

Portuguese
Publishers and
Book Market
1997



PORTUGAL

Portuguese
Publishers and
Book Market
1997

Editor

Eduardo Moura

Special contributions

Helena Lopes

Isabel Carvalho -

Art Director

Luís Filipe Cunha

Graphic Design

José Teófilo Duarte

Final arrangement of pages

Fernanda Quendera

Print and bound in

Euro-Scanner

Printed on Inapa coated papers

Sunshine 250g and Sunrise 115g



First edition

October 1997

ISBN

972-8428-03.0

Legal deposit

116906/97

©Portugal-Frankfurt 97, S. A.

©Apel for the Statistics

Portugal-Frankfurt 97, S. A.

Avenida Marquês de Tomar, 35, 6.º Dt.º — 1050 Lisboa

Tel. 00 351 1 795 88 29 / Fax 00 351 1 795 82 82

E-mail: pf97@mail:telepac.pt

Friedrich-Ebert-Anlage 56

D-60325 Frankfurt am Main

Tel. 00 49 69 74 70 17 / Fax 00 49 69 74 96 91

MC

MINISTÉRIO DA CULTURA

Portugal-Frankfurt 97, S. A. is an initiative by the Ministry of Culture
with the participation of the following institutions



AAP – Associação dos Arquitectos Portugueses	100	Grifo	273
Livraria Almedina	106	Guimarães Editores	223
APIGTP – Associação Portuguesa das Indústrias Gráficas e Transformadoras do Papel	110	Livros Horizonte	227
APMP – Associação para a Promoção do Multimédia em Portugal	111	IICT – Instituto de Investigação Científica Tropical	231
Assírio & Alvim	112	Imprensa Portuguesa – Domingos Dias da Silva	233
Ática	118	Edições Inapa	234
Autor – Tecnologias Multimédia	119	INCM – Imprensa Nacional – Casa da Moeda	235
Bertrand Editora	120	Editorial Inquérito	241
Biblioteca Nacional	124	Edições Itau	243
Editorial Caminho	125	ITM – Inovação e Tecnologia Multimédia	247
Instituto Camões	131	Edições João Sá da Costa	251
Campo das Letras	133	Lello Editores	253
Celta Editora	139	Lisboa Editora	257
Centralivros	140	Livros do Brasil	259
Edições CETOP	146	Meribérica/Liber	267
Chaves Ferreira Publicações	148	Multinova – União Livreira e Cultural	273
Círculo de Leitores	152	Musicoteca	279
Civilização Editora	158	Editorial Notícias	283
CNCDP – Comissão Nacional para as Comemorações dos Descobrimientos Portugueses	160	Editorial O Livro	289
Contexto Editora	168	Editora Pergaminho	293
Edições Cosmos	170	Grupo Editorial Plátano	297
Livros Cotovía	174	Porto Editora	301
Desabrochar – Editorial	178	Portugalmundo	308
Diel	273	Livros Quetzal	310
Difel	182	Quid Juris?	314
Dinapress – Martins & Coimbra	184	Editora Replicação	315
Publicações Dom Quixote	188	Secretaria Regional da Educação e Cultura (Açores) - DRAC	317
Edinter – Edições Internacionais	194	Fundação de Serralves	323
Elo – Publicidade e Artes Gráficas	198	Siii – Sistemas Integrados de Informática Industrial	325
Estar – Editora	199	Edições Sílabo	329
Publicações Europa-América	201	Talento	331
Gráfica Europam	207	TDC – Tecnologia das Comunicações	335
Europress	208	Editorial Teorema	338
Fenda Edições	210	Texto Editora	342
Grupo Forum	214	Turinta	350
GC – Gráfica de Coimbra	218	Editora Ulisseia	367
Gradiva – Publicações	219	Ulmeiro	351
Gráfica de Coimbra – Editora	273	Universidade Aberta	352
		Editorial Verbo	360

Portuguese Publishers in Frankfurt	7
Who's Who in Frankfurt Book-Fair 1997	11
Publishing in Portugal	21
Reading Habits	31
Book Market Statistics	37
Book Fairs	45
General Legislation	51
Support Programmes to the Book Sector	55
The Portuguese Association of Publishers and Booksellers	59
Publishers Directory	63
Distributors Directory	81
Booksellers Directory	83
Second-Hand Booksellers Directory	95
Introducing the Portuguese Publishers in Frankfurt 1997	97

PORTUGUESE PUBLISHERS IN FRANKFURT

Over 5,000 works by Portuguese authors and 100 Portuguese companies are being presented to the public in Hall 9.1.

Right at the entrance, in the first space, the visitor may obtain detailed information and documentation about the programme of Portugal

— Focal Theme, on the state book and reading policy, on foreign investment in Portugal and also on the major international and publishing initiatives of Expo'98 and the commemorations of the Portuguese Discoveries.

Further on, in the centre of the Hall, occupying 1,200 square metres, the book industry presents itself in a simultaneously collective and individualised form. This space, characterised by a common design, has a welcome centre, provides the use of multimedia kiosks, highlights the books which the publishers are backing for 1997, and invites the visitor to take a seat on the esplanade and to join in café table chats.

Around these common functions are the spaces given to each publisher, with individual exhibitions and personalised assistance.

The year for Portugal as Focal Theme is also the year in which publishers have most supported the Frankfurt Book Fair; it is the year with the highest number of participants, with the greatest diversity of publishing lines and the greatest marketing effort. Thus, for the visitor, 1997 is also an excellent opportunity to get to know the Portuguese book market, by means of books and multimedia programmes, statistics and opinions, its publishers and its institutions, the designers, illustrators, authors, computer programmers, booksellers and distributors.

EDUARDO MOURA

Publisher, Publishing Programme Manager

for Portugal Focal Theme.

of large-scale publishing has a
level of concentration which
is, by almost completely
publishing industry in the
European Union. As a consequence
from the beginning of the 1990s
schemes coming from the 1990s