

EDITOR & AUTHOR MARKETING QUESTIONNAIRE

PLEASE HELP US TO PROMOTE YOUR JOURNAL, BOOK SERIES, AND OR TREATISE EFFECTIVELY BY COMPLETING THE FOLLOWING QUESTIONNAIRE. THE MORE INFORMATION WE HAVE, THE BETTER WE CAN PROMOTE YOUR JOURNAL, BOOK SERIES, AND OR TREATISE.

PLEASE RETURN THE FORM BY THE DATE INDICATED:

1. TITLE OF JOURNAL, BOOK SERIES, and OR TREATISE

_____ Final
_____ Provisional
_____ Correct as shown
_____ Please make amendment as marked

SUBTITLE (if any):

_____ Final
_____ Provisional

2. NAME(S) OF EDITOR(S):

Will be listed alphabetically unless indicated otherwise.

AFFILIATION (S) (as you would like it to appear in the Journal, Book Series, and or Treatise in all promotion material)

3a. PERSONAL DETAILS

a. NAME

b. ADDRESSES (please include full zip/postal codes)

Office

Home

Telephone (office)

Fax (office)

Telephone (home)

Fax (home)

E-mail (office)

E-mail (home)

c. Please attach a brief resume of the career of the editor(s).

3b. PERSONAL DETAILS

a. NAME

b. ADDRESSES (please include full zip/postal codes)

Office

Home

Telephone (office)

Fax (office)

Telephone (home)

Fax (home)

E-mail (office)

E-mail (home)

c. Please attach a brief resume of the career of the editor(s).

4. SCOPE AND MISSION STATEMENT OF THE JOURNAL, BOOK SERIES, AND OR TREATISE.

a. SCOPE AND MISSION STATEMENT:

Please write a maximum of 250 words that could be used to form the basis of promotion copy. Ideally, the copy should include (i) brief outline as to why there is a need for the Journal, Book Series, and or Treatise now, or if a proceedings volume, the background to the conference: (ii) description of the content highlighting the significant features: (iii) the intended audience.

b. KEYWORDS: Please list up to six in decreasing order of importance.

5. TARGET READERSHIP AND ADDITIONAL FIELDS OF INTEREST:

6. ENDORSEMENTS:

Please list two prominent authorities (preferably one from the USA, and one from Europe) in your field who might be willing to write an endorsement of your Journal, Book Series, and or Treatise for pre-publication promotion. (You will be contacted before we approach these contacts).

Name

Title

Address

Name

Title

Address

7. PLEASE STATE HOW MANY LEAFLETS YOU WOULD LIKE FOR YOUR OWN USE.

50 100 250 (more!)

8. COMPETITION

Please list here the competing titles (include those you know are being produced but are not yet launched).

| Title | Editor | Publisher | Years Published | Price |
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9. MAILING LISTS

Direct mail is the most effective way of marketing your Journal, Book Series, and or Treatise. Do you have any personal or other mailing lists (e.g., conference delegates' lists. Society membership lists, etc.) that we could use to promote your Journal, Book Series, and or Treatise? It doesn't matter how old they are.

Please list any Societies/list brokers that we could approach with a view to obtaining their mailing lists.

We are continually seeking to improve the quality of our own mailing lists. Please remember to send us copies of delegates' lists and Society membership lists in the future so that we may continue to promote your Journal, Book Series, and or Treatise effectively after publication.

10. ADVERTISING

Where else do you suggest we place advertisements?

| Periodical | Publisher and address |
|------------|-----------------------|
|------------|-----------------------|

11. CONFERENCE AND SYMPOSIA

Please list here any conferences or symposia where your Journal, Book Series, and or Treatise should be promoted.

| Name and data of Meeting | Organizer and address | Do you plan to attend? |
|--------------------------|-----------------------|------------------------|
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12. BULK SALES

Some titles may be suitable for bulk sale to organizations/companies whose products are listed in the Journal, Book Series, and or Treatise. If you think that your Journal, Book Series, and or Treatise has bulk sale potential please list here the organizations that we should approach, and state why your Journal, Book Series, and or Treatise should appeal to them.

| Organization | Reason |
|--------------|--------|
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13. INDEXED, ABSTRACTED and or REVIEWED

Please list the top 5 to 10 journals, and or book review editors, which you feel your book should be sent to for indexing, abstracting and or review. (Please provide full name, address, phone, fax, and e-mail of review editor or publication.)

| Title | Editor | Publisher |
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| Title | Editor | Publisher |
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14. OTHER

You may be aware of other promotion opportunities that we may have overlooked.

Please give details here:

THANK YOU for your time and effort in completing this questionnaire. Please return it to George F. Johnson who will be responsible for the marketing of your Journal, Book Series, and or Treatise.