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AUTHOR'S PROMOTION FORM

Date form completed

Author

Title of book

Subtitle

We would be very grateful if you would take some time to complete this questionnaire. It has been developed to help us promote your book effectively. 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.

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 Title, academic degrees and honours

4 Institutional affiliation & present position

5 Nationality (required for copyright registration)

6 Date & place of birth (required for copyright registration)

7 Address to be used in correspondence

8 Office telephone number

9 E-mail

10 Website (if you have your own)

11 Home telephone number

12 Previous books

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

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

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

Details of the book

15 Short description of the book

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

16 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.

17 Contributors

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

18 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.

19 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.

20 Readership

Primary market

Can you think of any institutions/organisations that would be interested in buying your book, perhaps in bulk? If you have personal contacts, please include their names and details.

What single group of readers might find your book so useful as to be likely to purchase it? To what use will they put the book? If it serves a formal course, at what level is that course normally taught, how long does it normally last, and which academic department is most likely to offer it?

Secondary markets

What other groups of readers should find your book useful, and to what use will it be put? Please indicate whether or not individual purchasing is likely.

Sales & publicity

21 Media contacts

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

22 Review copies

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

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.

23 Bookshops

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

24 Organizations, societies, websites & periodical subscribers

Please list any organizations or societies which would find your book of particular interest and who might be willing to make an announcement to their members.

25 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.

26 Advertising

If we decide to place advertisements in journals which ones would you suggest and why? Please list them in order of importance.

27 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.

28 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.

29 Awards

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

30 Further suggestions

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

31 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.

32 Serialization

Have any of your previous publications been serialised in a newspaper or magazine? If so, please indicate the title o the book and the name(s) of the publications.

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?

34 Endorsements

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

THANK YOU FOR YOUR TIME