



Marketing & Promotion

1. What Leuven University Press will do for your book!

To market and promote your book we do the following:

Before the publication of your book: **we announce**

- your book in our **catalogues (Fall & Spring catalogues)** sent out to +/- 1500 postal addresses of bookshops, libraries and individuals in Europe;
- your book on **our website www.lup.be** which has +/- 8000 unique visitors/month and in our e-newsletter sent out to +/- 5000 subscribers;
- all English titles on the **Cornell University Press website (www.cornellpress.cornell.edu)**;
- your title on several **international databases** providing title information to bookshops and wholesalers worldwide.

After the publication of your book: **we bring your book to the attention of a targeted audience by**

- distributing your print book worldwide via an international network of specialised booksellers, library suppliers and distributors.
We have **distribution facilities** such as CB (the Netherlands); Cornell University Press/Longleaf Services (US and Canada); IPS UK (Europe and ROW); Inspirees (China) and MHM Limited (Japan);
- distributing the ebook of your publication via several **ebook-platforms** such as ProQuest Ebook Central, EBSCOhost, Gardners Books, CEPIEC, Torrossa, Project Muse, JSTOR and Baker & Taylor; (*Open Access ebooks are uploaded on four major platforms: OAPEN Library, JSTOR, Project Muse and Open Research Library*)
- ensuring its availability on **bol.com, Amazon.com and .co.uk**;
- sending out **review copies** to specialised journals. (We send you a copy of all reviews we receive);
- **advertising** in specialised journals and on specialised websites, including London Review of Books and Times Literary Supplement;
- sending out **targeted e-mailings** to our customers, specialised bookshops and to academics and librarians;
- distributing **flyers and display copies** at conferences, exhibitions and meetings;
- attending **specialised conferences** or displaying your book via combined book exhibits, and attending international Book Fairs such as Frankfurt Buchmesse and London Bookfair;
- uploading your title in the **Google Books** programme with an order link. Readers can search and read 20% of the text online in order to decide whether they want to purchase the book;
- posting your book on **social media** such as Facebook, X, LinkedIn, and Instagram.



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2. What you can do for your book!

As an author/editor you can help us to promote and sell your book!

Before the publication of your book:

- Provide us with as much detailed information as you have on the book by filling in the Author's Questionnaire. With this information we can announce the book in our catalogues and on several websites.
- Fill in our 'Blog Author's Corner' form in order to present your book on our [blog](#).
- Keep us informed if you have any further information relevant for the book's promotion.

After the publication of your book: Spread the word.

- Inform all your colleagues, contacts, and relations. We will provide you with flyers (both printed and as a pdf file) and an e-newsletter (html) to send to your contacts.
- Recommend your title to your institute's librarian.
- Join us on Twitter (<https://twitter.com/LeuvenUP>), Facebook (<https://www.facebook.com/leuvenup/>), LinkedIn (<https://www.linkedin.com/company/leuven-university-press>) and Instagram (<https://www.instagram.com/leuvenuniversitypress/>). Retweet and share our posts.
- Post the pdf containing the Table of Content on Academia.edu. Articles or other content cannot be shared on for-profit webpages such as Academia.edu and ResearchGate.
- Inform us, preferably several weeks ahead, when you will attend interesting conferences, meetings, or exhibitions. We can supply flyers, promotional postcards and display copies.
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