



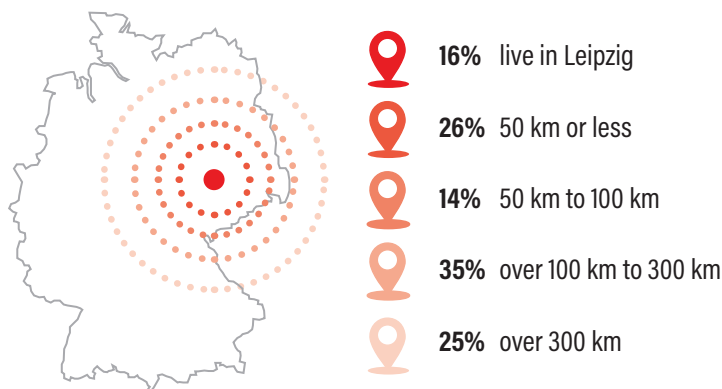
WELCOME TO LEIPZIG BOOK FAIR

Leipzig Book Fair is where authors and readers come together to celebrate all kinds of literature, providing a major platform for new books released during the year. It's where the world of words comes alive – and you can be there! Come and be part of this giant festival of reading and present your publishing programme or services to professional visitors and reading fans – up close and in person! Book lovers, writers, illustrators, publishing representatives, literary critics, translators – everyone who's moved by literature or involved in promoting literature will be coming to Leipzig.

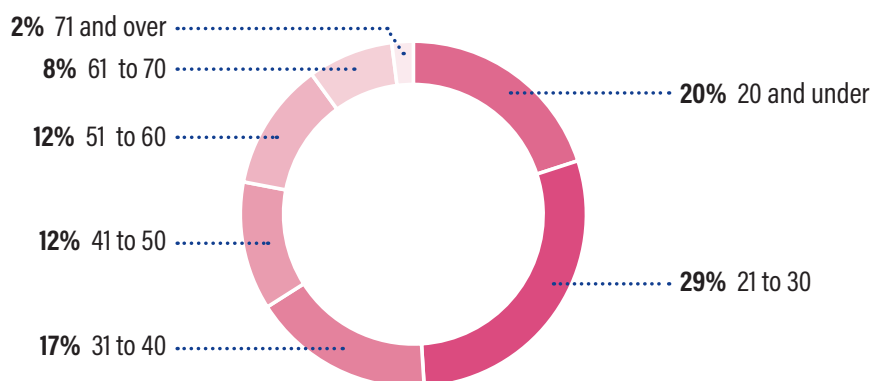
2023 FACTS & FIGURES



DISTANCE TRAVELLED by visitors (in %)



AGE GROUPS of visitors (in %)



MOST IMPORTANT GOALS

Visitors

- Draw inspiration
- See other books than is normally possible in bookstores
- Experience the unique atmosphere of Leipzig Book Fair
- Discover new perspectives, broaden one's own horizon
- Find out about the latest publications and new books

Exhibitors

- Increase awareness of their products and services
- Acquire new customers
- Increase awareness of the company / Image management
- Present new products
- Maintain existing contacts

EXHIBITOR SATISFACTION

81% are happy to recommend the fair

75% will return as exhibitors in 2024

72% feel their participation was successful

Leipzig liest (Leipzig Reads) reading festival makes Leipzig Book Fair special

"For us, Leipzig Book Fair means visibility for our books, variety, enthusiasm for reading and an amazing amount of direct contact with the visitors. Our authors presented over 100 readings across the city and I've had nothing but positive feedback so far. The concept of Leipzig liest is what makes Leipzig Book Fair so special, because the event reaches far beyond the exhibition centre. The entire city is the Book Fair."

Rebecca Prager, Head of Corporate Communications at Penguin Random House Publishing Group

Spotlight on new books

"We've really missed coming to Leipzig Book Fair! It's like a huge spotlight that shines on new books. And now the fair has given us everything we had been hoping for and anticipating for so long. It was a feast of encounters for starved readers with a gratifyingly large number of young people among them! It was a joy to see visitors pouring into the fair from the moment it began, full of curiosity, crowding around the books and hanging on every word spoken by the authors. [...] Leipzig liest was a great success once again with a perfect selection of reading venues. We look forward to coming back in March 2024!"

Christina Knecht, Media Relations Manager at Carl Hanser Verlag GmbH & Co. KG, Paul Zsolnay Verlag



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