

A red carpet is laid out on a paved surface. In the background, the lower legs and feet of several people are visible, suggesting a public event or premiere. A white arrow icon points to the right in the upper right corner.

We are rolling out the red carpet for
Comic and Manga at
Frankfurter Buchmesse 2023.

Exhibiting publishers and companies from around the world



A total of **4,000 exhibitors** from
95 countries participated at the
74th Frankfurter Buchmesse

Media presence

Statistical media response analysis:
print, radio and TV⁵

9,012

articles and
features

with a total reach of

669,519,102

circulation of print media:

98,489,736

6,400

media representatives from

63

countries accredited for
this year's Frankfurter
Buchmesse

Media presence

Statistical response analysis: online media⁶

38,004

mentions in online media outlets

30 bn.

Rechteckiges Ausschneiden

potential reach

⁵Source: Landau Media, observation period print: 1 September – 31 October 2022;
TV and radio: 19 – 23 October 2022. Only German-language sources were evaluated.

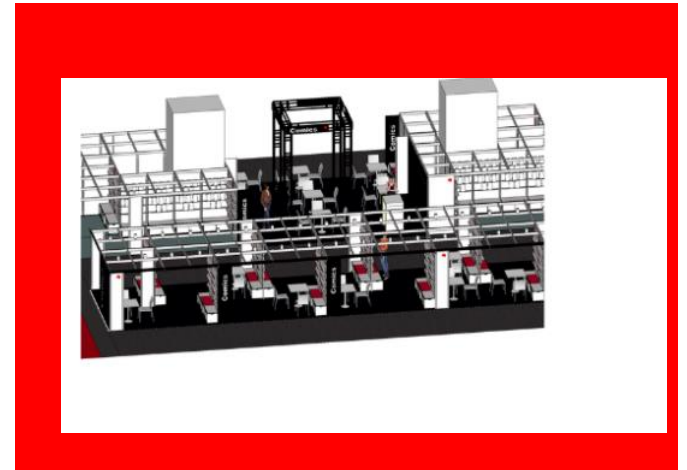
⁶Source: Meltwater, observation period: 23 September – 30 October 2022.

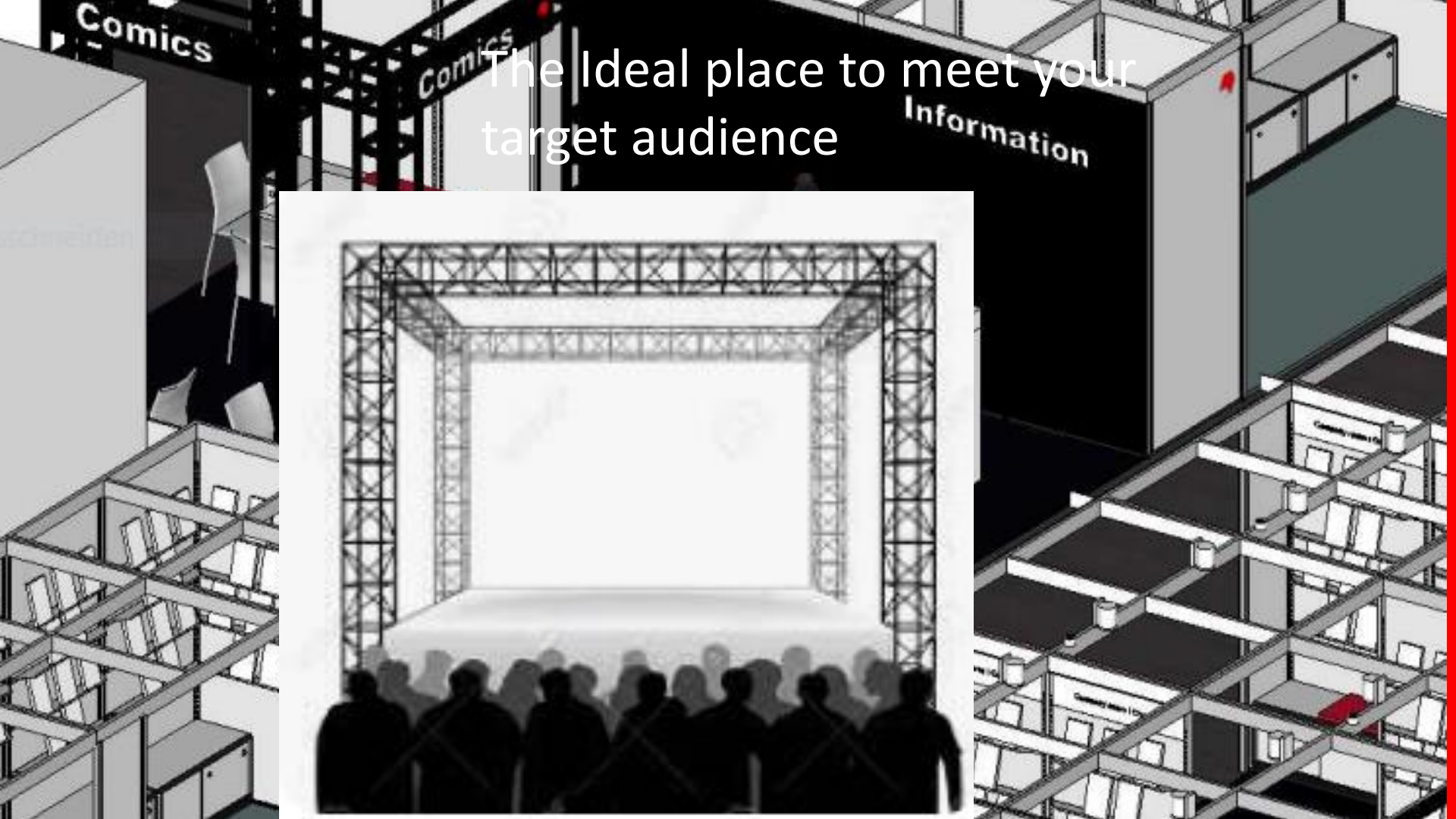
The main reasons for exhibitors to attend

- Buy and sell rights
- Meet the entire industry all in one place
- Get to know the decision makers from all international markets
- Discover new trends
- Find out all about new products and methods that can benefit you in your everyday business

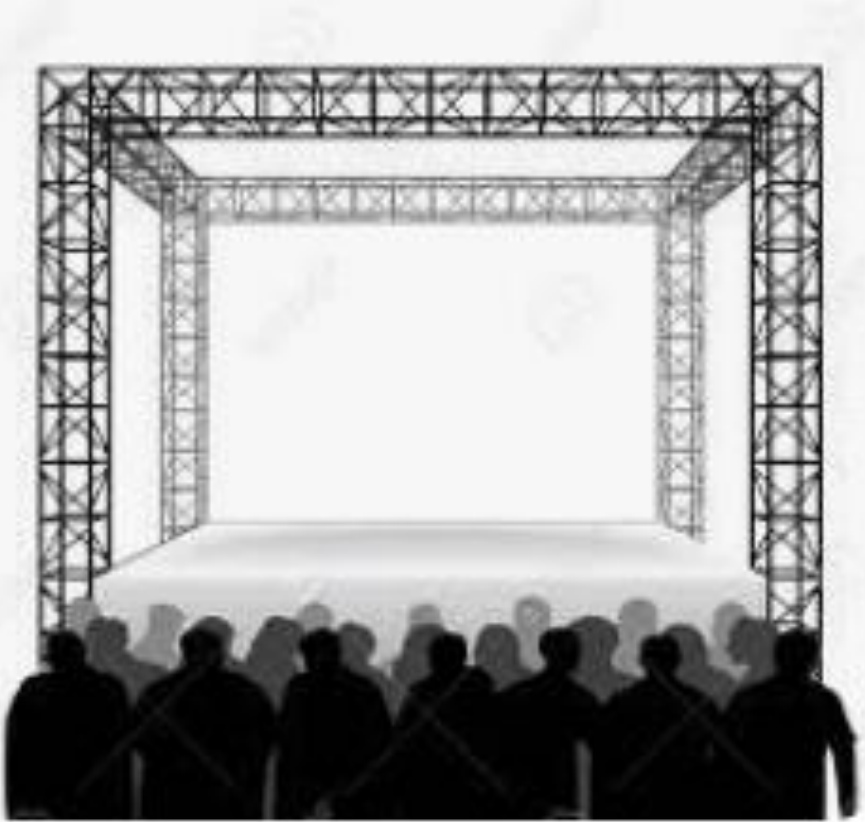
The new Comics Centre in the international hall 6.1

**New in Hall 6.1! Exhibition
module in a supervised Collective
Exhibition at a special rate for
first-time exhibitors; also suitable
as a secondary presence for
companies that already have a
stand at the fair.**

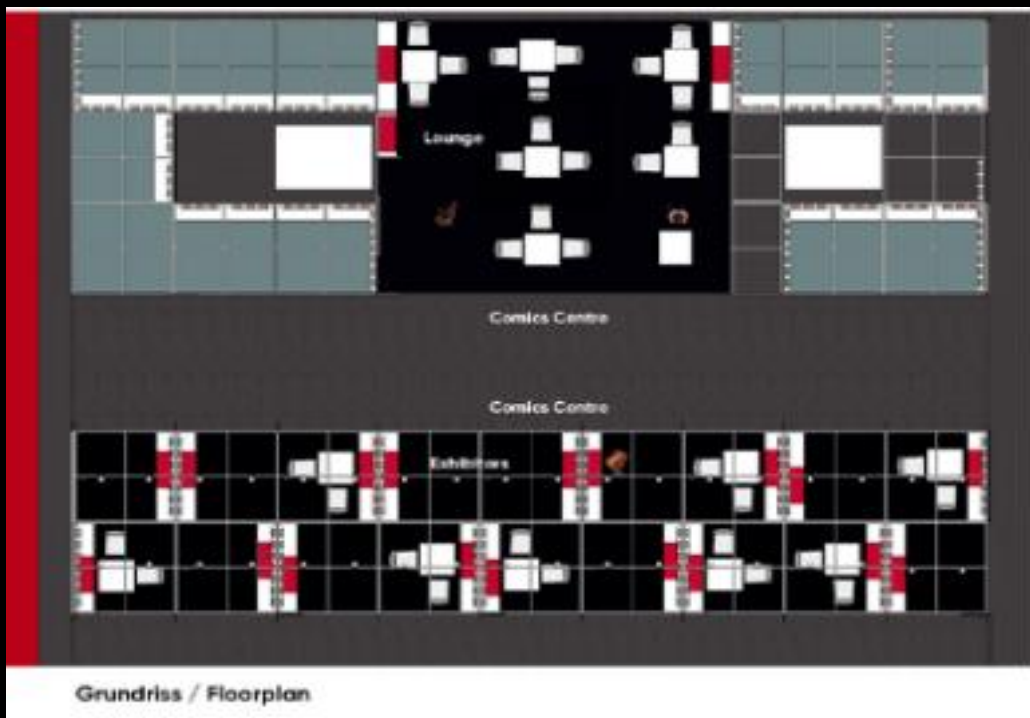




The Ideal place to meet your target audience



Worldwide rights business for comics, manga and graphic novels, centrally located in one place: the new Comics Centre.



Offers & Prices at a glance

Services for first-time exhibitors at Frankfurter Buchmesse

•4 sqm unit with 8 shelves, 2 bench cabinets, 1 table, 2 chairs, lighting, stand sign and WiFi within the international Collective Exhibition Comics Centre

•Entry in the Exhibitor Directory

•2 exhibitor passes and 2 one-day trade visitor tickets

•Networking event, accompanying PR and marketing measures

•On-site support

€ 1,620.-

Services as a secondary presence

•1 shelf unit (H x W: 2 m x 1 m) with 4 shelves, lighting and 1 bench cabinet within the international Collective Exhibition Comics Centre

•Stand sign with reference to the company's main stand

•Entry in the Exhibitor Directory, 2 one-day trade visitor tickets

•Networking event, accompanying PR and marketing measures

•On-site support

€ 882.-



Register now and join us for

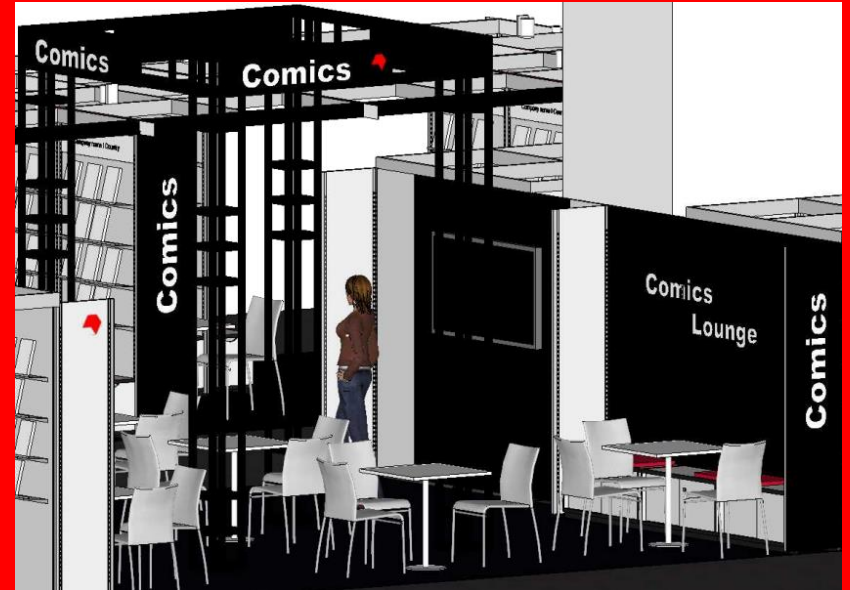
Happy Hours at the Comics Centre

Meet the Expert sessions

Comic to Screen session

And much more

[registration-comics-centre.pdf \(buchmesse.de\)](#)





Contact for further information

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