

ACCREDITATION GUIDELINES for journalists and content creators 2025

To guarantee book industry-relevant reporting, we have established the following criteria for our press accreditation.

You can receive a press accreditation by uploading a valid form of identification in our “MyBookFair” portal [Frankfurter Buchmesse - Login](#)

We will grant accreditation to the following groups of people:

Journalists:

1. Holders of a press pass from a **well-known** journalistic association that is **valid** for the duration of the Frankfurter Buchmesse (please use the indicated data format and upload the front **and** reverse side).

OR

2. Those who can validate their (photo-)journalistic activity in German or English by presenting **at least one** of the following:
 - **submission of at least one contribution** from the **last 6 months**
 - **current** masthead/credits in which they are personally named
 - an **original** copy of a written editorial assignment with reference to the **next** Frankfurter Buchmesse
 - **current** proof of activity for scholastic newspapers or youth press associations (kids under the age of 14 must be accompanied by an adult).

Content creators:

Content creators can be accredited with at least one and up to three web links to their own blog, podcast or social media channel as for example on YouTube, Instagram or TikTok. **All of the following conditions must be met** in order to qualify for accreditation:

- the content should contain a **masthead/credits** containing the **name of the applicant**
- the content **regularly** presents entries of the **current** year and **at least 12 since the last FBM and**
- the content should be **at least 6 months old and**
- the content meets the **quality standards** of Frankfurter Buchmesse in terms of professional appearance, outreach, etc.

As the trade fair organiser, we reserve the right to have the final say on accreditation and to demand further verification. There exists no right to accreditation. If your application is **denied**, we kindly ask you to **refrain from further inquiries by telephone or in written form**. Because of the high number of accreditations, we will not have time to **consider individual cases**. It is, however, possible for you to adapt your medium/content/proof to meet our accreditation guidelines. Having done so, you can then re-apply.