



GWASG PRIFYSGOL CYMRU UNIVERSITY OF WALES PRESS

UNIVERSITY OF WALES PRESS – MARKETING AND SALES PROCEDURES

How will UWP market my book?

We begin with the Author Questionnaire

As an author with UWP, our first and arguably most important step will be to send you an author questionnaire. This comprehensive document is an essential tool to ensure that we promote and sell your book to the appropriate audience and target as widely as possible. The output of this questionnaire forms the basis of the marketing and sales plan for your book but our team will also work with you to promote on social media and to libraries and bookshops worldwide.

Promoting and Marketing

We produce a number of different catalogues each year and we send these to wholesalers and distributors, booksellers, libraries, academic organisations and individuals on our mailing lists. In addition, flyers and virtual shopfronts are produced and mailed to targeted audience groups and key conferences and used to promote series' on social media.

We will send review copies of your book along with a press release to relevant press contacts. Some journals can take a long time to review, and reviews don't readily circulate – but as the Press publishes texts from a wide variety of subject areas, your recommendations of suitable journals for reviews are invaluable, especially if you are able to supply contact names and details. We also advertise in relevant journals or specialist magazines where appropriate.

We will promote your book on our website in English and Welsh (www.uwp.co.uk) and provide you with the link to your book and an advertising panel for you to use just before the publication date.

Conferences

We have a comprehensive conference schedule allowing us to promote your book at relevant events. In addition to the larger conferences at which we will have our own displays, we are often able to supply publicity material for smaller meetings for distribution to delegates. Please inform us on the author questionnaire of any relevant conferences you may attend.

We are also keen to support any speaking engagements you have by providing promotional literature – please give us adequate notice of any events you plan to attend.

Course adoptions

We provide inspection copies to academic course tutors, where appropriate, free of charge. Regular mailings are sent to relevant academics and to academic libraries.

After-sales service

Our marketing and sales service doesn't stop on publication. We have an ongoing policy of promotion through subject-based flyers and catalogues for our titles. Please advise us of any new avenues for promotional activities throughout the life of your publication, and we will follow up these opportunities for you.

Purchasing copies of your publication

At UWP authors, editors and contributors to our books currently receive a 35% discount on the purchase of UWP titles when ordered through our website or directly over the phone. We will send you instructions on how to claim your discount.

Distribution

Our UK distributor, Ingram, provides a thorough and efficient service for the ordering and despatch of our publications in print and e-formats worldwide, except where we already have established local distribution contacts in key overseas territories.

Our distribution in Wales is managed by the Welsh Books Council, who sell to retail through their experienced team of sales representatives, as well as through their established website www.gwales.com.

Additionally, the University of Chicago Press provides a professional marketing, sales and distribution service to customers in North and South America, Canada, Australia and New Zealand.

Representation

At UWP, we use specialist UK-based book representative companies to visit key book trade accounts. For more information, please [click here](#).

Translation rights

We will market your book to a range of overseas publishers sometimes via the services of rights agents. If you have ideas for languages that we should target or overseas publisher contacts, please let us know and we will follow up accordingly.