

## **AUTHOR'S PROMOTION FORM**

Date form completed

**Author**

**Title of book**

**Subtitle**

This questionnaire, which we send to all our authors, may reach you some time before your book is due to be published. It would, however, be a great help to us in planning the promotion of the book if you could complete and return it to us at the earliest possible opportunity. You may find that not all the questions are applicable to your book. Nevertheless, the specialist information that you can provide will help us to prepare the most effective possible marketing plan for it. Please use additional sheets of paper where necessary. Naturally the information you give us will be used with discretion, but please indicate if there is anything in particular which we should regard as confidential. Any co-authors of this book will have received separate copies of this form. Contributors to multi-author works will not normally be asked to complete this form.

### **Biographical information**

This will be used for preparing the jacket copy and the title page of the book, and as a basis for catalogue and leaflet entries and press releases.

- 1 Full name**
- 2 Name (as it is to appear on the title page)**
- 3 Honours, degrees, etc**
- 4 Other professional qualifications**
- 5 Institutional affiliation & present position**
- 6 Nationality (required for copyright registration)**
- 7 Date & place of birth (required for copyright registration)**
- 8 Address to be used in correspondence**
- 9 Office telephone number**
- 10 Fax number**
- 11 E-mail**



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**11a Websites**

**12 Home telephone number**

**13 Previous books**

(with details of publishers, years of publication, sales histories if known, any translations published or projected, etc)

**14 Forthcoming books** other than the one described on this form  
(please state publisher and expected date of publication)

**15 A brief biographical sketch**

(50-100 words, to be used as the basis for the jacket copy, and in publicity material)



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## **Details of the book**

### **16 Short description of the book**

We often need a shorter description of the book - for advertising and for promotion directed at booksellers. Could you therefore write a short blurb of approximately 50 words), demonstrating the book's particular approach and advantages over comparable books in the subject area.

### **17 Long description**

Please supply a 200-300 word description of the book, which may be used as a basis for the jacket blurb, as well as in catalogues and other promotional material. In particular, you should explain why it is an important contribution. If it is a new edition, please highlight the changes you have made to the previous edition and your reasons for doing so.



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### **18 Contributors**

Please supply - on a separate sheet - details of any contributors, including their addresses.

### **19 Particular characteristics**

Are there any particular characteristics of the book which you think might help us in promoting it? What, for example, led you to write it? List any features which you think we should stress in its promotion.

### **20 Competing books**

Please specify any books which might be considered competition to the one described here (including forthcoming books and books published outside the UK). Include, if known, the publisher, date of publication, and price, and describe, as succinctly as possible, the ways in which your book is different or better.

### **21 Readership**

Please specify the sort of people who should be interested in the book - for example, is it intended for a largely academic/professional market; will it also be of interest to general readers?

### **22 University & College potential**

If the book is to be used in universities, colleges, etc, please underline the level for which it is most appropriate:



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Postgraduate, 1st/2nd/3rd year undergraduate

Please state as specifically as possible those courses for which your book might be prescribed or recommended, and whether it would cover a whole course or only a part of one. You should also mention also any interdisciplinary needs it may meet.

## **Sales & publicity**

### **23 Media contacts**

(If you have any personal contacts in the media, please list them with any relevant details (eg ex-colleague, professional contact).

Normally we will be the channel for all press inquiries concerning your book. Please indicate here if we may release your address and telephone number for the press to contact you direct: YES / NO

### **24 Review copies**

Which major UK and European periodicals should receive review copies? Give details of any connections you have with these.



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Similarly, please list the North American (including Canadian) journals which should receive a review copy.

List journals in other areas - particularly Australasia and southern Africa - which you believe would be interested in reviewing the book.

### **25 Bookshops**

Please give details of any bookshops (your local bookshop, for example) or other outlets which might be specially interested in your book.

### **26 Organizations, societies & periodical subscribers**

Please list any organizations, societies, etc which would find your book of particular interest. Indicate whether you could supply an up-to-date membership list, which we could use for mailings, or give details of who we could contact to obtain one. Also, mention any periodicals whose subscribers should be sent publicity for the book.



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### **27 Conferences & book exhibitions**

Please give details of any recent conferences (within the last twelve months) whose delegates would be interested in receiving details of your book and indicate whether you have access to a list of them - or tell us from whom we might obtain one.

Are there any forthcoming conferences or book exhibitions at which you feel we ought to display your book? If possible, give the name and address of the organizer(s) and indicate whether you could obtain a list of participants.

### **28 Other relevant events**

Are there any other events - such as anniversaries - to which we might link our promotion of your book? Again, provide details that would enable us to contact the organizers.

### **29 Travel plans**

Do you have any plans to travel abroad in connection with your work - such as for research purposes, on sabbatical leave, or to give lectures?

If you are we shall naturally wish to use your visit(s) in promoting your book locally - even if this is only to alert the local booksellers.

### **30 Awards**

Are there any book prizes for which you we should consider submitting your book?



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### **31 Further suggestions**

If you have any other suggestions that you think would help us in the promotion of your book, please include them here.

### **32 Translation potential**

Are there any countries in which your book will be of particular interest? Please list any publishers that you would like us to approach regarding translations.

### **33 Website publicity**

Do you have any supplementary information that we could use on the Equinox website to draw readers to your book details, such as interviews, articles, web links, events information, etc. If so, please e-mail these to the editor.

### **34 Endorsements**

Please give contact details for individuals who we might approach to provide an endorsement of the book for the back cover, catalogues, website, etc.