Series Publishing Prospectus

When preparing your proposal, remember that the publisher needs to know as much as possible about your series: scope, audience, and how the publisher can promote it to that audience. You must also convince the publisher that your series will contain volumes written with authority, accuracy, and clarity, and that each volume will present an argument that will be of use, interest, and importance to readers.

This form is intended to give us a clear idea of your series in a succinct manner, describing your intentions and rationale. Please complete it as fully as possible. When you submit this form, please attach as well your current CV(s).

On submission, your proposal will be read by the appropriate commissioning editor at Peter Lang who will, if necessary, discuss it with colleagues and send it for review by one or more external advisers chosen for their specialist and/or market expertise. We are committed to making publishing decisions as swiftly and efficiently as possible. However, obtaining reviews does take time – depending on the amount of material provided in your proposal, sometimes up to 3-4 months. If there are any circumstances we should bear in mind from the point of view of timing, please let us know.

**We ask for sole consideration of the proposal whilst it is under review – editors should not simultaneously submit this proposal elsewhere for publication consideration.**

**Abstract**

**NAME(S) OF EDITOR(S)**:

**AFFILIATION(S)**:

**PROPOSED SERIES TITLE**:

In one paragraph, please provide a brief description of the series – its general subject matter, approach, audience, etc.

**Scope and Rationale**

In two or more paragraphs, please provide a more detailed description of the series – its rationale, scope, and pedagogy. Please include details of the key aims and themes of the series and why you think this new series will make a valuable contribution to the field.

Finally, please explain the parameters or limits of the series. How will individual books in the series be similar? What areas/types of book would fall just outside the series?

**Outstanding Features**

Include here a description of the outstanding, distinctive, or unique features of the series. What are the particular benefits offered by its content, scope, organisation and/or educational features? What needs does it aim to satisfy?

Please provide five or six key selling/marketing points for the series. Two or three sentences for each point will suffice.

**Types of Books and Publications**

Please indicate the type of books to be included in this series (monographs or textbooks) as well as the estimated average length of each book and the number of titles to be published each year. (While each series is unique and there is flexibility in the publishing schedule, a series should aim to publish about 3 titles per year or so.)

Additionally, please provide a more detailed outline/ publishing plan of the types and topics of books that might be included in the series, who you might approach to write them (their affiliation/ credentials), and when the project might be submitted for review at Peter Lang.

If there is a common format to be followed, or if there are any unique features to the apparatus of each book, please outline them here (i.e. textbooks will include ancillary content such as revision questions, case studies, useful links, an editor-maintained website, etc.)

**Market and Audience Considerations**

What kind of person will buy books in this series, and why? Please consider the following in your analysis of the market for your series:

* What is the main audience for the series – students, academics or practitioners?
* Please list any secondary markets that may exist for the series (e.g. academic associations, professional bodies, etc.)
* To which subject areas/fields will your series most appeal?
* Will your series include more research or teaching based books, or a mix of both?
* Where is the series going to sell in greatest numbers – and what is your best estimate of market size?
* Please list 10-15 university courses where books from such a series could be adopted as textbooks, supplementary texts, or used in readers. (If possible, please list both North American and UK courses.)

**Competition**

Consider existing series in this field and discuss their strengths and weaknesses individually and specifically. Your proposal is written for reviewers and not for publication, so be as frank as possible. You should describe how your series will be similar to, as well as different from, the competition in style, topical coverage, and depth. If there are similar series available, explain why you wish to create another series in this area. Mention any pertinent titles, even if they compete with only a part of your series. These might not be *direct* competitors, but simply what your primary readership is buying/using at the moment.

**Peer-Review**

 At Peter Lang, the peer review process is a vital aspect of the series submission and evaluation process which ensures that the high standard of research submitted meets the standards set internationally within each subject discipline. We engage in a single blind refereeing process in which your proposal will be submitted to independent, scholarly experts within the relevant field for evaluation. While the anonymity of the reviewer is protected, we will provide you with this outside review once it is submitted to us.

**Please provide the names, affiliations, and contact details (if available) for 3-5 experts in your field.** We may use reviewers of our own choice, but we will also try to include some whose opinion you feel will be valuable. If the series has several distinct markets, try to recommend at least one reviewer for each. We do ask that the names submitted be unbiased and do not include peers from your own institution’s department, scholars from your thesis committee, or individuals who have worked in an advisory capacity to this proposed series.

**Editor Information**

Please provide a short academic biography of each series editor, including institutional affiliation, position, relevant articles, and organizations. Attach a CV for each editor.

* Name
* Job title
* Work address
* Work telephone number
* Skype/VoIP
* Home address
* Home telephone number
* E-mail address(es)
* Short biography

If applicable, please also list any previous works of each series editor which were a) written in another language or b) translated into another language. Please make sure to include the title of the respective work(s), the language and the name of the publisher.