**Series Proposal Guidelines**

These guidelines are intended to help you prepare your proposal. Please follow the sections below in the order outlined to aid the assessors who will be responding to a corresponding form.

1. **Brief synopsis**

* Please include a summary (between 150-200 words) of the proposed series’ overall aims and scope, showing the originality of your approach.
* Outline briefly the background and basis for the proposed series (e.g. Does the series come out of a research centre, seminar series or conferences? Or will the books all be actively commissioned pieces?)
* Please explain in one or two sentences what you consider to be the unique selling point for the series.

1. **Editorial aims and policy**

* Outline the general aims of the proposed series and who it is for.
* Detail the subject areas, disciplines and themes to be covered.
* What gap or need will the proposed series fulfil and are these needs sufficient to support a series?
* How many books per year are you planning or hoping to commission or, is the proposal for a finite series with all the books determined at the outset?
* Please explain any specific details about the submissions policy of the series (e.g. will the books be refereed by the editorial committee or board?) and outline any other editorial roles in relation to your proposed series.

1. **Editorial structure**

* Please provide the name(s) and affiliation(s) of the series editor(s) with their CV(s) and, if applicable, a list of agreed or proposed committee or board members.
* Describe the experience or knowledge of the proposed series editor(s) which makes them suitable for their proposed role(s).
* Outline the function of the series editor(s), committee or board and any other key roles for the proposed series.
* Will the series committee or board be ‘active’ (e.g. attend annual meetings, read and review book proposals for the series) or be ‘executive’ (e.g. no annual meeting, but members asked to promote the series and encourage proposals)?
* Will the series editor(s) and committee or board members have an international spread and how will this reflect the proposed scope or intended audience of the series?

1. **Content**

* Please provide an outline or list of all provisional titles and the author/editor(s) that are planned at this stage for books to be published in the series in the first two years?
* Include a brief synopsis (approx. 100 words) of each of the provisional titles and include draft contents if these are available. If there are separate proposal documents for the individual titles, please attach these with the series proposal. (For our individual proposal guidelines, please see [our website.](http://www.policypress.co.uk/info_for_authors_guide.asp?#proposalguidelines))
* Discuss the content topics pertinent to the series.
* Describe any unusual typographical requirements, including large numbers of figures and tables or photographs.
* Generally, will the individual series titles be particularly complicated to edit, for example, due to their highly technical nature?

1. **Target audience**

* Describe the potential audience for the series including as much information as possible about the main market and the level of readership (e.g. most appropriate for upper level undergraduates and postgraduate students).
* Will all of the books in the series be broadly aimed at a similar market? If not, please explain any likely differences.
* Please quantify the market groups if possible (e.g. X number of social policy undergraduate courses with Y number of students)
* Describe any networks, associations or groups that might be interested in the series, including the approximate number of members.
* What price range do you envisage is appropriate per title? Are there any sensitivities which need to be taken into account when pricing the titles? Do you ideally want to offer special discounts (e.g. for purchasers of the whole series, or to any membership association)?

1. **International dimensions**

* Outline the international and comparative dimensions of the proposed series, particularly in relation to the editorial structure, content, contributors and market.
* What potential is there for marketing the series internationally? What are the translation possibilities?

1. **Competition**

* Are there existing (current or dormant) series which compete with the proposed series or individual titles that compete with proposed books or the series as a whole?
* What is distinct about the proposed series and why would contributors place work with the proposed series above any competitors?
* Do the editor(s) or committee/board members have links with any of the competing series or individual titles identified?

1. **Format**

* Outline the intended format for the titles in the series (e.g. student texts, research monographs, practice guides)
* What is the approximate word length for the individual books in the proposed series?
* Are there any print and/or online special requirements regarding format?

1. **Further details**

Please add any further relevant details that have not been included above.

1. **Referees**

* Please include names and email addresses (if possible) of at least six people whom you regard as suitably qualified to comment on the proposal.
* If applicable, please advise us of any conflicts of interest, or any reviewers that you feel would be inappropriate for us to approach.

Please email the Series Proposal to the relevant [subject editor](http://www.policypress.co.uk/info_for_authors_guide.asp?#submitting).