



PlutoPress

www.plutobooks.com

AUTHOR'S GUIDE TO PLUTO PRESS

At Pluto Press, we pride ourselves on working closely with our authors. This introduction offers a step-by-step guide to publishing with Pluto Press. Please take a few minutes to read through it, as it contains important information on:

- Preparation and Delivery
- Editing
- Production
- Sales
- Marketing and Publicity
- English and Foreign Language Rights
- Protecting your work from piracy

And, most importantly, how you can help us to get the best from your book.

We suggest you file it alongside your contract and use it for future reference.

WHERE WE ARE

Our editorial and sales & marketing office address is:

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www.plutobooks.com

Our offices are opposite Highgate tube station on the Northern Line.
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PART 1: EDITORIAL AND PRODUCTION

Main contact: your sponsoring editor, or, once in production, Robert Webb, Managing Editor.

1. PREPARATION

Once you have been contracted, and ideally before you begin preparing your manuscript for delivery to Pluto Press, please read the *Style Guidelines For Authors*, designed to help smooth the editorial and production processes. This covers:

- Preparation and Presentation
- Structure and Style
- Notes and References
- Permissions
- Illustrations and Artwork
- Libel

We aim for a uniform style across the volume. Volume editors are expected to ensure all authors and contributors are fully briefed on the spelling, punctuation, grammatical and referencing style for the collection. Manuscripts delivered with chapters following varying styles will take longer to edit and may delay the smooth passage of your script through the press.

2. DELIVERY

Unless you have agreed otherwise with your sponsoring editor, we generally require one paper copy of your manuscript. This should be:

- Double spaced.
- Single sided.
- Unbound (i.e. loose sheets)
- Sequentially paginated, 1-end.

Crucially, we also require chapter files (or the entire script in one file), formatted in Microsoft Word.

Once your manuscript has been delivered, approved by your commissioning editor and passed for publication, it is handed over to Robert Webb, our Managing Editor. He will be in touch with you to:

- Provide general guidance on schedules.
- Agree on arrangements for indexing.
- Discuss the arrangements for dealing with editorial queries, proofreading, etc. (especially if you are editing a volume of essays).

We will have already discussed your project in some detail in-house and considered every aspect of publication, primarily:

- Editorial requirements.

- How and when we should publish.
- The format.
- The title.
- The cover design.
- How we will reach the intended markets effectively. (See Part II: Sales & Marketing in this guide.)

3. WHAT WE NEED FROM YOU

We need as much information from you as possible. At the time of delivering your manuscript, you will receive an Author's Questionnaire (AQ), which we ask that you complete as fully as possible. It is crucial we receive the completed AQ back from you by the time we are ready to schedule the manuscript. The AQ is required so that we can create effective advance book information sheets for the trade, draft promotional and jacket copy, coordinate advance publicity efforts and maximise sales. It is important you let your sponsoring editor know of any subsequent changes in your affiliation, or address details at work or home.

Before we can begin work on your script we also need any artwork for figures, photographs or maps. If in doubt, please discuss this with Robert Webb.

4. SCHEDULING

You will be advised of the editorial and production schedule for your book. We strive to keep to a schedule of seven months, which is fairly tight by conventional publishers' standards. In order to continue our commitment to expeditious publishing, we need to be kept informed of *your* schedule. For example, if you are likely to be unavailable for more than a couple of days during the production process, please inform us.

Although we will want to keep to our schedule, we are aware that certain times of the year are more hectic than others and will try to work around your other commitments.

The editorial and production stages your script will go through are: copy-editing, typesetting, proofreading, and printing and binding.

5. COPY-EDITING

An experienced, professional copy-editor or project manager will be assigned to your script. The copy-editor will work either through the hard copy of your manuscript, or work directly on-screen on your files. Their brief is to:

- Correct grammar, spelling and syntax.
- Eliminate inconsistency and overlap.
- Bring any queries, omissions, duplications or errors to your attention.

- Check that quoted material does not exceed ‘fair usage’ limits and/or that necessary permission has been received.
- Check references and bibliographies for consistency of style.
- Identify and draw to your attention any potentially libellous passages.
- Undertake minor rewriting, where necessary and with your approval.

Queries are usually sent direct to you by the copy-editor, to whom answers should be supplied. Please do endeavour to answer every query at this stage, by the deadline requested by the copy-editor.

When copy-editing is complete and the queries all resolved, the manuscript is prepared for typesetting. This will be carried out either by the same project manager who has worked on the copy-editing, or another of our out-of-house freelance typesetters. In the latter case, our production manager, Ray Addicott at Chase Publication Services, oversees the remaining pre-press stages: typesetting, proofreading and indexing.

6. TYPESETTING

Working from the author’s discs and marked-up script (if appropriate), our typesetters:

- Incorporate the copy-editor’s changes (in the case of a hard-copy edit).
- Format the text.
- Size and prepare for press any illustrations.
- Design the pages.
- Run out page proofs.

7. PROOFREADING

We will arrange for a set of proofs to be sent to you, in the form of a PDF file, emailed. Please note, this will be encrypted and watermarked, to prevent unauthorised copying. If agreed with our editorial department, we can supply you with a hard copy of proofs, at a per-page cost (plus courier/postage costs). Please ask for details. We will advise on the deadline for corrected pages or a list of corrections. Please read the proofs and make essential corrections (i.e. to correct typographic errors) only.

- Reading proofs is not an opportunity to improve or rewrite passages. Extensive corrections at this stage are expensive: if we agree to make them, the costs may have to be passed back to you.
- If you cannot meet the deadline, please let us know as soon as possible, as the schedule will have to be changed.
- We will also commission a professional proofreader, who will check the proofs against the copy-edited manuscript and may raise any outstanding queries with you.

We will then collate both sets of corrections – yours and the proofreader’s – and return the marked-up proofs to the typesetter, who will correct the disk files and produce

camera-ready copy (CRC). At this stage, your input into the editorial and production process of the text of your book will be over.

8. INDEX

Most of our books require an index (and very occasionally more than one). We ask authors to prepare their own indexes (according to your contract) from the page proofs we will supply. Please note:

- We cannot provide page proofs in anything other than PDF or hard (paper) copy.
- We can provide guidelines on indexing if you need more detailed advice.
- We can engage an indexer on your behalf if you are unable to do the index yourself. We will advise you first of the likely cost and invoice you when the job is completed. Generally an index will cost £1.50 per typeset page (based on the final extent of your book). The invoice should be paid within 30 days: a surcharged will be levied in the event of late payment.

9. COVER DESIGN

Rough visuals need to be prepared for our sales conferences and catalogues in good time. Please note:

- A book cover is primarily an aid to sell the book, not to illustrate every aspect of the contents.
- While the final decision on cover design is always ours, we welcome your input.
- Where possible we will let you see the rough design at an early stage.
- It is always the publisher's responsibility to commission cover designs.
- You will be asked to approve the 'blurb' (back cover description and author biog), to ensure that you are happy with it and that it represents your work satisfactorily.

10. PRINTING

In the final stages of the production process, the final PDF files and cover art are passed for press. Printing and binding usually takes 4–6 weeks.

PART 2: SALES AND MARKETING

Main contact: Alec Gregory, Head of Marketing

Sales and marketing is an important part of the process since this is how your book finds its audience. We have an experienced sales and marketing team at Pluto Press.

We believe that you as the author are a key part of the process and welcome your suggestions. The following provides a run-down of what we will be doing for your book and answers some frequently asked questions. It ensures that we are all able to make the most of selling opportunities.

1. ANNOUNCING THE BOOK

Once we have scheduled a book, we announce it in our New Books catalogue. We print two catalogues per year. The main purpose of the catalogue is to announce your book to the trade (bookshops, wholesalers, library suppliers, sales reps, etc), so the book descriptions are simple and brief.

We produce our catalogues to a very tight schedule. We will use the information you supply in the author questionnaire to put the book description together. Please complete the author questionnaire as soon as possible as it is vital we have this information at an early stage. Our web site, www.plutobooks.com, also carries full information on forthcoming titles.

2. SALES

We are keen to maximise sales of your book across the world. We have a large team of reps and agents, and established relationships with customers around the world.

The UK

All titles are presented to the trade at least four months ahead of publication. Our representatives call at a vast range of bookshops, including the main chains as well as the independents. We also present your book to wholesalers, internet booksellers, library suppliers, exporters, and the head offices of the major bookselling chains. The main sales tools are the new books catalogue, advance information sheets, and the book cover.

We also cultivate links with organisations outside the traditional booktrade. Any information you can provide on organisations that would be interested in your book would be helpful.

Europe

Pluto benefits from a strong European sales team. Our representatives call on a range of booksellers in Europe, 4-6 months ahead of publication. If you do visit a bookshop in Europe where you would hope to see your book and it is not there, please let us know.

North America

Pluto Press books are sold in the USA in a similar way to the UK. We print a bi-annual new books catalogue and we have a team of representatives who visit bookstores across the USA. Our distributor also deals directly with the major US wholesalers and library suppliers. They have a strong in-house marketing team who run direct mail campaigns, undertake publicity and attend conferences.

If you are based in the US or if you will be travelling there, please let us know and we will put you in touch directly with our distributors. Events and publicity are organised on a local and national basis.

We have a separate Canadian distributor if you are based in Canada.

Please note: books that are printed in the UK will take 6-8 weeks to ship to the US and Canada. Please allow this extra time for delivery if you are planning speaking events or publicity.

Rest of the World

We have distribution agents, reps or stockists in:

- Australia
- South Africa
- Singapore (with offices in Malaysia and Hong Kong)
- Japan
- Middle East
- India and Pakistan

So your book will be promoted in markets in most areas of the world. You can find details of our distributors, representatives and stockists in our New Books catalogue or on our website: www.plutobooks.com

Online Booksellers

We make every effort to ensure that online booksellers have accurate information about our titles. Amazon and other online retailers get their information from centralised databases. We update these databases regularly – changes usually feed through in 5-7 working days.

Our website (www.plutobooks.com):

Features secure on-line ordering, and we can run special promotions on individual titles.

Special Sales Opportunities:

Our authors often have contacts with associations or groups who may wish to make a bulk purchase of books, either to give away or to sell on to members. If you have such a connection, please let us know and we would be glad to get in touch with the association to try to arrange a bulk sale at a discounted rate. Generally speaking, discounted bulk sales are non-returnable and postage and packing is charged.

3. PUBLICITY

We achieve as much publicity as we can for every book we publish. Publicity will vary according to the nature of the book. Large publicity campaigns are reserved for trade titles with a large non-academic readership. In summary our publicity campaigns consist of:

- *Press lists (appropriate to all books)*

A review mailing of press releases and review copies to appropriate magazines, newspapers, journals, radio & TV (where appropriate).

- How you can help us: Please pass on any media or review contacts that you have that are appropriate to your book (by completing the relevant section of the author questionnaire).

You will be sent a copy of the press list for approval. We do not send review copies to individuals who are unaffiliated with a publication. We forward review copy requests from abroad to our relevant agents for them to supply. You will receive clippings of any reviews that we receive.

- *Extract campaigns and features (mainly appropriate to trade titles)*

For books with serialisation potential, we contact appropriate publications several months in advance of publication to try to arrange a printed extract. When the topic of a book is particularly timely, we can arrange to send press kits to appropriate journalists and radio programmes. Please be aware that these avenues of marketing are highly competitive given the number of books published annually.

- *Online promotion (appropriate to all books):*

This is a key part of our publicity and marketing. We promote our titles through various sites, either through comment pieces, extracts, special offers or reviews.

- How you can help us: We are always looking for new ways to publicise our books online. If you are connected with any sites, or if you are a member of any listservs or blogs, please let us know.

- *Awards (appropriate to all books):*

We regularly nominate books for appropriate prizes.

- How you can help us: Please pass on details of any prizes that you know of that would be appropriate for your book.

4. DIRECT MAIL

In addition to our new books catalogues, we mail subject-specific brochures throughout the year in areas such as Anthropology, Political Theory, International Relations, Middle East Studies, Media Studies, and Political Economy. These mailings are targeted at academics and given out at conferences.

5. CONFERENCES

These are important and we attend several every year. At those conferences where we are not exhibiting, we can sometimes arrange for books to be on site via booksellers, or we can send flyers.

We regularly participate in the major conferences for the fields we publish in, including the *Political Studies Association*, *Royal Geographical Society*, *British International Studies Association*, *Marxism*, *American Political Science Association*, *American Anthropology Association*, *Left Forum*, *Middle East Studies Association* and *International Studies Association*. We also send materials to dozens of smaller conferences each year.

- How you can help us: Please inform us about any conferences you will be attending, or which you think are applicable to your book.

6. BOOK LAUNCHES / SPEAKING EVENTS / FESTIVALS

Our authors often speak at festivals and we organise book tours for authors who are in demand. If you are keen to organise events that is great. Please be aware we need a minimum of two weeks' notice to enable us to get books to a local bookshop, or to you. If the event is outside the UK, we will need longer – the more notice you can give us, the better. We are also happy to provide flyers for any speaking events you are attending.

We have hosted book launches in a variety of places, including shops, embassies, universities, and parliament. We are most likely to consider hosting a launch when there is a free venue available and most importantly where there is a guaranteed audience, since the cost of renting space and administering these events is often prohibitive.

- How you can help us:
 - If you have an affiliation with an organisation or university that might be willing to host a launch, please let us know.
 - If you can provide us with a mailing list of individuals to invite at least 8 weeks in advance, that will help make the launch a success.

7. BUYING BOOKS FROM PLUTO

- Our author discount is 33.33% on paperbacks and 20% on hardbacks. This discount is available to all our authors on their own and other Pluto Press titles.
- When you are buying books for resale, please make this clear at the time of the order so we can determine the appropriate discount.
- For authors within the UK, postage and packing is free. Allow a minimum of ten days for books to reach you from our distributor, longer at busy times of year.

- If you need books urgently at short notice we can, on your behalf, arrange for them to be dispatched by courier. The extra costs for this will then be passed on to you.

PART 3: RIGHTS

We can sometimes expand the market for your book by making arrangements with other publishers to publish separate editions for sale in specific countries or regions. Such an arrangement, bound by contract, is called a ‘rights’ agreement. We have a Rights Manager who will actively promote for foreign language editions your book to publishers and rights agents worldwide.

We have excellent contacts with publishers in many other countries and an important part of this work is attending the annual book fairs in Frankfurt and London, where we meet face-to-face with other publishers. Please note:

- We always aim to exploit rights possibilities where appropriate.
- It is always our responsibility to negotiate rights arrangements (unless your contract states differently), but we are grateful for any leads or suggestions you may have and are happy to discuss these with you.
- The percentage of royalties due to you on any rights deals we make will be detailed in your contract.

Rights activity at Pluto Press falls largely into two areas:

1. ENGLISH LANGUAGE RIGHTS

Pluto Press almost always retains English language rights to titles worldwide. As we have extensive representation in North America, Europe and Australia, Pluto Press titles are readily available throughout the English speaking world. This is especially important in the age of the internet where books can be easily bought and sold from countries where they did not originate.

2. FOREIGN LANGUAGE RIGHTS

If we are able to interest another publisher in the (expensive) process of translating and publishing a foreign language edition of your book, we will. Please note:

Translations of short books, rather than long ones, are always a much more attractive prospect.

Please keep in mind that few academic titles get translated and the process, even if it is successful, is a long one.

- How you can help us:
 - If you have already had a title published in translation, please let us know the name of the publisher, the language, the publication date and any other relevant details.
 - Please complete the section in the author’s questionnaire which asks about contacts in foreign language territories.

3. PROTECTING YOUR WORK FROM PIRACY

These days, sadly, the pirating of copyrighted work has become one of the most prevalent of crimes – both on- and off-line. In order to reduce the risk of the illegal reproduction of your book, we have introduced a few safeguards and guidelines.

Although we are happy to supply proofs in encrypted PDF form, by email, we have a house policy not to make our typesetter's files available to anyone other than our printers. (These are the final files, after all editing, correcting and proofreading has been made, with a completed index in place.)

Unfortunately, royalty income for authors (in the form of permissions royalties) is jeopardised when PDFs are mounted on websites for free download. It may be done with the best of intentions, but once available from one website, even encrypted, they can be easily downloaded and circulated without control and both we as the publisher and you as the author will lose out. Our rights manager generally refuses such requests.