



Media card

The Helsinki Book Fair is the key annual meeting venue for book-lovers and publishing sector professionals. The Helsinki Book Fair is an eagerly awaited cultural event, highlighting current phenomena and events. Events held simultaneously with the Book Fair include the Antiquarian Book Fair, the Helsinki Music Fair and the Wine, food and good living event.

Visitor groups

In addition to enthusiastic readers and book collectors, the Helsinki Book Fair attracts teachers, library and publishing professionals, students and pupils.

The event showcases:

Publishers • Booksellers • Antiquarian book stores • Magazines • Comics • Associations, organisations, clubs • Museums, libraries • Maps, calendars, cards • Multimedia, CDs, other video and audio recordings • eBook • Other bookshop products • Printing houses, graphic design • Training, officials, research institutes • Other products and services • Stamps

Space rental

Row stands: €118/m²

Corner and end stands: €128/m²

Organisations, associations and societies

Row stands: €61/m²

Corner and end stands: €65/m²

Registration fee €370 to be paid in addition to the space rental fee. The valid VAT will be added to prices.

Easy participation

For easy and effortless participation in a Messukeskus event, book a **Package stand** or select our **Turnkey solution**. We'll be happy to tell you more!

Exhibitor registration: www.helsinginkirjamesut.fi

Accommodation services

The high-quality Holiday Inn hotel operates adjacent to Messukeskus.

Time and venue

23-26 Oct 2014 Messukeskus

Thu, Sat and Sun 10:00 - 18:00, Fri 10:00 20:00

Organiser Messukeskus

In cooperation with

the Finnish Book Publishers Association and the Book-sellers' Association of Finland

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VERIFIED STATISTICS FOR THE PREVIOUS EVENT

Helsinki Book Fair 2013

• Visitors	79,939(*)
• Exhibitors	337
• Exhibition space	6,982 m ²
• Accredited journalists	1,945

Visitor profile (*)

- Female 59 %, male 41 %
- 88 % from the Helsinki Metropolitan Area
- Average age 46 years
- Read an average of 15 and bought 10 books in the last 12 months.

Book Fair visitor feedback

85% of visitors who primarily visited the Book Fair bought books while there. The average time they spent at the Book Fair was 3.7 hours. 31% of them had read electronic books.

95 % of Book Fair visitors were satisfied with the event as a whole. 91% of them were satisfied with the stage programmes they watched. The most popular reasons for attending the fair were finding out about new books (84 %), buying books (75 %), finding out about the Antiquarian Book Fair (59 %) and hearing about the latest news in the publishing world (58 %). 64 % of visitors read the Fair Magazine before coming to Messukeskus. 96 % are certain or likely visit the next Book Fair, too.

Book Fair exhibitor feedback

Companies were able to realise their key objectives well:

Showcasing products and services	92 %
Building company image	88 %
Meeting customers and stakeholders	82 %
Launching new products or services	81 %

93 % of the exhibitors were satisfied with the number of visitors; 85 % were able to reach their target group well. 91 % were satisfied with the event as a whole. 84 % of the exhibitors are certain or likely to visit the next Book Fair.

(*) Total visitors to the Helsinki Book Fair, the Helsinki Music Fair, the ArtForum and the Wine, food and good living event.

Sources: Levikintarkastus Oy, TNS Gallup Media visitor survey and Messukeskus's exhibitor survey. The fair's performance-related percentages have been rounded up or down to the nearest whole.

www.helsinginkirjamesut.fi