

MARKETING AND SALES GUIDELINES

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The Policy Press: an introduction

The Policy Press is a not-for-profit, independent social science publisher, based at the University of Bristol. The Policy Press was established to work with and for the whole social science community: academic, student, policy maker, professional, practitioner and pressure or user group member. We publish the latest research of national and international interest in a form appropriate to its differing audiences, including research monographs, textbooks, concise reports with policy recommendations and journals.

The Policy Press is committed to providing high quality individual support to all its authors on every aspect of the publishing process. These guidelines are intended to explain the next stages of the publishing process and how the process will involve you. Please use them for reference while you work on your typescript.

An overview of the publishing process

Once you have signed and returned your publishing contract, please keep in touch with your editor at The Policy Press and let them know of any major changes to the book content or delivery date. Please also notify your editor of any subsequent changes to your job title or address, work and/or home, as it is important that we have up-to-date contact details.

Editorial and production

The editorial and production elements of the publishing process include copy-editing, proof reading and typesetting your typescript, and arranging indexing, cover design and the printing. A separate *Editorial and Production Guidelines* for authors is also available.

Marketing and sales

We encourage our authors to be involved as much as possible in the marketing of their titles, and you will be asked to complete a Marketing Questionnaire. Suggestions you make are always carefully considered.

Marketing and sales: promoting and selling your publication

The Policy Press sees marketing as a partnership between author/editor and publisher and will be pleased to work with you on any ideas you have for marketing and selling your book.

Marketing

You will be sent a **Marketing Questionnaire** to complete: this is the single most important document in helping to sell your publication as widely as possible. Please take the time to fill it in comprehensively and return by the deadline as it will form the basis of the marketing and sales plan for your book.

The **promotional plan** will vary depending on the subject matter and the audience for your book or report. Key activities are outlined below.

Direct mail

The annual catalogue has a print run of 15-20,000 and is mailed widely to libraries, academics, policy makers, booksellers and previous customers in the UK, Europe, North America, Australasia and other targeted territories overseas. Subject cluster leaflets and individual title flyers are produced where relevant, which are mailed to targeted audience groups. The Policy Press has an extensive database of UK and international contacts. We are also happy to provide you with individual flyers for your own use at conferences, launches and other promotional events. Electronic versions of these in pdf format are also available on request for emailing to your personal contacts and colleagues.

Review copies

Comprehensive review campaigns are carried out across related disciplines to obtain the widest possible review coverage. Academic journals can take a long time to review books and don't always circulate reviews, so please send us copies of any you spot as we will use quotations from them for publicity purposes.

Press and media publicity

The Policy Press has good contacts in the media and our publications often receive considerable media attention. We run targeted media campaigns when appropriate sending out a press release to national media and specialist journals. We also work with journalists to place features and articles.

Inserts

Where appropriate, leaflets and flyers are inserted into the mailings of relevant organisations, associations, journals or newsletters, both academic and professional.

Advertising

We advertise in relevant journals or specialist magazines where appropriate.

E-marketing

Your book will be promoted on The Policy Press' website (www.policypress.co.uk). Direct links from the website to our distributors worldwide ensure ease of ordering and links with academic and professional organisations encourage traffic through the site. Special website promotional campaigns are carried out targeted to customer groups. Discussion lists are used to promote titles and your help with this is encouraged. We also offer an email alerting service to our customers and target email alerts to relevant networks, organisations and associations with direct ordering links to our site.

This list is by no means exhaustive. The Policy Press aims to ensure that each publication has the specific marketing it requires, which is why your Marketing Questionnaire is so important.

Sales

Representation

The Policy Press uses a specialist UK-based book representative company, Compass Academic, to visit key book trade accounts. They call at key high street and academic bookshops, head offices and wholesalers throughout the UK as well as a programme of academic calling with relevant textbooks. The sales representatives are issued with sales packs including full details of forthcoming titles, cover images and promotional plans, at bi-annual sales conferences and then present these titles to their trade customers 4-6 months in advance of publication to generate advance orders.

Please note that reports are generally not sold via the reps as they are more effectively marketed directly to the customer.

Advance title information is also sent to the main UK based library supply companies four months prior to publication.

We also have independent representatives working for us overseas, throughout Europe, the Pacific Rim and Asia. Advance information is also supplied via key stockists in China and Japan. Title promotion is also provided in the USA and Canada by our distribution company (see below).

Distribution

Our UK distribution company, Marston Book Services, based near Oxford, provides a thorough, efficient service for the ordering and despatch of our publications worldwide, except where we have established local distribution contracts in key overseas territories:

- International Specialized Book Services provide a marketing, sales and distribution service to customers in North America and Canada.
- DA Information Services provide a marketing, sales and distribution service to customers in Australia, New Zealand and Papua New Guinea.
- Unifacmanu provide ordering and despatch facilities in Taiwan
- UBSD provide ordering and dispatch facilities in Malaysia and Brunei

Advance information distribution

As detailed above, advance title information is provided to key trade contacts worldwide well in advance of publication. In addition to this all bibliographic information is sent to the key data agencies including Nielsen Bookdata, Bowker Global Books in Print and the US Library of Congress.

- We also notify key internet retailers in the UK and overseas, including amazon.co.uk and amazon.com: all titles are entered on to the Amazon Advantage scheme to ensure immediate despatch once the title is in stock.

Conferences

We have a comprehensive conference schedule allowing us to promote your book at relevant conferences. In addition to the larger conferences at which we have our own display, we are often able to supply publicity material to smaller meetings for distribution to delegates. Please let us know on your Marketing Questionnaire about any relevant conferences you plan to attend.

Speaker events

We are keen to support any speaking engagements you may have by providing you with flyers and/or display materials so please let us know with as much notice as possible of any events you are planning to attend.

Course adoptions

Inspection copies are made available to course tutors, where appropriate, free of charge. Regular mailings are sent to relevant academics and to academic libraries.

After-sales service

Our marketing and sales service doesn't stop on publication. We have an ongoing policy of promotion through subject-based flyers and catalogues for our titles. Please advise your marketing contact of any new avenues for promotional activities throughout the life of your publication.

Purchasing copies of your publication

Authors, editors and contributors to our books currently receive a 35% discount on the purchase of any Policy Press titles when you order through our website at www.policypress.co.uk. You will be sent instructions of how to claim your discount. This discount is for the purchase of books for your own use only.

Customers can also order your book via our website at or our distributors in their territory as detailed below:

For orders in the UK and Europe

Marston Book Services
PO Box 269
Abingdon
Oxon OX14 4YN
UK
Tel + 44 (0)1235 465500
Fax + 44 (0) 1235 465556

For North America

ISBS
920 NE 58 Avenue, Suite 300
Portland
Oregon 97213-3786
USA
Tel 1 503 287 3093
email info@isbs.com

For Taiwan

Unifacmanu Trading Company Ltd
4F, 91, Ho-Ping East Road Section 1
Taipei 106
Taiwan
Tel 886 2 23942749
email winjoin@ms12.hinet.net

For Australia, New Zealand and Papua New Guinea

DA Information Services
648 Whitehorse Road
Mitcham
Victoria 3132
Australia
Tel 61 3 9210 7777
email service@dadirect.com.au

For Malaysia and Brunei

UBSD Distribution Sdn Bhd
3f-15, IOI Business Park
1 Persiaran Puchong Jaya Selatan
Bandar Puchong Jaya
47100 Puchong, Selangor
Malaysia
Tel 603 8076 3042
email enquiry@ubsd-dist.com

Ebooks

Where rights allow, we sell ebooks across the world through a range of ebook online retailers.

Translation rights

Our rights department will market your book to a range of foreign publishers. If you have ideas for language(s) we should target or foreign publisher contacts, please contact Julia Mortimer: julia.mortimer@bristol.ac.uk.

Royalty statement

If applicable to your title, your royalty statement will detail sales of the book. Royalties are paid on net receipts (the actual sums of money received, after any discount is subtracted). Statements are sent out annually following the end of the financial year (31 July).

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After your work has been published, please do keep in touch. We will always be pleased to receive your proposals for any new projects. Please also let your editor at The Policy Press know of any subsequent changes to your contact details, including name, address or job title.