



PlutoPress
www.plutobooks.com

Submitting a book proposal

Pluto is primarily an academic press, publishing for students and academics in higher education worldwide. Our list is an unashamedly challenging one, with a sharp critical edge and an intentionally political focus. We offer a forum for scholars and activists who wish to produce work within an avowedly radical tradition.

Pluto Press is always interested in receiving proposals for new books. The following guidelines are designed to ensure that your proposal reaches us with as much relevant information as possible; the proposal you submit is the basis on which we judge a book's suitability, and it is also what we send to specialist reviewers. If we have the right information, the job of assessing the quality of your work and offering constructive criticism and comment is that much easier. Not every section will necessarily be relevant: if you have queries, we will be happy to discuss them with you.

Proposed title and subtitle

The obvious starting point! Although provisional at this stage, a good title is enormously helpful - and vital in the marketing of your book. It should be explicit, informative and descriptive - remembering that in bibliographies and reference lists (and on the web) it may be the only indication of content.

Rationale

A brief statement of aims:

- The main themes and objectives of the proposed book.
- Why you feel it's needed.
- What makes your book special, original, important and marketable.
- What makes it particularly suitable for the Pluto list.

Synopsis and Table of Contents

- A brief description of the book - what is it about?
- A clear impression of the overall structure and level.
- A table of contents with chapter headings and (provisional) main subheadings (where appropriate), and a paragraph or two describing the contents of each chapter. If any sample chapters are available, even in draft, they can also be helpful.
- In the case of edited volumes, a list of contributors and their affiliations should also be supplied.

Format

- How long do you estimate that the manuscript will be (as a total word count, which would include notes and references and bibliography where appropriate)? Our preference would be for a manuscript of between 50,000 and 80,000 words.

- Do you plan to incorporate illustrations - line drawings, photographs, etc? Please bear in mind that our standard publishing contract requires that authors cover the cost of clearing any permissions involved and the supply of reproducible artwork.

Delivery

When do you plan to submit the complete manuscript? If you are proposing an edited volume, please factor in the additional time required to solicit contributions, revise and edit - it's invariably longer than you think!

Please also indicate whether any draft chapters can be provided at this stage to assist us in evaluating the proposal.

Market

Identify as accurately as possible the intended market for your book, listing:

- Primary and secondary markets.
- Courses for which it would be appropriate.
- Rough estimates of the size of each market, as far as possible.
- Main subject area(s) – i.e. what section of a book shop would this book be sold in?
- Main national markets for the book e.g. UK, USA, etc.

Some indication of readership level is also useful, i.e. introductory, intermediate, advanced/graduate, academic, professional and/or general.

Review of Competitive Books

Briefly review the competition:

- What else is out there (author, title, publisher and year of publication)
- How does your own proposal differ, what does it add to the field, how does it fill a gap?

We need to be able to place your work in a wider context, and to get a feel for where it fits. In comparing and contrasting the strengths and weaknesses of other titles, you can help us to highlight what makes your own work special.

Author

Please give a brief description of your career history, relevant qualifications and any previous publications.

Promotion

It is becoming increasingly important for authors to help publishers in selling, publicising and marketing their books. Please indicate, in as much detail as you can, the role you and your associates can play here. How can you use your networks to publicise the book? Can you support the book through writing articles and making media and conference appearances around publication – and if you can, what would you plan to do and what relationships can you utilise? What online avenues (web sites, email lists, etc) can be used to publicise the book? Are there specialist sales channels that we should use for the book? Are there organisations that might be willing to buy copies of the book to sell on? Please answer in as much detail as possible.

Submitting Your Proposal

Please submit your proposal by email to one commissioning editor only. The commissioning editors, with their subjects of interest, are listed below:

Anne Beech (beech@plutobooks.com)

Current Affairs, Media Studies, Gender Studies, Law and Human Rights, Education

David Castle (davidc@plutobooks.com)

Politics, Political Theory, Social Movement Studies, Anthropology, Sociology, History, Environment, European Studies, Latin American Studies, Asian Studies, Cultural Studies

Roger van Zwaneberg (rogervz@plutobooks.com)

International Relations, US Politics, Economics, Development Studies, Peace Studies, Middle East Studies, African Studies, Irish Studies