

BOYDELL & BREWER

MARKETING TIPS FOR AUTHORS

- Please complete your marketing brief and return it to us, answering all of the questions in full.
- Boydell & Brewer will send you a flyer and other material prior to your book's publication. Circulate to your friends and colleagues, your university librarian and campus bookshop.
- If you have a blog or contribute to any, mention your book there.
- Send details of your book to your university communication center, the alumni magazine of your alma mater, post in your department office as well as on any listservs to which you subscribe.
- Ask your library to order a copy of your book.
- Tell your campus bookshop or local bookstore that your book is available.
- If you review for journals, magazines or newspapers, mention your book to the editor. Offer to write an article on the book's theme and include the book details (cover image, ISBN, price, etc.) at the close of the article.
- Add an announcement of your book to your email signature including a direct link to your book's page on the Boydell & Brewer website.
- If you have a webpage, either your own or as part of your university's website, set up a link to your book on the Boydell & Brewer website.
- Contact your editor if you are interested in submitting your book for an award.
- If you're attending, speaking, or performing at an event, please let us know two months in advance. Please provide us with a contact name and any additional information about the event.
- If we're attending the event, we will do our best to have your book on display. If not, we'll provide you with promotional flyers.
- When speaking at an event, please distribute the flyers to all interested parties.
- Celebrate the release of your book with friends, family, and colleagues.

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