

MANCHESTER UNIVERSITY PRESS

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Marketing and Publicity Questionnaire

Please complete this form in full to the best of your abilities. It is vitally important that you provide as much detail as possible as this information forms the basis of our publicity and promotion activities. Whilst relying on our previous experience and resources, you are the expert on what is relevant to your book. This form is also available electronically at www.manchesteruniversitypress.co.uk – click on the “authors” button.

Please fill in the following questions and email it back to:

Bethan Hirst – Politics, Visual Culture, Art History

Email: bethan.hirst@manchester.ac.uk

Guy Taylor – History, English Literature

Email: guy.taylor@manchester.ac.uk

Alternatively, you may print out the document and return it by fax or by post to the address above.

The first part of this marketing questionnaire relates to marketing and publicity activities in UK and Europe, whilst the second part will be circulated to our US distribution partners Palgrave Macmillan to coordinate US marketing and publicity.

1. Your name (as it should appear in marketing copy, including title)

2. Your contact details

Please include your preferred mailing address, telephone number and e-mail address

3. Book title and subtitle

4. About the book

Describe in about 250 words the purpose, scope and basic approach of the book. Please keep the description objective. The copy might be used in promotional material. Please do not just duplicate the list of contents or the Preface.

**SOME OF THE FOLLOWING QUESTIONS WILL NOT APPLY TO YOUR BOOK PROPOSAL;
PLEASE ANSWER ONLY THOSE THAT APPLY TO YOUR OWN WORK**

4. Market Please indicate relevant discipline(s) (e.g. European Politics, International Relations)

Please indicate on a scale of 1-8 how important each of the following markets are to your book (1 being the most important, 8 being the least)

- first year undergraduates
- second/third year undergraduates
- final year undergraduates
- sixth form/senior school students
- specialist researchers only
- academics in your discipline generally
- postgraduate students
- the general interested reader

5. Relevant course information

We would like you to provide us with as much information as possible about courses and modules where your book might be recommended. Please list any institutions and academics we could contact with an adoption mailing. We would appreciate this data in electronic format if at all possible.

6. Mailings

List full titles, contact names and addresses of any institutions, associations or societies whose members might be interested in your book or with whom you yourself have a contact.

Institutions

Associations

Societies

7. Web sites

Please list any websites that you believe may be interested in promoting your book. *Please provide complete addresses and contact information for each.*

8. Personal website

Do you have a website we can link to? (please provide the url)

Are you aware of or do you participate in any blogs related to the subject matter of your book?

If yes, please list the blogs: (including urls)

Are you affiliated with a department website through a University?

9. Listservs/discussion forums

Please provide details of any Listservs/discussion forums you subscribe to or you think could be useful in promoting your book.

10. Conferences

Please give details (title, location, dates, contact name with address and/or telephone/fax number) of any conferences, meetings or workshops dealing with the themes of your book. Most importantly, please indicate any forthcoming conferences you are planning to attend.

11. Future lecture engagements

Please provide information on future lecture engagements relevant to the promotion of the book (giving location, date and any other useful information):

11. Book awards/prizes

Please list awards or prizes that are appropriate for your book. Please provide as much information as possible, including the complete name of the award, the name of the sponsoring organisation, and the organisation's complete web address. (please ensure you are eligible for the award/prize before you list the details below)

12. Recommended publications for publicity

Our selection of publications for reviewing and advertising your title will be based upon careful study of the book's market and our knowledge of the media's effectiveness in reaching that market, but we would welcome the names of any publications (including specialist journals) which you think would advertise or review the title,

Overseas (not USA as this is covered in later in the questionnaire)

13. TV, radio and local media

These people do not have to know you personally, however, please star names of those who do. Please provide full names and addresses

14. Have you been interviewed by either the print or electronic media in connection with the subject matter of your book or any other subject? If yes, please provide details and if possible press clippings.

15. Overseas publishers

Please list any information which you can offer regarding foreign language publishers who might be interested in translating your book. Please give any contact names and addresses of overseas publishers with who have expressed an interest in your title.

US PUBLICITY DETAILS

1. US course adoptions

It is vitally important that you provide us with as much information as possible about courses and modules where your book might be recommended. Please list any institutions and academics we could contact with information on your book. If the list is extensive we would appreciate this data in electronic format if at all possible.

2. US Mailings

List full titles, contact names and addresses of any institutions, associations or societies whose members might be interested in your book or with whom you yourself have a contact.

3. US Conferences

Please give details (title, location, dates, contact name with address and/or telephone/fax number) of any conferences, meetings or workshops dealing with the themes of your book. Please do indicate if you plan to attend any of these meeting.

4. US Reviews

Please give full titles (and addresses if possible) of specialist publications in your field which would be likely to review your book. Add the name of any personal contacts as appropriate. If you have a large number of review suggestions please list in order of priority/ importance.

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