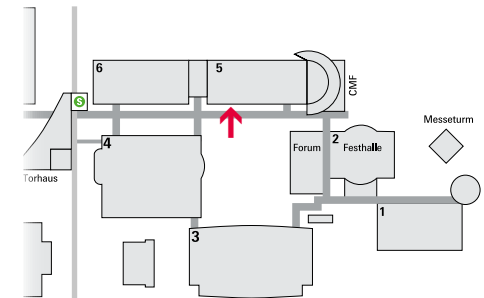
Price
Rent incl. production:
16,100 euros



Megaposter on the facade of Hall 5 South

Format
W 630 x H 360 cm

Price
Rent incl. production:
3,600 euros



Advertising opportunities in the outside areas

In front of the City entrance, Congress Center or the exhibition halls, every visitor to the trade fair is exposed to your message – and is bound to take it in. So you obtain maximum visibility and with it an outstandingly effective advertisement.



» In the outdoor area

Oktavo

Advertising towers on the exhibition grounds

Standing tall and impossible to overlook. Positioned in a central location between the halls and easily visible from the Via Mobile too.

Formats

W 230 x H 800 cm three-sided

W 230 x H 1,000 cm three-sided

Price

Rent incl. production 8 m tower:
8,225 euros

Rent incl. production 10 m tower:
9,940 euros



» In the outdoor area

Oktavo

Advertising towers in front of the City entrance and Congress Center

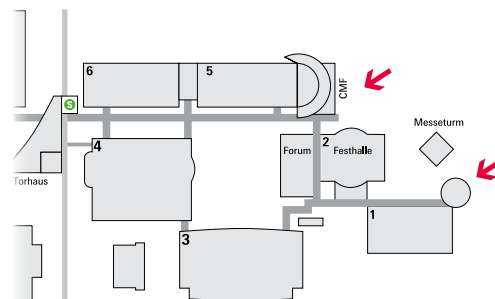
Visitors and commuters can't miss you – at the City entrance and Congress Center you're a towering presence!

Formats

W 230 x H 800 cm three-sided

Price

Rent incl. production 8 m tower:
8,225 euros



» In the outdoor area

Omen

Flags on the exhibition grounds

Fly the flag on the exhibition grounds – raise and animate your profile!

Technical information

- » Flagpoles with a swivel-head boom
- » Even when the wind is calm, your motif is clearly visible
- » W 150 x H 400 cm format possible

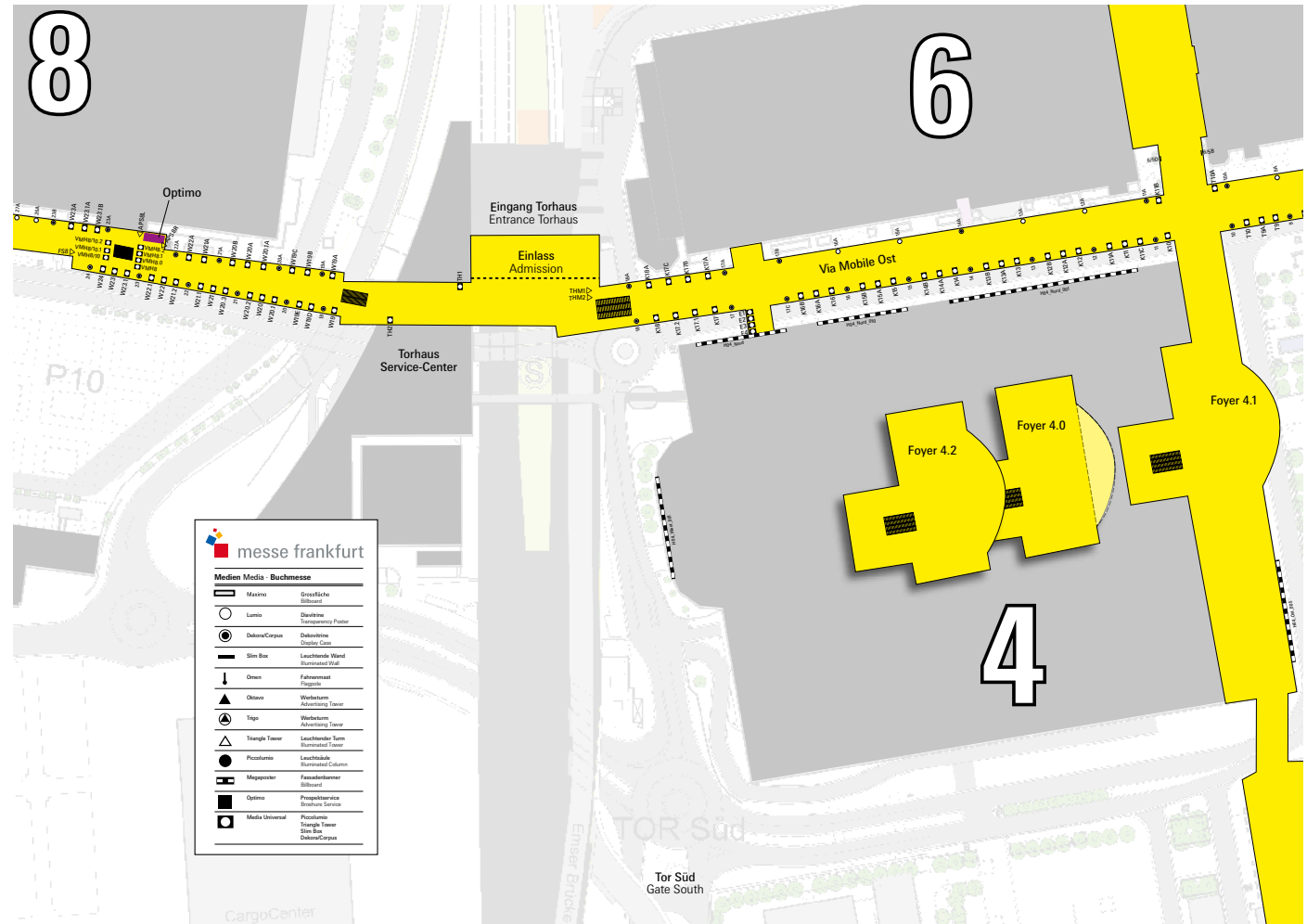
Price

Rent incl. hoisting and lowering: 530 euros
Production price per flag: on request



Site plan Via Mobile halls 4 to 6 and Torhaus entrance

The Torhaus entrance is used by all visitors arriving at the fair by suburban railway (S-Bahn).



Your contact persons

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We are happy to be there for you. Contact us!