



## AUTHOR QUESTIONNAIRE

Dear Author,  
Dear Editor,

We would like to advertise your publication effectively and at an early stage. To do this, we need your support, and would appreciate your answers to the following questions.

The information you provide will help us to target our advertising and inform a variety of potential readers about your publication.

- ▶ **Each DE GRUYTER publication is announced in advance in a quarterly booksellers' preview.**
- ▶ **Interested scholars, institutions and libraries are informed of new publications through regularly issued subject-area catalogues.**
- ▶ **All titles are presented on our homepage [www.degruyter.com](http://www.degruyter.com) with detailed bibliographical and content information and can be ordered online directly from DE GRUYTER.**
- ▶ **We offer on our homepage information flyer for single titles.**
- ▶ **New publications are announced in regular newsletters. In addition, users can choose from a wide range of additional notification services regarding DE GRUYTER publications (for example, table of contents alerts for new journal issues) at [www.degruyter.com/newsletter](http://www.degruyter.com/newsletter).**

We require information from you to feature your publication in catalogs, flyers, and at our website. We would kindly ask you to fill out this questionnaire and return it via e-mail by the specified deadline.

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

Sincerely,  
Your DE GRUYTER publishing team

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## 01 | AUTHOR(S) OR EDITOR(S)

Please briefly list your **personal data** in the following order: **Name, institution, city, 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, CITY, COUNTRY

## 02 | TITLE OF PUBLICATION

## 03 | SUBTITLE

## 04 | REPRINTS/NEW EDITION

Please specify exactly (for example: „2<sup>nd</sup>, revised edition“ or „3<sup>rd</sup>, revised and updated edition“).

▼ EDITION

## 05 | DEGREE THESIS

Has or will the work be submitted as a thesis for attaining an academic degree? If so, please name the degree, the university, and the year of the completed degree.

## 06 | 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 450 (including spaces).

▼ SUGGESTED TEXT (MAX. 450 CHARACTERS WITH SPACES)

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## 07 | DETAILED OVERVIEW FOR ACADEMIC READERS

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

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. 1,250 CHARACTERS WITH SPACES)

## 08 | TEXTBOOKS, REFERENCE WORKS, HANDBOOKS: LIST OF KEY FEATURES

To give booksellers, librarians and potential readers a quick overview, descriptions for reference and instructional works highlight **three key features**. These bullet-point lists are included in the description at our website, in our preview catalogues and flyers and occasionally in advertisements. The features may refer to aspects of general interest, the number of entries contained in the reference work, or, for new editions, details on the extent of the revision. This information, which may also be used on the back cover of your book, may not exceed 300 characters with spaces.

MAXIMUM OF THREE KEY FEATURES (MAX. 300 CHARACTERS INCLUDING SPACES)

## 09 | INTENDED READERSHIP

Please identify the readers to whom your publication is directed.

IDENTIFY READERSHIP BY LISTING ACADEMIC FIELDS AND/OR PROFESSIONS (MAX. 125 CHARACTERS INCL. SPACES IN TOTAL)

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## 10 | KEYWORDS

Publications are made available internally and externally by listing them in various publication lists and catalogs.

Please specify a **maximum of four keywords** (separated with a semicolon). Please use precise keywords; no generalized terms or broad subject areas.

▼ MAXIMUM OF FOUR KEYWORDS

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

AUTHOR; TITLE; PUBLISHING HOUSE; DATE OF PUBLISHING; DIFFERENCES TO YOUR PUBLICATION; ADVANTAGES OF YOUR PUBLICATION

## 12 | ADVERTISING FLYER

Upon publication of your work, an advertising flyer will be made available to you on our website for downloading. You may distribute it to your colleagues and at your 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

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### 13 | **SOCIAL MEDIA**

▼ A. ARE YOU ACTIVE IN **SOCIAL MEDIA** AND INTERESTED IN USING THIS VENUE TO HELP US PROMOTE YOUR PUBLICATION?

▼ B. WOULD YOU BE INTERESTED IN BLOGGING AT A DE GRUYTER HOSTED **BLOG** ABOUT YOUR FIELD OF RESEARCH?

### 14 | **REMARKS /SUGGESTIONS**

THANK YOU VERY MUCH FOR YOUR CO-OPERATION!  
**Your DE GRUYTER publishing team**