

Ashgate

Marketing Questionnaire

We look forward to publishing your book in the Ashgate programme. To enable us to include your book in our promotional material as soon as possible, we would be grateful if you would provide answers to the following questions and return them by post, fax or e-mail (full details at the end of questionnaire). If you provide your answers on a separate sheet, please number your answers to correspond with the questions below.

When answering the questions, please bear in mind that we will be marketing your book on an international scale. Please make sure that you provide information for the UK, Europe and North/South America as well as for other parts of the world.

1. Title and sub-title of book
2. Name.
3. Present position and academic/professional affiliation (if appropriate).
4. Address (professional and home, including telephone and fax numbers and email address). Please indicate clearly which address you prefer correspondence to be sent to.
5. Please list five unique or important features of your book. Please consider content, topicality, contribution to international research, controversial issues addressed, accessibility and readership, student course use etc.
6. What search terms would readers use to find your books at sites like Amazon.com?
7. If your book is interdisciplinary, please indicate the subject areas to which it relates.
8. Please provide details of scholarly or professional groups whose members may be interested in your book. It would be helpful if you could identify those groups whose membership lists you may be able to obtain and if you could give details of any contacts you may have. Web site addresses are also valuable.
9. Do you have a website and/or a blog where you could promote your book? If so, are you interested in establishing reciprocal links between these and the Ashgate website and blog? We will need the URL for each and the name and email address of the technical contact responsible for the site, webpage or blog, to enable us to discuss exchanging links.

10. Do you have profiles on social network sites (such as Facebook, Twitter, Myspace and LinkedIn) where you could help to promote your book? If so, please confirm that you are happy for us to follow your profile and add your profile to a list of our authors on these sites. If you would like more information on Ashgate's profile on social networking sites please contact our eMarketing Manager, Elaine Hill, by email at emarketing@ashgatepublishing.com
11. Every year Ashgate attends over 100 conferences and sends promotional material to many others. If you are giving a paper at a conference or know of a new conference that we may not be aware of, please give us details (dates, venues and contacts if possible).
12. Is there any particular event or time when your book is likely to tie in with a major meeting, attract coverage in the media, or connect with any other event? Please provide details of any specific publicity opportunities.
13. For press and publicity purposes, please indicate whether we have your permission to give your contact details direct to journalists, if required.
14. We have an extensive list of academic journals from which we will draw up a review plan for your new book. If you would like to recommend any journals in particular, please list 10-15 journals here, in order of importance. Please include online journals, society newsletters or even blogs, if they include book reviews. If you have published before with Ashgate on a similar subject we will refer to our records for journal suggestions.
15. For the potential sale of rights, are there any particular languages that you feel we should target for the sale of translation rights or any particular foreign publishers we should contact? Please list with the reasons why and provide contact details if you would like us to approach any specific contacts.
16. We regularly send subject-specific email newsletters giving information about new titles. Would you like to subscribe to this email update service? For details see www.ashgate.com. YES/NO

Thank you for completing this Marketing Questionnaire. Please return it to Nicole Norman at the address below.

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