



## Author's Guide to Publishing with Pluto Press

At Pluto Press, we pride ourselves on working closely with our authors. This introduction offers an in-depth guide to publishing with us, and how you can help to get the best from your book.

Please save this document and read it carefully, it contains important information on:

- Preparation and Delivery
  - Editing
  - Production
  - Sales
  - Marketing
  - Publicity
- English and Foreign Language Rights
  - Piracy Protection

## **WHERE WE ARE**

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Our offices are opposite Highgate tube station on the Northern Line.  
Office hours are 9.00 to 5.30 Monday to Friday.  
Please note the office is currently only manned part time due to social distancing protocols.

## **WHO WE ARE**

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# Part I: Editorial and Production

## 1. PREPARATION

Once you have signed your author contract, and ideally before you begin preparing your manuscript for publication, 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 want your book to have a uniform style throughout. 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 will incur additional editorial costs which may need to be passed back to you, the author.

## 2. DELIVERY

Deliver your manuscript either as chapter files or the entire script in one file, ideally in Microsoft Word. Chapter files may be easier if you are using numbered foot/endnotes, which are usually numbered within chapters.

Files can either be emailed as attachments or sent via SendThisFile or similar file transfer service.

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
- Finalise 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 and Publicity in this guide)

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.

### **3. SCHEDULING**

You will be advised of the editorial and production schedule for your book. We strive to work within to a schedule of six 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, correcting, indexing, and printing and binding.

### **4. COPY-EDITING**

An experienced, professional copy-editor or project manager will be assigned to your script. The copy-editor will 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. Please consult with Robert Webb if any advice is needed.

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 our typesetter, Dave Stanford.

### **5. TYPESETTING**

Working from the edited files, the typesetter will:

- Format the text
- Size and prepare any illustrations
- Lay out the pages
- Produce page proofs in PDF format

## **6. PROOFREADING**

We will arrange for a set of page proofs to be emailed to you, as a PDF file. Please note, this may be encrypted and watermarked, to prevent unauthorised copying. We will advise on the deadline for corrected pages or a list of corrections. Please make essential corrections (i.e. to correct typographic errors) only. This stage is not an opportunity to 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.

We will also commission a professional proofreader, who will read through and may raise any outstanding queries with you.

We will then collate both sets of corrections – yours and the proofreader’s – and the typesetter will correct the typesetting and produce final print files.

## **7. INDEX**

Most of our books require an index. We ask authors to prepare their own indexes (according to your contract) from the page proofs supplied. A separate Indexing Guidelines for Authors is available which explains what is involved.

## **8. 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 bio), to ensure that you are happy with it and that it represents your work satisfactorily

## **9. PRINTING**

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

# Part II: Sales, Marketing and Publicity

Sales and marketing are 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 input. 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. SALES

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

### 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 Waterstones, Blackwells, Foyles and John Smiths as well as independent bookshops. We also present your book to wholesalers, online retailers including Amazon, library suppliers, book exporters, and the head offices of the major bookselling chains. The main sales tools are the new books catalogue, advance information (AI) sheets and the book cover.

### Ireland

We have a dedicated sales force based in Dublin which covers the trade and academic book market in both Eire and in Northern Ireland. For certain Irish interest books local publicity can be arranged to support the sales work.

### Europe

Pluto benefits from a strong European sales team. Our representatives call on a range of booksellers across Europe, travelling on a regular basis. We have particularly good connections with booksellers in Netherlands, Germany, Norway, Denmark and Sweden. 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.

### USA

Pluto Press books are sold in the USA through our established sales, marketing and distribution agency, University of Chicago Press. They feature our titles in quarterly print and e-catalogues, and they have a sales and marketing team with access to the major bookstore retailers, library suppliers, internet bookstores and wholesalers across the USA.

They also have a special sales team to promote non-bookstore sales, and this is an integral part of the Pluto set-up.

They have a comprehensive in-house marketing team who run extensive direct mail campaigns, publicity and attend a wide range of academic and other 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.

## **Canada**

In Brunswick Books, based in Toronto, we have a dedicated Canadian distributor with a strong academic and activist reach. They also attend the major academic conferences with our books. If you are based in Canada or if you will be travelling there, please let us know and we will put you in touch directly with our distributors there.

**Please note:** we print most books in the UK and US simultaneously. In some instances, books may be printed initially in the UK and then shipped to the US and Canada. This means that release dates for some books in the US and Canada may be around one month later than the UK release date. If you are planning speaking events or publicity, it is vitally important to allow this extra time for delivery.

## **Rest of the World**

We have distribution agents, stockists or sales representatives in the following countries:

- Australia and New Zealand (full warehouse and distribution)
- South Africa (full warehouse and distribution)
- Singapore (full warehouse and distribution)
- Kuala Lumpur, Bangkok, Beijing and Hong Kong (sales office)
- Japan (sales representative)
- Middle East & Occupied Territories (local book stockists)
- India (sales representative)
- Africa (sales representative)

This means that your book will be promoted and sold in markets in almost all parts 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](http://www.plutobooks.com).

## **Online Booksellers**

We make every effort to ensure that online booksellers have accurate information about our titles. Amazon, The Book Depository and other online retailers get their information from centralised databases such as Nielsen. We update these databases regularly – changes usually feed through in 5-7 working days. If you notice any incorrect information on your book's product page please let us know via email ([nim@plutobooks.com](mailto:nim@plutobooks.com)) and we will do our best to correct it.



## **Our Website - [www.plutobooks.com](http://www.plutobooks.com)**

Our website is a fully functioning e-commerce site, with secure online ordering, international delivery and frequent special promotions.

## **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.

## **Buying Books from Pluto**

Our author discount is 35%. This discount is available to all our authors for their own books and also for all other Pluto Press titles. For ordering enquiries, please email Nim Moorthy at [nim@plutobooks.com](mailto:nim@plutobooks.com).

You are welcome to order books on our website ([plutobooks.com](http://plutobooks.com)). By entering the coupon code 'AUTHOR' at the checkout, your discount will be applied. Please note that the books will be delivered by standard post, and there will be no tracking information.

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.

## **2. MARKETING**

We market every book that we publish, and have an experienced team working on both trade (general reader) and activist marketing campaigns.

Marketing covers all activities carried out which disseminate information directly to the reader, rather than through a third party such as the media.

Here is an outline of the process of book marketing at Pluto:

### **1. Announcing your book**

Each book will be announced in our bi-annual New Books catalogue, at least six months before publication date. The main purpose of the catalogue is to announce your book to the trade (bookshops, wholesalers, library suppliers, sales agents and representatives). At this

point the book will begin to be ordered by retailers. The book will also be announced by our international distributors.

## **2. Planning a campaign**

Each book is different, so we produce bespoke campaigns.

When your final manuscript is handed over to the editorial team, we will ask you to complete a marketing questionnaire, which will involve you providing information on the book's intended market, crucially including as many relevant contacts as you have who may be interested in either buying or promoting the book. We will use this questionnaire, along with our own data, to create an international marketing plan. It may be necessary to meet with you to discuss the campaign, and we will be in touch if so.

At this point, you should consider starting to build, or advancing your profile in the book's field. Be active on social media and listservs, start linking up and talking with people and communities relevant to your book. Think about where your potential readers congregate, online or offline, and be active there.

## **3. Pre-publication marketing**

We start releasing information about the book to our readers about 2 months before publication, and recommend you do the same. At this point, the book will be visible on our website. Collecting pre-orders for the book is beneficial, and building anticipation amongst readers is crucial. During this period, we will work with you to build up a bank of materials to use during the campaign. These could include videos, blog posts, podcasts etc. We are happy for you to be as creative as you want and have the means to work with you on various promotional ideas.

## **4. Publication Date**

On or around the date of publication, we will give the book a big push. We will release any materials we have created, post on social media, contact our newsletter lists, listservs, release online and print advertising, get in touch with academics etc. As an author, you should make yourself as visible as possible at this point, and fiercely self-promote your work.

## **5. Post-publication marketing**

We do not stop marketing your book as long as it is in print. Activity will slow down after the first three months, but this does not mean our job is over. We will support the book throughout its lifetime.

## **Marketing channels**

We have a number of channels through which we will market your book.

### **1. Website**

Our website is a fully-functioning ecommerce platform, selling print and ebooks internationally. More than that, it is a place where we can present your book in creative ways, including blogging, videos, extracts, sound recordings, events, infographics, reading lists and merchandise. You will have a dedicated author and book page, which you can link to share details of your work published by us. From time-to-time, we will include your book in an online web-sale, which will help boost interest and sales.

### **2. Social Media and Online Advertising**

We take social media seriously and have an active and growing following on Twitter, Facebook, Instagram and YouTube. We develop and fund online advertising campaigns, and spend a lot of time talking to our communities. If you have a presence on social media, we will link up with your networks to maximise impact on these platforms.

### **3. Direct Mailing Lists**

We have bespoke general and academic email lists which we will utilise to spread the word about your book to our readers.

### **4. Printed Materials**

We can help with the design and production of flyers and other printed matter for you to use. We always recommend you take materials to events, conferences and actions you are involved in.

## **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. Our trade titles with a large non-academic readership will take up the majority of our resources and budget but we can still promote our academic titles through journal reviews, appearances at conferences and reviews/features in specialist press.

It should have been made clear before the contract was signed as to whether your book is aimed towards a trade or academic market, but please contact [publicity@plutobooks.com](mailto:publicity@plutobooks.com), or your editor if it needs clarifying.

Here are a few things that a publicity campaign consists of:

### **Press Coverage**

#### **1. Reviews in mainstream newspapers/magazines/radio/podcasts**

Securing mainstream review coverage is increasingly difficult. We send all of our titles to national newspapers and magazines as a matter of course, but the review editors at these outlets receive literally thousands of review copies a week. It is therefore vital that we work together to utilise all of our contacts in the media. Please ensure that you complete your Marketing Questionnaire as fully as possible, including email and physical addresses where available.

It may be more effective if you speak to some of your contacts directly. Our publicity manager will be in contact with you to discuss this at time of publication.

## **2. Writing features for mainstream newspapers/magazines**

Arts coverage in the mainstream press is dwindling, but there is now much more room for comment and analysis and is this has become a much more reliable way of ensuring coverage for your book in these outlets.

If you are able to write accessibly for a general audience about a topic that is in the news, and able to submit it within a day or two, then please feel free to pitch directly to editors or contact the publicist manager as soon as possible for guidance.

## **3. Extracts**

We are generally cautious when it comes to offering material directly from the book for free, but there are times when this can be appropriate. Please contact the Publicity Manager if you have any ideas or queries about this.

## **Events**

### **1. Book Launches**

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. If you have an affiliation with an organisation or university that might be willing to host a launch, please let us know.

For events in London, we are able to attend the event and sell books but for events further afield, we would need to make special arrangements either through a third-party (a local bookshop, for example) or through the author purchasing copies and handling the sales themselves. Please see the 'Buying Books from Pluto' section for further information.

### **2. Book tours**

We organise book tours for authors who are in demand. If you are keen to organise events, we'll be happy to help. These tend to work when it is in collaboration with another organisation who are able to help with promotion.

### **3. Festivals**

More appropriate for our trade titles, we put forward a number of our authors for many of the UK's literary festivals each year. If you have any contacts at festivals, or know of one happening in your area then please let the Publicity Manager know.

### **4. 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 available on site via local 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.

Please inform us about any conferences you will be attending, or which you think are relevant for your book.

### **Book Prizes**

We regularly nominate books for appropriate prizes. Please let us know of any prizes that you know of that would be appropriate for your book on the Marketing Questionnaire.

# Part III: Rights

## **Main contact: Tania Palmieri, Rights Manager**

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 the possibility of foreign language editions of 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 key international events such as the London and Frankfurt Book Fairs among others, where we meet face-to-face with other publishers and promote your work. 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
- 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

## **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.