



www.gingko.org.uk

PUBLISHING PROPOSALS: GUIDELINES FOR AUTHORS

NAME:

AFFILIATION:

This form is intended to give us a clear idea of your project in a succinct manner. Please complete it as fully as possible, or feel free to use it to structure your own proposal.

On submission, your proposal will be read by the commissioning editor at Gingko who will, where necessary, send it an appropriate member of the academic advisory board for review.

THE WORK:

1. Proposed title and subtitle

2. Brief overview of the work's argument and scope

Include here a description of the subject and the main themes that the work explores. If it is a monograph please provide an outline of the main thesis or argument of the work.

3. Proposed content

Please provide us with a table of contents as well as a brief synopsis of each chapter, or essay if an edited volume. If available, please submit the introduction to the work and two sample chapters.

4. Contribution to existing scholarship

Tell us why the work is relevant and merits publication. What will it contribute to its field? In what way is it distinctive and original with regard to any existing titles that may deal with similar themes or topics?

5. Length

What is the estimated length of the work, including notes, bibliography, and appendices (in thousands of words)?

6. Completion date

Please provide us with a realistic date for the delivery of a proper draft manuscript that can be submitted for peer review.

7. Marketing

Please outline the main audience for the work. To which subject areas or fields will it most appeal? Are you involved with any individuals or networks that may be helpful with regards to promoting the work once it is published? Please include details of any social media activity you might use to promote your work, e.g., blogs, personal websites, use of Twitter or Facebook, etc.

8. Competition

Please list any publications (including author, title and publisher) that your project may be competing with. These might not be direct competitors, but simply what your primary readership is buying/using at the moment. What are the key benefits of your project over and above these other publications?

9. Additional information

- a) Has any of the work included in this proposal been published previously? This might include (either in their entirety or in significant sections) journal articles, working papers, chapters in edited collections, etc. Please note that, in order to publish and sell the work in print and digital formats, we need to ensure that all relevant permissions are cleared in order to proceed with publication.
 - Please give the percentage of the manuscript that is comprised of previously published work.
 - Please provide details of previously published material included in the text along with details of copyright holders.

- b) Is the proposed work based on your PhD research? If so, is your thesis available electronically, in an institutional repository, for example?

- c) With regard to academic works, the peer review system is an integral part of the publishing process at Gingko. The peer review system ensures that the work is rigorously critiqued and evaluated prior to publication so that it meets a high standard with regard to quality and credibility. We engage in a collaborative refereeing process which ensures that the work submitted is evaluated and commented upon by independent experts within the relevant field(s). The feedback is then shared with the author.

Please provide names and affiliations of 3–5 experts in your field who are well-positioned to evaluate the project and offer feedback. Peer reviewers should be experienced scholars with a track record in the area. We ask that the names below be unbiased and do not include scholars in your department, from your thesis committee, or that have served in an advisory capacity to you or the project in the past. Please note that we consider these suggestions and we may not necessarily use them.

- d) Why did you choose to submit your proposal to Gingko?

10. Author information

Please attach your C.V. with the proposal, and those of any joint co-authors or co-editors. If the work is an edited volume, please provide the names, positions, and affiliations of each of the contributors.

The proposal should be sent electronically to gingko@gingko.org.uk