

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 (insert title here)

_____ 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. (it is the author/editors responsibility to obtain all endorsements)

Name

Title

Address

Name

Title

Address

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?

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

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 Email Address

Title Editor Publisher Email Address

Title Editor Publisher Email Address

14. OTHER

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

Please give details here:

15. EDITORS' and CONTRIBUTORS' SOCIAL MEDIA INFORMATION

Facebook names:

Twitter handles:

Instagram names:

Please tag/hashtag IAP in Facebook, Instagram, and Twitter in posts related to your books/series. Follow us on social media.

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.