

Author and Marketing Questionnaire

Amsterdam University Press
 Nieuwe Prinsengracht 89
 1018 VR Amsterdam
 The Netherlands
 Tel. +31 (0)20 420 00 50
www.aup.nl

Dear Author/Editor,

We are looking forward to publishing your book. Now it has entered the production stage, marketing is actively underway.

This Author and Marketing Questionnaire (AMQ) will inform our marketing plan. It is designed to ask for information specific to your book and your network. Your specialist knowledge of your field is invaluable in helping us to promote your book as widely as possible.

The information that you provide in this AMQ is held securely and any marketing information is used solely for the purpose of communicating about the activities of your book and Amsterdam University Press.

Please complete this form and return it by email to l.dove@aup.nl as soon as possible.

If you have any questions or additional suggestions, please do not hesitate to get in touch.

Thank you for your help,

AUP Marketing Department
marketing@aup.nl

Contents

| | | |
|---|-----------------------------------|---|
| 1 | Scholarly Reviews | 2 |
| 2 | Societies and Organisations | 2 |
| 3 | Social Media Marketing | 3 |
| 4 | Conferences and Events..... | 4 |
| 5 | Your Department and Library | 4 |

1 Scholarly Reviews

AUP books are rightfully and regularly reviewed in several key subject journals. We have good relationships and a substantial contact-base with journals, but your connections and preferences will help to complement this.

Please list below ten relevant scholarly journals which accept reviews and publish reviews, complete with the name/email of the book reviews editor or editor-in-chief.

In accordance with journal practices, **we do not send unsolicited review copies** as many journals cannot accept these. For this reason, we will first contact the journal with book information and invite them to request a review copy.

Where hardcopies are requested by journals/reviewers, we always endeavour to try to send these. However, in some cases, circumstances beyond control might affect our ability to do so. Please refer to our review copy policy for up-to-date information: <https://www.aup.nl/en/academic/resources-for-reviewers>.

| Journal Name | Name of (Book Reviews) Editor | Email |
|--------------|-------------------------------|-------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

2 Societies and Organisations

Please list any scholarly societies or organisations that should be notified about the publication of your book. We will send them information asking them to spread the word within their network.

| Society and/or Organisation Name | Email Address | Website |
|----------------------------------|---------------|---------|
| | | |
| | | |
| | | |
| | | |
| | | |



3 Social Media Marketing

One of the most effective ways to promote your book is through social media. We are committed to connecting with our authors online, as well as with universities, societies, journals, and other publishers, furthering our mission to ensure your work reaches the international scholarly community online and offline.

If you haven't already, we highly recommend that you join the Twitter community. It is a key platform for academics, universities, journals and other research bodies to connect, exchange knowledge, and create collaborative opportunities within your research area.

If you are already active on social media, please share your details below so we can follow you and include you in our social media marketing efforts:

| | |
|---------------------------------------|--|
| Twitter profile: | |
| Facebook Professional profile: | |
| Instagram profile: | |
| Website/blog: | |
| Academia.edu/ResearchGate: | |

Please list important Twitter talking heads or blogs/bloggers so that we can follow them. This will increase the chance that they will see and interact with news of your book.

| Name of blogger | Twitter handle/Website URL |
|------------------------|-----------------------------------|
| | |
| | |
| | |
| | |

Follow us on Social Media



Subscribe to our Newsletter



4 Conferences and Events

The ongoing COVID-19 pandemic continues to affect the organisation and running of conferences and events across the world. Most major subject conferences now occur online or in a hybrid-format and are offering digital packages to publishers, including ‘virtual tables’ and landing pages on their chosen platform.

If there are any conferences you plan to attend, please list the dates and organiser’s websites in the table below. In consultation with our commissioning editors, we will plan our level of involvement in the conference accordingly.

| Conference | Website | Dates |
|------------|---------|-------|
| | | |
| | | |
| | | |

If you planning to have a book launch, please contact Lucia Dove, l.dove@aup.nl. We may be able to assist you with organisation and promotion.

5 Your Department and Library

As an academic, you are in the unique position of letting your department and library know what you and your students need. Recommend your book to your library by filling in our [Library Recommendation Form](#) or utilising the form provided by your institution.

