



DE GRUYTER

Dear Author,
Dear Editor,

We would like to advertise your publication effectively and at an early stage. To do this, it is very important that we have your support. We realize that you are very busy, but please take the time to answer the following questions.

Your answers will help us target our advertising and inform a variety of potential readers about your publication.

- Each De Gruyter publication will be announced in advance in a quarterly booksellers' preview containing all titles.
- Interested scholars, institutes and libraries will be informed through regularly issued thematic catalogues of new publications.
- All titles will be presented on the Internet (www.degruyter.com) with detailed bibliographical and content information and can be ordered directly from De Gruyter through the website.
- Our monthly newsletters (www.degruyter.com/newsletter) inform subscribers about all new publications of De Gruyter.

Please fill out the following questionnaire and return it to us via e-mail or postal mail within the next two or three weeks.

Thank you very much for your time and effort, and for your support!

Sincerely,
Your De Gruyter publishing team

AUTHOR(S) OR EDITOR(S)

Please briefly list your **personal data** in the following order:

Name, institution/university, city/town, country.

(If there is more than one author/editor: please provide this information exactly as you wish it to appear on the cover and the title page of the book)

Name, institution/university, city/town, country
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MEMBERSHIP IN ACADEMIC SOCIETIES

Society

TITLE

Title

SUBTITLE

Subtitle

REPRINTS / NEW EDITION

Please specify exactly (for example: '2nd, revised edition' or '3rd, revised and updated edition')

Edition

KEYWORDS

The publications are made available internally and externally by listing them in various publication lists and catalogues.

Please specify a **maximum of five keywords**:

1

2

3

4

5

PROMOTIONAL TEXT

Please provide us with a **brief overview** of your publication to introduce the volume to the market. This information will be printed in catalogues of new publications and previews for booksellers as well as on the back cover of your book. The maximum number of characters should not exceed 500 characters.

This promotional text should be structured as follows:

- Introductory sentence: problem statement/why the book is needed
- Main part of the text: topic, subject of work
- Concluding sentence: conclusion, relevance of the book for the intended readers

Suggested text (max. 500 characters without blanks)

TEXTBOOKS, REFERENCE WORKS, HANDBOOKS: LIST OF KEY FEATURES

To give booksellers, librarians and potential readers a quick overview, for basic works we list three key features highlighting the book's unique characteristics. We publish these on our website, in De Gruyter's previews and flyers and, if applicable, use them in ads. These key features can be aspects of general interest related to the book's content, the number of entries (for reference works) or details on the extent of the revision (for new editions). These key features may also be used for the back cover of your book.

1

2

3

DETAILED OVERVIEW FOR SCHOLARLY READERS

This information will be used in flyers advertising your publication as well as on our website (<http://www.degruyter.com>).

Suggested text (max. 1,100 characters without blanks)

PROSPECTIVE CUSTOMERS (IN ADDITION TO ACADEMICS, INSTITUTES, LIBRARIES)

Customers

PLEASE LIST ANY PUBLICATIONS OR MANUSCRIPTS YOU KNOW OF WHICH WILL DIRECTLY COMPETE WITH YOUR PUBLICATION.

AUTHOR	TITLE	PUBLISHING HOUSE, DATE OF PUBLISHING	DIFFERENCES FROM YOUR PUBLICATION

ADVERTISING FLYER

Upon publication of your volume, an advertising flyer will be made available to you on our website for downloading. You may distribute it among your colleagues and at your university or institution as well as at meetings and conferences.

We will notify you via e-mail as soon as your publication has appeared. To do so, we need your e-mail address:

e-mail address

REVIEWS

We will offer your publication to the most important relevant societies and journals for review. If you know of any review publications with extensive review sections that are especially relevant to your topic, please list them in the box below.

(Please do **not** use **any abbreviations**)

1

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ADS

In your opinion, which publications would be the most appropriate for advertising your publication?

(Please do **not** use **any abbreviations**)

1

2

**INSTITUTES / ACADEMIC SOCIETIES WHICH MIGHT DISSEMINATE
THE PUBLICATION TO THEIR MEMBERS AND FACULTY**

(Please name a contact person, if possible)

1
2

ONLINE

Please indicate any forums or newsletters which in your opinion are most relevant to your topic. Please note that as a publisher, we may not place ads for titles everywhere.

a. Discussion forums
b. Electronic newsletters
c. Links from the title ad on the De Gruyter website to the following homepages / websites would be meaningful:

REMARKS / SUGGESTIONS

Remarks

Thank you very much for your co-operation!