# AAS PUBLICATIONS MARKETING QUESTIONNAIRE

**Welcome to the AAS publications marketing questionnaire.** We will use the
information in this document to prepare our marketing plan for
your book. Please complete it as comprehensively as possible.

**\*\*\* Submit your completed questionnaire to Jon Wilson:** **jwilson@asianstudies.org****. \*\*\***

**KEY AUDIENCES**: Which audiences do you envision being most interested in the content covered in your book? Are there specific communities, professional audiences, and/or localities?

**ACADEMIC DISCIPLINES AND COURSES**: Please list all academic disciplines and courses you think might find your book appealing.

**REVIEWERS**: Please list people who write about and/or review books in your subject area for general interest publications (e.g., *The New York Review of Books*, *Popular Science*, *Foreign Affairs*).

**JOURNALS AND PERIODICALS:** Please list professional journals and periodicals that could be expected to review your book. Please list only those publications that regularly review books, in order of importance.

**GENERAL MEDIA LIST**: Please list magazines and online publications (U.S. and international) that could be expected to review your book. Please list only those publications that regularly review books, in order of importance.

**MEDIA CONTACTS**: Please list journalists and bloggers or reviewers whom you know personally, who have interviewed you, or written about your work, or who might have a special interest in your book. Provide an email address if possible.

**ONLINE AND DIGITAL PUBLICITY**: Please list any blogs, electronic newsletters, or podcasts you read or listen to regularly that might be interested in the book or in the topic, including links and contact information if possible. Information about niche blogs focused specifically on your field is especially helpful, as those may not yet be included in our database.

**ASSOCIATIONS AND SOCIETIES**: Please list professional associations or societies whose audience might be interested in the book. Include a link if possible.

**SPECIAL EVENTS:** Please list any special events that may be planned around your book launch or individuals or organizations who may be interested in hosting you to discuss your book.

**BLOG OR GUEST ESSAY TOPICS**: Please suggest potential topics for a blog post you could contribute to the AAS blog around the time of publication to help promote your book (these could also be used as op-eds or guest essays):

**YOUR SAMPLE ARTICLES**: Please provide any relevant articles, interviews, blog posts, or videos of yours that can be found online (please only list sites with no registration or paywall blocking access) along with the applicable URL.

**BOOK LAUNCH:** We typically set up an AAS Digital Dialogue webinar for AAS book launches. Would you like us to set up a Digital Dialogue to launch your book? Would you like to include other participants in the Digital Dialogue?

**SOCIAL MEDIA:** We will be promoting your book on the following social media platforms and would like to tag you in our outreach. Please include the public handles or URLS for each social media platform listed below in which you or your institution/department are active. Please also follow AAS on the platforms in which you are active.

Twitter:

Facebook:

Instagram:

LinkedIn:

Include any **hashtags** that are appropriate for your book.

**CONFERENCES:** Please list any conferences you regularly attend.

**BOOK AWARDS:** Please list any book awards to which we should submit your book for consideration.