

## PRESS RELEASE

Bologna Children's Book Fair – In 2025, children's publishing grew against the trend of other genres: +0.3% in copies and +2% in value

Cipolletta (AIE): “We have a strategic partnership with Bologna Children's Book Fair, starting with the organization of BolognaBookPlus. Rights sales are a key growth driver for Italian publishing”

Gallucci (AIE): “In Bologna to discuss reading promotion with European and global colleagues and to strengthen collaboration with international institutions”

With growth of 0.3% in copies (22.3 million copies) and 2.1% in value (€258.4 million), children's and young adult books closed 2025 against the trend of the overall Italian trade publishing market, which recorded a 3% decline in copies. Including children's and YA comics, 23.6 million copies were sold (+0.3%), for a total sales value of €277 million (+2%) (all sector data attached).

These figures confirm the sector's vitality, despite demographic decline reducing the market's scope and within a context of profound changes in reading habits that are prompting experts and international institutions to reconsider policies for promoting books among young generations. This will be one of the key themes the Italian Publishers Association (AIE) will bring to the Bologna Children's Book Fair, scheduled to take place from April 13 to 16. The partnership for the organization of BolognaBookPlus, the initiative dedicated to general trade publishing held on the same days, is also confirmed for the sixth consecutive year.

“Our collaboration with Bologna Children's Book Fair is strategic, starting with the organization of BolognaBookPlus,” commented Innocenzo Cipolletta, President of AIE. “We believe in this Fair as a major showcase for Italian publishing on the international stage, and we are at the forefront in supporting and growing it as a place for dialogue and exchange. The international market for translation rights sales is not only a key growth driver for our sector, but also fuel for the engine of an international community that must continue to believe in dialogue and discussion”.

“Together with Bologna Children's Book Fair, this year we are offering a high-level international discussion on reading promotion to encourage institutions around the world to take action,” explained Carlo Gallucci, AIE Presidential Delegate for the Children's and Young Adult Standing Committee. “We will also present what we are doing in Italy with the #ioleggoperchéLAB-NIDI pilot project, illustrate the Italian market to international professionals, and return to discussing careers in comics and accessibility with Fondazione LIA – Libri Italiani Accessibili ETS.”

Within BolognaBookPlus, AIE will organize a 150-square-meter collective stand for general trade publishers and supply chain companies. Seven exhibitors will be present this year: Ediciclo Editore, Kosmos, La bottega dei traduttori, Messaggerie Libri, Reggio Children, Terminal Distribuzione, Tomolo EdiGiò Edizioni.

The BOP award ceremony will also be confirmed: the Bologna Prize for the Best Children's Publishers of the Year, organized by Bologna Children's Book Fair and AIE, in collaboration with the International Publishers Association (IPA).

The calendar of events opens on April 13, as tradition dictates, with the presentation of Italian market data to foreign professionals, from 11:30 a.m. to 12:30 p.m. at the BBPlus Theatre: **“The Italian General and Children’s Book Markets in 2025.”** Speakers: Bruno Giancarlo and Rachele Marziolo (AIE Research Office).

Also on April 13, from 3:30 p.m. to 5:15 p.m. at the Illustrators Café, the international conference **“Building the Future Generation of Readers: Best Practices and Policies for Reading Promotion”** will take place, organized by AIE with Bologna Children’s Book Fair in collaboration with France’s Syndicat national de l’édition (SNE), the Federation of European Publishers (FEP), the International Publishers Association (IPA) and the International Board on Books for Young People (IBBY) (*see press release in attachment*).

**“Unlocking accessibility in fixed-layout e-books”**, at the BBPlus Theatre from 3:45 p.m. to 4:45 p.m., is the event organized by Fondazione LIA – Libri Italiani Accessibili ETS, which will explore the opportunities and challenges faced by publishers working with complex-layout books. Speakers: Gregorio Pellegrino, Chief Accessibility Officer, Fondazione LIA; Sebastiano Bagarotto, Head of AI Strategy & Innovation, Mondadori Education; Gautier Chomel, Project Manager, EDRLab.

The following day, April 14, from 1:30 p.m. to 2:20 p.m. in The Content Café room, **“I mestieri del fumetto”** will be held. This year it will focus on editorial work, including activities such as editing, translation, graphic design, and editorial curation. Participants include Alessandro Gucciardo (Panini Comics), Marco Amici and Davide Astegiano (INK Mondadori), Lorenzo Raggioli (Comicon Edizioni). Moderated by Enrico Fornaroli (Academy of Fine Arts of Bologna). Organized by the AIE Comics and Graphic Novels Committee.

Also on April 14, from 2:30 p.m. to 4:00 p.m. in the Wagner Room, **“Leggere al nido. Indagine e confronto sulle pratiche di lettura 0-3”** will take place, organized by AIE with Fondazione Cariplo, in collaboration with Nati per Leggere and Bologna Children’s Book Fair. The results of four years of work promoting reading among 0–3-year-olds in 350 nurseries in Lombardy and Eastern Piedmont through #ioleggoperchéLAB-NIDI will be presented. The Fair will also host an exhibition between Halls 25 and 26 featuring the books that animated the project (*see press release in attachment*).

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#BCBF26

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