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**Marketing Questionnaire**

**Title:**

1. **Author’s/Editor’s name**, *as you want it to appear in your book*:

2. To register the copyright of your book, please provide the following information:

Year of Birth:

Citizenship:

3. **Preferred Mailing Address** (please avoid PO Box Numbers):

**Telephone**:

(work)

(home)

(email)

(fax)

What is the best way to get in touch with you quickly? (phone, fax, email, etc.)

Do we have your permission to release this information to reputable media outlets as the need arises?

4. **Position or occupation**. Please give full title and any institutional affiliation.

5. **Education and honors**. Please include dates of degrees. Please provide two or three sentences, below or on an attached sheet. *If there is more than one author or editor, this information must be supplied for each individual. Please also attach a copy of your cv or resume.*

6. **Titles of previous book publications**. Please include publisher and date.

7. **Sales Handle.** Write a one-sentence description of your book. *Imagine you are describing it quickly to an acquaintance not very familiar with your field.*

8. **Audience(s)** for which the book is intended. If your book is aimed primarily at an academic market, who do you think will buy it?

* professors
* graduate students
* undergraduates
* libraries
* college/university
* secondary school
* public

If your book is aimed primarily at a nonacademic market, who do you think will buy it?

* general public
* corporations
* other (describe)

**9. Competition.** List three or four books that deal with the same or a related topic as your book. Please include title, author, publisher, publication year, and price. How does your book differ?

**10. Promotional points**. Indicate four or five specific things that make your book unique and interesting. *This may include special research undertaken, personal experiences, fresh insights into old problems, completely new material presented, correction of historical inaccuracies or false interpretations, and/or any other reasons a potential reader would find interesting.*

**11. Book description.** Please provide a 200-word description of your book. *This will be consulted during the preparation of catalog and jacket/cover copy, as well as press materials to accompany review copies of the finished book. Therefore it is important that you not copy from your preface, introduction, or other text from the book itself.*

**12. Advance Quotes (Blurbs).** Please suggest five or six prominent individuals whom we could ask to provide a favorable endorsement of your work prior to publication? *Please include an address, telephone number, email, when possible, and indicate whether or not you know these people personally. Do not suggest colleagues at your university, or anyone who served on your dissertation committee. Keep in mind that your book may be better served by a post-publication review from one of these people, rather than an advance quote.*

**13. Course Adoption.** List any courses for which your book might be used as a required or recommended text. *Please be as specific as possible, avoiding suggestions such as “general undergraduate English survey courses.”* Provide the names and addresses of a core list of professors you think would be amenable to adopting your book for classroom use. *Include yourself and your contributors, if applicable.*

**14. Direct Mail/Mailing Lists.** We will include your book in appropriate direct mail pieces. Is there an organization whose membership would be particularly interested in your book? *If you are able to supply a membership list, please indicate that. We require either pre-printed labels or a computer file formatted for FileMaker Pro.* Do you maintain your own mailing list of friends or colleagues who should be sent a flyer announcing your book upon its publication? *If so, can you provide us with labels in either of the formats mentioned above?*

**15. Print/Broadcast Media.** Do you have any contacts in the press or in broadcasting that might lead to interviews or features on your book? Are there any locally produced radio or TV shows on which you’d like to appear? Are there any local newspapers or magazines to whom we should send a press release concerning your book?

**16. Review media.** What are the journals, magazines, and newspapers you believe constitute the target audience to whom we should send review copies of your book. *We maintain a large in-house database of journals, magazines, and newspapers, and will automatically send your book to the most important publications in your field. In asking this question, we’re seeking to learn which journals, particularly specialized journals whose addresses we might not know, are most important to you, and where your previous work has been published. Later you will have the opportunity to add suggestions to the review list created for your book.*

**17. Local Booksellers.** List the names of your local and college/university bookstore(s) which might be interested in stocking your book. Also indicate any bookstores to which you’d like to be invited for a reading or book signing.

**18. Conferences.** Which academic/professional conferences do you attend? How regularly? Do they include an exhibit area for publishers? *Please provide approximate dates of the conference, and names or websites that we can contact for information.* List the names of other academic or professional meetings at which we might display your book.

**19. Awards and Prizes.** What are the prizes in your field for which you believe appropriate to submit your book when published. *We maintain a large in-house database of awards and prizes, and regularly identify appropriate books as we approach submission deadlines. In asking this question, we’re looking primarily for information on awards targeted more specifically towards the subject area of your book.*

**20. Space Advertising.** We will consider appropriate general media and periodicals in the field, but there may be specialized media that you think might escape our attention. Please provide the names of three or four important specialized publications for advertising your book.

**21. Subsidiary Rights.** Do you know of any foreign publishers who might be interested in your book? *Please list any of your previous books, with their U.S. and foreign publishers, that have been published abroad or translated.* Do you know of any book clubs that might be interested in your book? *Provide the names of any similar book adopted by the book club.*

**22. International Sales.** Our books are marketed and distributed in Europe and Africa by Eurospan Group. You can contact Tina Moran, Group Marketing Manager at The Eurospan Group, directly by email (tina.moran.eurospan.co.uk) or phone (+44 20 7240 0856). Of course we will also be happy to forward any specific suggestions you have for overseas marketing.

# Return form to:

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