

**MARKETING QUESTIONNAIRE**

The Marketing Questionnaire is a key tool used by the sales and marketing departments for the promotion of your book. The questionnaire is divided into four sections: Volume Information, Personal Information, Descriptive Content and Marketing Contacts. Please provide as much detail as possible. We understand that the form is rather extensive, and may take some time to complete. If the full questionnaire cannot be completed immediately, please complete and submit the first 3 sections. Additional time can be spent on the final section.

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**1. VOLUME INFORMATION**

**Working title and subtitle:**

**Please give three alternative titles and subtitles.** Our policy states that a factual, informative title is best (for academic books). An erudite or allusive phrase may sometimes be admissible as a subtitle, but it is essential that the main title should be straightforwardly descriptive so that it represents the content of your book clearly to booksellers, librarians and users of computerised catalogues.

**First edition or revised edition:**

**\*\*\***

**2. PERSONAL INFORMATION**

**Lead author or editor name (as they will appear on the cover of the book):**

**Private address:**

**Private telephone:**

**Professional address:**

**Professional telephone:**

**Email address:**

**Place and date of birth:**

**Nationality:**

**For edited volumes, provide contributor details (names and email addresses):**

**Social Media information (Facebook, Twitter, LinkedIn, Academia, etc.):**

**Please follow Anthem Press on social media:**

[**Facebook**](https://www.facebook.com/anthempress/) **|** [**Twitter**](https://twitter.com/anthempress?lang=en) **|** [**LinkedIn**](https://www.linkedin.com/company/anthem-press/?originalSubdomain=in) | [**Academia.edu**](https://independent.academia.edu/AnthemPress)

**Please provide your most current CV.**

**If there is more than one author/editor, please also supply this information for the all author(s)/editor(s).**

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**3. DESCRIPTIVE CONTENT**

The content you provide here will be used in sales and promotional material, on the Anthem website and partner websites, and on the cover of the book. Please ensure that it provides concise and descriptive information.

**SHORT Author(s)/Editor(s) Bios –** One to two line description for each author/editor   
 **LONG Author(s)/Editor(s) Bios –** One paragraph for each author/editor, up to 100 words each

**BRIEF Description**- **One to two line description, up to 50 words**

**MAIN Description** - **One paragraph, approximately 100–200 words**

**LONG Description**- **Up to three paragraphs 300 - 400 words only**

**Key Selling Points** - Four bullet points

**Keywords** – Please provide 10-15 relevant keywords and/or phrases for the title, focusing on topics and phrases that align with consumer interests and intent.

**Guidelines:**

1. **Think Like a Reader:** Choose keywords that reflect what potential buyers are likely to search for. Describe the book in terms that match how readers would look for it.
2. **Cover a Range of Interests:** Include keywords that address various aspects of the book. Consider different angles and target audiences to broaden its reach.
3. **Relevance Over Manipulation:** Avoid “gaming” the system. Keywords must accurately reflect the content of the book to ensure alignment with the audience's search intent.
4. **Balance Search Volume:** Select a mix of keywords with varying search volumes, blending popular, broad terms with more specific, niche phrases. This improves the chances of your book being discovered by the right readers.
5. **Logical Keyword Order:** Ensure keywords are in a natural order (e.g., readers will search for "science fiction" rather than "fiction science").
6. **Character Limit:** Keep your keywords within a 500-character limit.
7. **Prioritize Key Terms:** Use the first 210 characters for your most important keywords.
8. **Avoid Repetition:** Do not repeat keywords or phrases within the list.

**Readership -** One or two line description

**Table of Contents**

**BISAC Subject Codes**

BISAC Subject Codes (maintained by the Book Industry Study Group, USA) assist with library and bookstore classification, and are required for participation in many databases. **The BISAC Subject List is available on the BISG website** [**here**](https://bisg.org/page/bisacedition)**.**

**Please select 3 codes.**

Code: Subject Area Description:

*Example: POL007000 POLITICAL SCIENCE / Political Ideologies / Democracy*

1

2

3

**Thema Codes - Please select a maximum of 3 appropriate codes.**

It is important to select the appropriate **Thema codes and Thema qualifiers** to ensure your book is properly categorised for distribution and discovery. Thema codes are used to classify your book by its subject matter, while the qualifiers (codes beginning 1–6) provide additional details to further specify the book's content or context. Also, it helps booksellers, libraries and readers find your book more easily based on specific interests or contexts.

Please carefully select Thema codes that represent the primary subjects of your book. These are the broad categories that best describe the main themes and areas of focus. Use Thema qualifiers when you need to refine or specify the content further. Qualifiers are especially useful if your book covers a niche area, a particular geographical region, language, time period, educational purposes or style. **The THEMA Subject List is available on the THEMA website** [**here**](https://ns.editeur.org/thema/en)**.**

Thema Code: Subject Area Description:

*Example: NHH African history*

1

2

3

Thema Qualifier Code (starts with an integer):

*Example: 1MBF-AU-NS Sydney*

1

2

3

**\*\*\***

**4. MARKETING CONTACTS**

**Is this book intended as a textbook? If yes, please give the nature and level of courses for which it is suited.** Give the names and addresses of at least 10 academics and institutions which may be interested in prescribing your book:

**Please list any comparable titles on the market.** If possible, please provide links to sites where information on these books can be found (e.g. Amazon):

**Lectures & conferences – will any of the authors be delivering special lectures or attending conferences on the subject in the near future, in Europe, North America, or elsewhere?** This information will enable us to promote the book at the event. Please provide full contact details of these and at least 10 other relevant conferences/events:

**Please list academic or professional associations or groups whose members may have a special interest in your book:**

**Annual professional meetings at which your book would be suitable for display (include dates, location, and name of contact, if known):**

**Please list 10-20 journals that you believe might be interested in reviewing your book.** If they are of limited circulation, please provide the complete address as well. If you have contacts at specific journals, please alert them personally to your book's publication:

**Please provide, in order of priority and/or likelihood, the names of recognized authorities on the books’ subject matter who you believe would be interested in providing prepublication comment (endorsements or ‘blurbs’) for promotional purposes.** Please include complete mailing and e-mail addresses:

**Organisations that you believe might want to use the book in bulk.** Include names and addresses of contacts.

**Please list foreign publishers who might be interested in co-publishing or translation rights:**

**Please suggest book clubs that might be interested in considering your book as a selection:**

**Please list prizes for which the book would be eligible:**

**Please list the names of at least 10 organisations and their website address (if possible) which may be interested in having a hot link to your book on our website:**

**Please list the names of at least 10 websites that you visit that would be appropriate channels for promoting your book:**

**If you have a website and/or blog, please provide details. If not, please indicate whether you would be willing to run a website and/or blog:**

**Are there any particularly significant circumstances in which the writing was undertaken? Does the book deal with any?**

**Is price a special factor in connection with sales? If yes,  please explain.**

**Please provide the names of at least 10 magazines, journals, newspapers or other media in which you think an advert might be effective:**

**Please provide us with the name of your local newspaper and any bookshops at which you may be known:**

**Have you ever contributed to or been on the TV, radio or press? If so, please state where and when.**

**If invited, would you: contribute an article to the press; sign copies in bookshops; appear on TV or radio locally or nationally?**

**Contacts/Emailing lists – We shall be building relevant emailing lists and emailing directly to interested parties as part of our direct marketing campaign. The author(s) is/are an important source of generating such contact information. Please explain what type and how many contact lists you would be able to supply to the publisher and provide any such available information in a separate document.**

**Please list any works that would be useful to read prior to or as a companion to your work:**

**If you will be travelling within the year following your book’s anticipated publication, please provide the locations (UK, USA and globally) to which you will be going. Please provide dates of visits if known:**

**Please provide any additional information that was not provided above but that you feel is important to the success of your book:**