**Leipzig Book Fair**

**(27–30 March 2025)**

Leipzig, 1 July 2024

**Registration for the 2025 Leipzig Book Fair Is Now Open**

# 10 Per Cent Discount for Bookings Received by 31 August

**At the 2024 Leipzig Book Fair, 283,000 bookworms took part in 2,800 splendid events at over 300 venues. Together with Europe's largest reading festival, "Leipzig liest" (Leipzig reads), and Manga-Comic-Con, the fair enjoyed a fantastic response from visitors and exhibitors alike. With a view to generating the same enthusiasm in 2025, registration for exhibitors has now opened. It is advisable to book as soon as possible. A discount of 10 per cent on the standard price for space rental is available until 31 August.**

"The last two years were clear proof that people have an unrelenting desire to come and explore the Leipzig Book Fair. Our visitors want to meet authors, discover new books and immerse themselves in all kinds of topics. This provides tremendous opportunities for publishers to find new readers and generate interest in their books", says Astrid Boehmisch, Director of the Leipzig Book Fair.

**New Formats and Category Expansion**

Listening options such as audiobooks and podcasts continue to enjoy increasing popularity, and social media channels such as BookTok, Bookstagram and BookTube have become significant in accelerating awareness of the book market. Genres such as "Young Adult" and "Romantasy" are favourites with young readers, and fantasy, young adult and children's literature represent growing markets. At the 2025 Leipzig Book Fair, new formats are planned to ensure all these trends are on prominent display.

How does artificial intelligence affect social interaction? What risks and opportunities can we expect from AI tools? How can we take a confident and reflective approach to AI? At the next edition of the Leipzig Book Fair, a new and exciting exhibition space is dedicated to these questions and more. In addition, as the major visitor attraction at the last two book fairs, the Open Society Forum will once again provide a platform for discussing the defining issues of our time, including democracy and freedom of speech, social justice and discrimination, and war and integration.

**Optimised Hall Layouts**

This year's successful design of Halls 1 and 3 will be repeated in 2025. The space dedicated to fantasy and children's and young adult literature is directly linked to Manga-Comic-Con in Hall 3. Hall 2 continues to be the main area for books on religion, travel and education, together with textbooks and academic literature. Furthermore, the exhibition space for music, with its wide selection of material for music teachers, is moving to Hall 2 to make it even more attractive to educators. With the Congress Center Leipzig right next door, it is easy to access the many specialist events taking place there.

The area for fiction and non-fiction stretches through Halls 2, 4 and 5, with a focus on independent publishers in Hall 5. Visitors will find the featured international topics in Hall 4 as usual. The new category of "Audio" will focus on listening options such as audiobooks and podcasts, and will also be moving into Hall 4. Hall 5 is fully dedicated to art books, accessories and services for publishers and book traders, as well as autoren@leipzig. Furthermore, the Antiquarian Book Fair is scheduled to take place in Hall 5 and will be welcoming exhibitors of book art and graphics as its new neighbours after they requested the two areas be placed closer together. Fiction and non-fiction, as well as media, newspapers and magazines will be located in various themed areas in Halls 2, 4 and 5.

**2025 Guest of Honour Norway: "Spring Dreams"**

"Spring Dreams" is the slogan chosen by NORLA (Norwegian Literature Abroad) for Norway's appearance as the Guest of Honour Country at the 2025 Leipzig Book Fair. Springtime symbolises new beginnings and things that lie ahead. NORLA plans to offer a wide-ranging and colourful programme at the Leipzig Book Fair that introduces German readers to Norwegian literature, creates opportunities for discussion and promotes the joy of reading. Germany is one of the most significant markets for Norwegian books. NORLA plans to invite some 30 authors and illustrators to the Leipzig Book Fair including Karl Ove Knausgård, Maria Parr, Lars Mytting, Nina Lykke, Matias Faldbakken, Ingeborg Arvola and Erling Kagge. There will be a spotlight on Norwegian literature for children and young adults featuring a bold and innovative approach supported by world-class illustrators.

**Discount Prices Available Until 31 August – Book Now!**

Registration for the Leipzig Book Fair is now open. It is worth booking before 31 August to receive a 10 per cent discount on your stand rental fees. From 1 September, standard rates will apply. To ensure we know how many exhibitors to expect when we plan the Leipzig Book Fair, we have set a booking deadline of 1 November. After that, you will only be able to book under different terms. All registered exhibitors can then book a slot at "Leipzig liest" (Leipzig reads) from 1 October until 30 November. Confirmation of venues will be sent out from January 2025. Full details, as well as registration forms for publishers and service providers, can be found at [www.leipziger-buchmesse.de/en/exhibit/planning-your-trade-fair-presence/register-your-stand/](http://www.leipziger-buchmesse.de/ausstellerwerden).

The Leipzig Book Fair will take place from 27 to 30 April 2025.

**About the Leipzig Book Fair**

The Leipzig Book Fair is the most important spring rendezvous for the book and media industry and is a trade fair for readers, authors, and publishers. It presents the spring's new releases, current themes and trends, and also exhibits novelties from Central and Eastern Europe in addition to new German-language literature. The Guest of Honour at the 2025 Leipzig Book Fair is Norway. Thanks to the unique combination of a trade fair and "Leipzig liest" (Leipzig reads) – Europe's largest reading festival – together with Manga-Comic-Con, the Book Fair has become a magnet for the public. At the last event, 283,000 visitors to the Leipzig Exhibition Centre and venues across the city were able to enjoy spring novelties presented by 2,085 exhibitors from 40 countries.

**About the Leipziger Messe**

The Leipziger Messe is one of the ten leading German trade fair companies and one of the top 50 worldwide. It organises events in Leipzig and at various locations all over Germany and abroad. With its five subsidiaries and the Congress Center Leipzig (CCL), Leipziger Messe is a comprehensive service provider covering the entire chain of the events business. It is due to this level of professionalism, that customers and visitors in 2023 voted Leipziger Messe the service champion of the trade fair industry in Germany's largest service ranking for the 10th time in a row. The Leipzig fairgrounds comprise an exhibition area of 111,900 m² and an open-air exhibition area of 70,000 m². Every year, over 270 events with over 15,300 exhibitors and more than 1.2 million visitors take place – from trade fairs, exhibitions and congresses to events. Leipzig was the first German trade fair company to be certified according to the Green Globe standards. Sustainability is a recurring theme in the Leipziger Messe's corporate activities.

**Press Contact**

Felix Wisotzki, Press Officer

Telephone: +49 (0)341 678-6555

Email: [f.wisotzki@leipziger-messe.de](mailto:f.wisotzki@leipziger-messe.de)

**Leipzig Book Fair Online**

[www.leipziger-buchmesse.de/en/](http://www.leipziger-buchmesse.de)

<https://blog.leipziger-buchmesse.de/>

**Leipzig Book Fair on Social Media**

<http://www.facebook.com/leipzigerbuchmesse>

<http://twitter.com/buchmesse>

<http://www.instagram.com/leipzigerbuchmesse>

**Manga-Comic-Con**

<https://www.manga-comic-con.de/de/>

<https://www.facebook.com/mangacomiccon/?locale=de_DE>

<https://www.instagram.com/mangacomiccon/?hl=de>