

## Düsseldorf Is Considered The City Of Media

Düsseldorf is the capital of the state of [North Rhine-Westphalia \(Nordrhein-Westfalen\)](#). It is positioned on the Rhine river, right at the thickly inhabited Rhine-Ruhr metropolitan area.

The city is famous for its celebrations and events. And also for trend and trade shows, like the Boot Messe which is universally leading in boats and water games and Igedo which is globally leading in fashion.

Each year about **5 Million people visit the Rhine folk festival** during 9 days in summer. Many parks in the metropolis also present places to relax and recuperate.

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Most of the companies in the city have their branch in the field of advertising. There are **400 advertising agencies** in Düsseldorf, 170 national and international financial institutions and more than 100 insurance organizations and one of the biggest German stock exchanges. We can also see many publishing houses here.

TV, print, and online Media plays also a very important role here.

When the climate is humid and sunny the city has a holiday atmosphere. From the open-air steps at the *Burgplatz* and the **Rhine promenade**, you can get an wonderful sight of the Rhine ships passing by, the cable-stayed bridge, the Oberkassel Rhine banks, and the far-away Rheinauen.

By the way, [Düsseldorf International Airport](#) is situated 8km (5mi) from city center and can easily be reached by train. But public transport is very well maintained anyway, so you can reach almost all spots in Germany withing a few hours only, if not minutes! :-)