

SAGE Author Newsletter

Autumn 2006

Welcome to the SAGE Author Newsletter, keeping you up-to-date with recent news and activities at SAGE Publications. We're always looking at ways to enhance our authors' experience with us and welcome your comments and ideas. Don't hesitate to get in touch by contacting your Marketing Manager or by using our dedicated author email address at authors@sagepub.co.uk

Author discount

Just a reminder that as a SAGE author you are entitled to a 25% discount off all SAGE books and 35% discount off your own book when buying direct from SAGE publications. Simply contact our customer service department by phone on +44 (0)207 324 8703.



Conferences

SAGE attends all the major national and international conferences in those areas in which we publish. We have attended over 120 conferences and exhibitions so far this year including TES Early Years & Primary Exhibition, European Academy of Management, The ESRC Research Methods Festival and the ISA World Congress. We will be attending over 30 more until the end of the year including the NASEN Exhibition, BPS Social Psychology, British Academy of Management and the British Educational Research Association.



We will also be attending the Warsaw, Beijing and Moscow bookfairs, in addition to the Frankfurt Bookfair in October.

Catalogues

The 2006 subject catalogues were produced and mailed earlier than ever before this year to ensure they reached academics at the optimum time for the adoption season.

The catalogues are mailed to academics and bookshops across Europe, Asia, Middle East and Africa.

Work on the 2007 catalogues will begin in the next few weeks.



Singapore • image courtesy of the Singapore Tourist Board

SAGE Publications announces new MD for Asia-Pacific

In July 2006, we announced the appointment of Steven D Golden as the first managing director of our newly-founded Asia-Pacific business. As part of SAGE's continuing commitment to global dissemination of scholarly material, SAGE is establishing a second publishing office in the Asian markets, to be based in Singapore as a regional headquarters for the Asia-Pacific market.

The Singapore office has been established to further extend SAGE's reach in the Asia-Pacific markets, alongside our traditionally strong presence in the South Asian markets. SAGE's office in New Delhi continues to be a market-leading operation, both in terms of its prominence as a major publisher in its own markets and as a key contributor to the SAGE group's global infrastructure.

"Steve brings a wealth of experience in academic and professional publishing along with extensive knowledge of the complex Asia-Pacific market" said Stephen Barr, managing director, SAGE Publications London.

New overseas sales agents

To increase our presence in overseas markets, we are expanding our agent network. We have agents in Germany, Eastern Europe, Spain, and Portugal, Italy, France, Greece, Middle East, Africa, The Philippines, and Korea. We also have our own sales representatives covering the UK, the Netherlands and Scandinavia. In 2007 we will be appointing agents in Hong Kong and Thailand.

Distribution success

In March 2006, the Academic, Professional and Specialist Booksellers Group announced its annual award for Distributor of the Year.

The award judges publishers' distribution on a range of criteria: year round performance, academic hotline performance, the supportiveness of the publishers' staff in solving booksellers' problems, the reliability of packing and invoicing, and the availability of stock. The awards are based on detailed research from across the UK book trade and constitute a real external assessment of a key aspect of our performance.

SAGE Publications was delighted to come second - a whisker behind Oxford University Press, with an overall rating of 83.44 per cent against their 83.77 per cent. This was our best performance ever in the Distributor of the Year awards and is a real credit to everyone in our distribution and customer services departments.

New series launched from SAGE

This year SAGE launched an innovative new series of Course Companions. The Course Companions are designed to help students through the myriad of texts and materials they are faced with when starting on their studies. Written to accompany the main textbook, each book is a handy guide from the start of a student's course life, aiding them when researching and interpreting course literature right through to preparing and sitting their exams. Written for undergraduates, the books provide pointers to the skills needed to become a successful student.

In-store promotions in Waterstones, John Smiths and Blackwells were held throughout the UK during the Spring. A launch event was held at Waterstones, Gower Street, London, with an evening of celebration, in-store book display and also a full window display.



Six books have already been launched including Marketing, Criminology and Management Accounting and a further four will publish by the end of the year.



Books for Schools

2006 has been a fantastic year for our ongoing "Books for Schools" initiative. SAGE staff nominated 20 schools and each will benefit in the 2006-2007 school year with a £500 donation from SAGE. Schools were nominated from all over the country, including London and its environs, but also extending to Aberdeen, Manchester and as far away as South Africa.

Nationwide Textbook Promotion

Open Books Open Minds



For the first time, academic publishers and booksellers are working together on an industry wide campaign aiming to drive textbook sales at 'Back to University' time in September. SAGE Publications along with other major publishers and over 100 campus bookshops will be supporting the campaign which will tempt students to try for prizes from a total prize fund of £200,000 by buying textbooks during September and October.

Sponsored by The Publishers Association's Textbook Action Group, the campaign will be an "instant win" promotion during which over three quarters of a million scratch cards will be handed out. Students will receive a scratch card when they spend £15 or more on a textbook in participating shops. The campaign will be marketed online via popular student websites, aiming to generate over 4 million impressions. The scratch card will also double as a £2 off voucher, redeemable against book purchase during November and December.

This promotion is part of a multi-faceted continuing campaign to raise the profile of textbooks, to remind lecturers and students of the value of textbooks and of reading widely.



SAGE website

The SAGE website address can be found at www.sagepub.co.uk. If you want help linking your site to our website, please contact your Marketing Manager.

Your suggestions

We're always interested in hearing new ideas and suggestions for promoting your book. Please don't hesitate to contact your Marketing Manager direct, or drop us a line at authors@sagepub.co.uk