



SAGE

A GUIDE FOR AUTHORS



Publisher of choice

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Introduction

This booklet is intended to give you a basic knowledge of the operations of the book publishing process, and answer some of the most commonly asked questions. However, your publishing team: your commissioning editor; their assistant; your production editor and marketing manager will be able to give you more personalized guidance throughout the publishing process.

About SAGE

SAGE Publications, a leading international publisher of books, journals, and electronic media, is a privately owned publishing company dedicated to the global dissemination of information.

Founded over 30 years ago with a mandate to make the best and most current scholarship accessible to a broad academic audience, SAGE recognizes that high quality scholarship requires dedication and commitment. We work closely with authors and editors to produce the most outstanding work in the fields in which we publish.

SAGE Publications acquires, develops, markets, and distributes knowledge. By disseminating scholarly and professional materials throughout the world, we intend to set the standard for scholarship, combining quality with innovation.



Focus

Since its inception in 1965, SAGE Publications has continued to enjoy tremendous growth. Originally focusing exclusively within the social sciences, SAGE now publishes across a variety of disciplines and professions. Constituents and authors include scholars, researchers, policymakers, professionals, and students of:

anthropology – biology – business – communication – computer science – counselling – criminology – cultural studies – development studies – ecology – economics – education – engineering – environmental studies – ethnic studies – evaluation – family studies – finance – gender studies – gerontology – health studies – history – international affairs – interpersonal violence – language – linguistics – management – marketing – medicine – methodology – qualitative methods – quantitative methods – nursing – operations research – organization studies – philosophy – planning – political science – psychology – religious studies – social work – sociology – substance abuse – urban studies – women’s studies.

To accommodate such diverse fields, SAGE publishes and markets reference books, professional and scholarly books, textbooks, journals and newsletters, videos, and electronic media.

Editorial Philosophy

SAGE commissioning editors work closely with their authors and editors, taking a personal interest in each project. This dedication to developing the best possible material carries over to the production process, where SAGE’s copyeditors and proofreaders, specialists within their fields, assure accuracy and consistency of style, all guided by production editors who oversee the entire process.

We aim to give every author and editor attention of the highest calibre. The successful integration of editorial, production, and marketing efforts ensures the distinction and strength of SAGE’s publishing operations.

Marketing

Long before a book ever comes off the press, the marketing department develops plans and strategies to reach the widest audience possible, maximizing the exposure of each and every publication. SAGE’s highly targeted direct-mail promotion for books includes annual catalogues of all new titles as well as subject and select title brochures.

SAGE's affiliate companies in California and India, in conjunction with distributors worldwide, maximize the sales of SAGE books and journals through concentrated international marketing campaigns.

The Publishing Process

Depending on the complexity of the project, the production process typically takes between 6-8 months, from transmittal into production, to publication.

- Final manuscript and author questionnaire delivered to SAGE.
- Delivery and acceptance confirmed.
- Manuscript 'transmitted' to marketing and production.
- Manuscript sent for copyediting.
- Author sent copyeditor's queries.
- Cover design devised.
- Final revisions incorporated and manuscript sent to typesetter for page proofing.
- Cover copy agreed between SAGE staff and author.
- Bespoke marketing plan devised.
- Book added to the SAGE website.
- Book appears in appropriate SAGE catalogues.
- Preliminary schedule of conferences drawn up.
- Advertising material sent out.
- Author and proofreader read proofs.
- Author or indexer compiles index.
- Final set of proofs produced.
- Book presented to sales reps at June/December Sales Conference.
- The sales reps visit bookshops, academics, and library suppliers.
- Book sent to press.
- Pre-publication orders and inspection copies logged.
- Book published.

Editorial

Communication

At SAGE we strive to be as supportive of our authors as possible, and we endeavour to keep in regular contact with them. The frequency and level of contact between author and commissioning editor will vary according to the type of project and the experience of the author. Some experienced authors require very little guidance, other authors appreciate rather more. Whatever feels right and appropriate to you, your editor is there to be of assistance to you in shaping your book for its market. If you have a technical query; if you want to try out an idea; or if you're simply having difficulty with the writing process, please don't hesitate to contact your editor. He or she will be happy to help.

Shaping your Book for the Market

The advice given to you by your editor will be informed by his or her sense of the book's market potential. Just like you, he or she is keen to ensure that the book is purchased and read by as many people as possible. You may, on occasion, disagree with your editor, about the title for example. However, at all times your editor is motivated by a desire to see the book succeed.

Your editor will be happy to provide you with feedback on the script, but it may be appropriate to send the script out for academic review prior to delivery. Genuine textbook projects are always sent out for feedback, but if your book isn't a text you can still request that an academic in the field be approached to provide a review.

In most cases the commissioning editor will make the decision about who to approach for a review based upon relevant expertise in the field, reliability, availability and promptness. The process is entirely anonymous, and SAGE will not reveal the identity of the reader unless authorized to do so. However, if you would like us to obtain feedback from a specific academic in the field, we are happy to try and arrange this for you.

Textbook Development Editing

In addition to peer review, SAGE offers a development editing service for selected textbooks that have significant adoption potential. This service has been recently added to the editorial portfolio to give new textbooks a competitive edge.

An experienced team of development editors reads the script and provides a detailed report to the commissioning editor, on content, chapter construction, language and tone, illustrations and pedagogical features, and accessibility. This report is then sent to the author for their consideration, and time is given to make adjustments to the text if necessary.

For authors it is a chance for an experienced textbook editor to review the script and make constructive comments on both the content and layout of the book.

For more details about development editing consult your commissioning editor.

Genuine textbooks always require pedagogical features, and they may also require illustrations. Your commissioning editor will discuss these features with you during the planning phase of your book.

It is important that your commissioning editor has a clear idea of your plan, so they have an accurate impression of the overall length of the book, and how the finished book will be presented.

Please note: in most cases it is the author who is solely responsible for the provision of illustrations and pedagogical features. However, SAGE will always offer advice to authors. If you have any specific queries about illustrations and pedagogical features, or about permissions, consult your Author Guidelines, or contact your commissioning editor.

Length

It is extremely important that you keep to the agreed length. The length has a direct impact on the production costs for your book, and therefore the price. Quite simply, long books are expensive to produce and therefore difficult to price competitively. Hence, a book that looked like a sound commercial proposition at one length can, if enlarged, begin to look extremely doubtful.

If you think that your book will be either significantly larger or smaller than originally agreed, please let your editor know at the earliest possible moment. Your editor will have ideas as to what to do. Alternatively, if you are genuinely unable to cut back the script, it may be that you and your editor reach a compromise solution, by agreeing to reduce the royalties, for example.

Delivery

At SAGE we carefully plan the publication date of each book so it arrives in the market at the most opportune time of the year, whether that is in the academic adoption period, or in time for that season's catalogue. Therefore, it is important that authors meet their delivery dates so that resources can be effectively allocated, and scheduled, and timely marketing can be completed before the assigned delivery date.

We understand however, that just like everything else, writing a book can be unpredictable, and there can be genuine reasons why there may be a delay. In these circumstances it is best that you inform your commissioning editor as early as possible, and give an honest estimate of how long the manuscript will take to complete. This will enable you and your commissioning editor to agree a new date and schedule for your book.

Marketing Questionnaire

When the script is handed over to production, your marketing contact will send you a questionnaire. The details requested in this questionnaire will serve as an important source of information to our commissioning editors, the marketing department, and external bibliographic agencies, like the British Library. Therefore, we ask you to complete the form as comprehensively and as accurately as possible, and return it promptly.

Delivery Checklist

Disks

The disks sent contain only the final version of the manuscript.

The typescript is an exact copy of what is stored on the disk.

You have a back-up copy of the disk.

You have clearly labelled the disks, giving your name, book title, and the date, clearly identifying the content as the 'final version'.

Typescript

The typescript is complete, and is the final version of the book.

You have a back-up copy of the typescript.

One copy of the typescript has been enclosed.

The typescript is clearly labelled, giving your name, book title, and number of words.

The typescript is double-spaced and single-sided.

All pages of the typescript are numbered clearly and consecutively.

All sub headings are typed in consistent fonts.

All of the references used are cited in the bibliography.

All quotations have their sources listed.

The author questionnaire is completed in full.

Illustrations/Pedagogical Features

The figures/illustrations/maps that you intend to include have been supplied.

All artwork is clearly identified and supplied in separate files, rather than embedded in the text.

You have supplied prints, with strong contrasts of light and dark, (not photocopies).

You have supplied comprehensive sketches for figures and maps.

All permissions have been received, or are forthcoming, and the legal proof is enclosed.

You have enclosed a complete list of captions and sources.

You have clearly indicated where the illustrations/pedagogical features should appear in the text.

You have kept a record of all the illustrations/pedagogical features intended for the text.

Permissions

You have cleared permission to reproduce all copyright material included.

You have made all obligatory forms of acknowledgement in the text.

Production

Copyediting

At SAGE copyediting is performed by experienced freelance editors, who operate out of house. Most copyediting is done on original typescript, but we are increasingly moving towards on-screen editing as technology makes this easier. It is SAGE policy to send the edited script to authors, complete with all of the copyeditor's comments and queries, for consideration. This allows you to see exactly what the editor has done, and for you to make any final, minor adjustments before the final proofs of the manuscript are produced. For more information about copyeditor corrections, please consult your Author Guidelines.

Proofs

Once text design and typesetting is complete, proofs are sent to the author, and a professional proofreader for final inspection. We usually ask that you return your proofs within three weeks. All setting errors are corrected free of charge. Amendments at proof stage, once the script has been typeset, is expensive however, and we would urge you to keep proof corrections to a minimum. Excessive changes at this stage will be charged to the author. Correction charges are stipulated in your contract.

Indexing

Authors can choose to produce their own index or, alternatively, SAGE can arrange for one to be produced on their behalf. Authors who choose to do the indexing themselves are given advice, and we suggest that they read our Author Guidelines. There are some good indexing books on the market

if an author requires further guidance (for example, Pat Booth, *Indexing: The Manual of Good Practice*, K. G. Saur Verlag). Alternatively, we can supply a leaflet on request.

The cost of employing a professional indexer varies according to the size of the text, as they are usually paid by the hour. We follow the Society of Indexers recommended minimum rate. These fees are normally charged to your royalty account. For further details contact your production editor.

Cover Design

The SAGE Cover Design Department uses a team of competitive freelance designers to work on producing modern and cutting edge designs for the covers of our books. Either your commissioning editor or the Cover Design Manager will at some stage ask you if you have any thoughts or ideas as to what sort of cover you would like on your book. We have a portfolio of recent samples that you can look at on our website for your guidance but whilst taking your views into consideration we will make the ultimate decision as to what will be the most suitable design to sell the book.

Marketing and Sales

At SAGE UK we have a marketing and sales staff of highly trained, experienced professionals, who are responsible for the marketing and sales of all SAGE imprints, including Paul Chapman Publishing. The marketing department uses its extensive knowledge of academic publishing, in co-ordination with the editorial and production departments, to ensure the market focus of SAGE books, and maintain our competitive strength.

Reviews

Reviews in appropriate publications enhance public awareness of your book, and can in some cases have an impact on sales. We ask authors to select between 15 and 20 publications in their marketing questionnaire to which they think it would be advantageous to send review copies, and this list is supplemented by suggestions from the marketing department. SAGE has a substantial in-house database of review journals, so if you are unsure which publications to choose, contact the marketing department for advice.

All published reviews of your book will be recorded, and copies sent to your home or work address.

Marketing Copy

An important part of the marketing process is the blurb that is printed on the back cover of your book. It, or rather a version of it, is used in all promotional material, including SAGE catalogues, conference material, and the SAGE website. Typically, a blurb will include a brief synopsis of the book's content, as well as outlining who the book is for, and what it has to offer. It may also include pre-publication endorsements and extracts from reviews that have been received. All SAGE authors will be consulted about the blurb.

SAGE Website and Catalogues

All of our books can be found on the SAGE website at www.sagepub.co.uk (www.sagepub.com) including active backlist titles, and new titles, which are posted six months prior to publication. Our website includes details about the content of book, sales information, a picture of the cover design, and sample chapters. Our web pages are regularly updated to match the release dates of our new books.

We produce subject-specific catalogues for each discipline once a year, and twice a year we produce our seasonal catalogue for the book trade. Our seasonal catalogues include all the new titles we are publishing in a six-month period, and they are sent to all relevant bookshop buyers, academics, and librarians.

Direct Mail and Inspection Copies

We produce over 500,000 direct mail pieces per year. In addition to catalogues, SAGE produces a range of fliers, postcards, and small catalogues. These are sent to relevant bookshops, academics and librarians. This is an effective way of highlighting particular titles to buyers.

We distribute over 7000 inspection copies of new titles per year. Inspection copies are often key to securing university adoptions. We always endeavour to send out inspection copies in time for academics to include the book on their reading lists and order for their course.

For key textbook titles we may also undertake an extensive sampling exercise. That is, we will draw up a list of potential adopters, and send each of them a complimentary sample copy of the book.

Conferences

SAGE attends all the major national and international conferences in those areas in which we publish. SAGE London attends around 50 conferences a year in the UK and Europe, and sends promotional material to a further 100.

Authors can play an important role in the marketing of their book by informing SAGE of any events that could be a promotional opportunity. We also encourage authors to increase awareness of their book through their own contacts, relevant academic circles, and at conferences that they attend.

SAGE is happy to provide all authors with a simple A4 flier for this purpose.

Advertising

SAGE routinely posts ads for its books on its website six months prior to publication, and we place ads in appropriate journals from our extensive in-house list of 170 journals. SAGE also uses email to promote new titles. Where appropriate, SAGE will post paid ads in the THES and/or relevant academic journals.

Sales Reps

At SAGE we have a team of committed and knowledgeable sales reps, who cover the UK, Ireland, The Netherlands, and the Far East (the US, Canada and India are represented by our sister companies in California and New Delhi). We also use independent, specialist reps to cover Europe (excluding the above), South Africa, and the Middle East. Reps are essential to the success of our books; they visit all of the bookshops, as well as relevant academics.

The reps distribute catalogues, obtain requests for inspection copies, and most importantly, secure orders and adoptions. Without reps with local knowledge and experience in academic markets to create awareness for our books, and take orders in the field, the effectiveness of our localized sales team would be significantly impaired.

Free Copies and SAGE Discount

All SAGE authors receive a number of free copies of their book on publication; the exact quantity is specified in your contract. We endeavour to send out the author copies from the first batch of books to leave the printers.

(Please note, in recent years we have had a number of problems with sending books to university addresses, where author copies have disappeared after delivery. To prevent disappointment, we ask you to confirm your address before the publication date of your book, and make provision for their arrival at your university or home before their expected delivery date.)

For any queries concerning free copies consult your contract, or contact your commissioning editor.

At SAGE we give all of our authors 35% discount on their books, and 25% discount on all other SAGE books and Scolar software products. For more details of how to use your discount, contact the customer service department.

Finance

Royalties and Advances

All details pertaining to the payment of advances and royalties can be found in your contract. Unless explicitly agreed, advances at SAGE are usually paid in instalments; on signature of the contract, and/or on manuscript delivery, and/or on publication.

Royalty payments are processed twice a year at SAGE, in March and September. Royalty statements relating to the January–June period are issued in September; statements relating to the July–September period are issued in March. If the amount of royalties due is under £25, we will carry the balance over until the following payment date, and so on until the balance exceeds £25.

For any queries concerning the payment of royalties or advances consult your contract, or contact the royalties department.

Permission Payments

As previously noted, authors must obtain permission to reproduce copyrighted text or illustrative matter. (For more information consult your Author Guidelines). If a permission fee is charged it is your responsibility to pay the costs, unless you have made alternative arrangements with your commissioning editor. You can pay these fees by credit card, or they can be charged to your royalty account. For more information contact the finance department.

Tax Tips for International Authors

Overseas authors must apply for double tax exemption from the British Inland Revenue if they wish to avoid paying UK tax on advances and royalties that they earn at SAGE. On signature of contract, the finance department will issue the relevant tax form, and give advice on its completion. Tax will be automatically deducted from SAGE's accounts on your behalf if a form is not completed. For any queries regarding tax payments contact the royalties division of the finance department.

Publishing with SAGE

We recognize that your book is important to you. It is important to us also, and we are as eager as you to see it succeed in both academic and commercial terms. At all times we will endeavour to justify the faith you have invested in SAGE by publishing your book with us.

Our authors and editors are central to our business. We hope that you will want to publish other books with SAGE in the future, and we would be very disappointed if you found the experience of publishing with us anything less than entirely satisfactory.

We are here to help you bring your ideas, your book, to fruition, and we will do everything we can to support and guide you through the publishing process. If you have any concerns or queries, please don't hesitate to get in touch. We're here to help you make your book a success.

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