



the natural home
for authors, editors & societies

Sales & Marketing

Creativity & Innovation for Your Book



The Sales Team

SAGE has an international sales force that visits bookshops, wholesalers and library suppliers throughout the world. We have offices in London, New Delhi, Los Angeles and Singapore that handle sales and marketing activity in the UK and Europe, South Asia, North, Central and South America and South-East Asia respectively. In addition to this, we have agents and representatives in South Africa, Central and North Africa, the Middle East, Korea, Japan and the Philippines, and distributors in Australia and New Zealand.

At SAGE we have excellent relations with the head offices of the key bookselling chains such as Waterstone's, Blackwell's and John Smith's in the UK and Selexyz (formerly BGN) in the Netherlands. We also work closely with the major online retailers such as Amazon and The Book Depository. All of our new books are part of the Amazon Advantage scheme which means that your book will be available to customers on 24 hour delivery. Amazon also has the Search Inside function which allows users to read sections of your book before deciding to buy.

Six to eight months ahead of your book's publication, advance information will feed through to bibliographic agencies around the world. These include Nielsen BookData and specialist library suppliers, which in turn send information to the systems of bookshops and libraries all over the UK and Europe for efficient ordering. This means that when our Sales Team visits bookshops, library suppliers and wholesalers five months ahead of your book's publication, they are able to secure advance orders. The sales representatives also make sure copies are stocked in the relevant sections of bookshops and seek to secure book displays and other in-store promotions.

Our reps also pursue a programme of campus-visiting in the UK and Europe, where they speak directly to academics preparing courses. They develop close links with lecturers, finding out about their teaching interests and academic needs, following up regularly and feeding up-to-date information back to our office. This is essential for securing adoptions and ensuring a wide readership for our textbooks.

If you would like to know how you can help with the Sales and Marketing of your book, email us at

authors@sagepub.co.uk

and we'll get back to you with some ideas.

The Books Marketing Team

The Books Marketing Team markets textbooks, professional books, and academic and reference titles. In marketing textbooks we concentrate on securing adoptions and maximizing the potential for core and modular texts, supplementary titles, and student reference reading such as the SAGE Study Skills and Course Companions. Handbooks, major works and encyclopedias fall within our academic and reference programme and we market these to wholesalers and library suppliers. Our professional titles, primarily within education and counselling, are marketed directly to practitioners through professional organizations, schools and LAs, road shows, and author lectures and seminars.

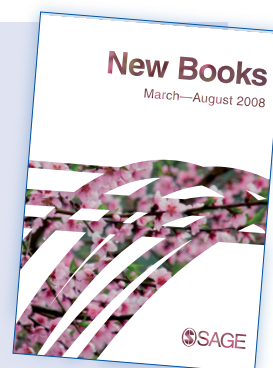
There is no one way of marketing a book - each book receives the marketing it requires depending on its target audience.

Direct Marketing

Our industry-leading customer database is extremely comprehensive and is maintained by a dedicated team in our Marketing Services Department. Records are maintained regularly and prospective customers are gathered from a variety of sources. To accompany our database we have implemented highly sophisticated marketing technology which enables us to communicate with our customers based on their relationship with us - delivering the right message, about the right product, at the right time. This is essential in today's world where customers expect to receive information tailored to their interests and needs. By doing this we have built a large, dedicated customer-base who are keen to hear from us and to buy from us.

Communication through direct marketing is a key component in the marketing strategy for all of our books. This includes catalogues, brochures, solus flyers and emails. Your book will be announced in our seasonal New Books Catalogue which is used by the sales team and sent to librarians, library suppliers, wholesalers and bookshops. It will also feature in relevant annual subject catalogues which are mailed to contacts at the beginning of the year and which are also used at conferences throughout the year.

We can produce a flyer for your book which you can use for your own distribution at conferences and events. If you would like an e-flyer or printed copies please email authors@sagepub.co.uk.



Online

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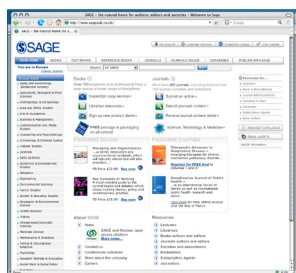
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Inspection Copies

The marketing for our textbooks centres on encouraging lecturers to request inspection copies so that they can review the book for their course reading. We send out over 25,000 inspection copies each year, including unsolicited sample copies to lecturers who we have identified as key prospects. Our representatives on the road and our in-house sales team do a lot of follow-up work to get feedback from lecturers as to whether they will recommend the book as key reading for their course. Our sales team then liaises with the campus bookseller to ensure that there is ample stock for the students. If you have colleagues or contacts who you think should receive an inspection copy of your textbook please let us know in your [Marketing Questionnaire](#).



E-Books

SAGE's e-book programme is developing rapidly. We have partnered with Microsoft as part of their new Live Search Books programme and Google for their Google Book Search programme. This allows users to browse through the titles (views are limited to only 20% of the book's content) and once these sites are completely populated there will be over 3,000 SAGE UK titles available. We have also partnered with e-book aggregators MyiLibrary, ebrary, E-Books Corp and Dawsons. This means that the amount of content available to students and libraries around the world will improve vastly. It is an exciting project and one which is critical to meeting the needs of the marketplace.

Advertising

We occasionally place advertisements for books in appropriate journals, magazines and newsletters. The advertising needs of individual books will be assessed by your Marketing Manager.

Conferences and Events

SAGE attends over 300 conferences worldwide each year with a stand for displaying and selling our books. On publication, your book will be included in the range on display at appropriate conferences. When we cannot attend a conference we can arrange for flyers to be inserted into delegate packs or the placement of material on resources tables. Alternatively, we might arrange a display through a local bookseller. If you have any speaking engagements at conferences or events, get in touch with your Marketing Manager a few weeks prior to the event and we can provide you with flyers.

Review Copies

On publication, we send emails to relevant media letting them know that your book has just published, and arrange for copies to be sent out for review where requested. We will send you a copy of any reviews (these can take anywhere from 6 months to 2 years to appear) and will use review quotes on our websites and on future promotional material. If you have any ideas about appropriate publications that would be interested in reviewing your book please let us know in your [Marketing Questionnaire](#). We like to make full use of any contacts you may have to help get these valuable reviews.

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PR

Your Marketing Manager will work with you to identify the most effective approach for promoting your book, which may include a PR campaign to target selected media. If your book is to have a media campaign, SAGE's PR manager will liaise directly with you to draft information for journalists. This will often be arranged to coincide with the launch of your publication, or to coordinate with other marketing activity, such as a key conference. We have access to a wide database of over 10,000 national and international media contacts from across general and trade publications, and will distribute information to the most relevant outlets for your publication. If you have personal contacts in the media please highlight these in your [Marketing Questionnaire](#). You can see previous media campaigns on the SAGE website at www.sagepub.co.uk/press.

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The Rights Department at SAGE is dedicated to the dissemination of your work around the world. As authors you will receive a percentage of all revenue collected and copies of the translated editions. We greatly value your input and are very keen to utilize your knowledge and contacts to help generate translation deals, so please feed back any information you have on translation opportunities to your Marketing Manager or email authors@sagepub.co.uk and we will pass this on to our Rights Department.

Your Ideas

This is just a brief outline of the kind of things we do within the Sales and Marketing Department. We encourage you to make suggestions and like to work as a team to provide the maximum exposure and highest sales possible for your book. We send all of our authors a copy of our [Marketing Questionnaire](#) to fill in so that we can use your knowledge and expertise of the market when pulling together the marketing plan for your book. You can view this at www.sagepub.co.uk/authors

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**We look forward to
working with you.**

