

Author's Guide to Book Launches

Congratulations on reaching this significant milestone in your author journey!

Peter Lang Group are committed to supporting the marketing and promotion of your newly published title. This guide will walk you through how you can organize a book launch and how you can maximize your marketing for your forthcoming title.

For quick answers to some key questions, jump down to the Questions & Answers section

Your Book Launch


You may already have an idea of the book launch you wish to hold, or you may be looking for some guidance. This document has been written to support both options. It will discuss all the possible options for a book launch and will show you how to make the most of the available support from the Peter Lang team for each option.

Location

Book launches can be virtual or in-person, and can make use of any academic research connections the title or author may have.

Some in-person locations you might consider are:

- University or college campuses
- Libraries – both public or academic
- Local bookstores
- Conference centers
- Research institutes
- Museums or cultural institutions
- Local meeting spaces or co-working spaces

Finding a suitable location and booking the appropriate date and time can take a while so it is best to think about this as your book enters production. However, we recommend that you don't book the launch until your title has published  This allows for any unforeseen delays and for physical copies of the book to be at the launch if you wish.

Once confirmed, it is helpful to notify Peter Lang Group to help us schedule promotion and the creation of bespoke marketing materials. Please be aware that Peter Lang Group is usually not able to contribute financially to author book launches.

Format

A book launch can take many forms. As the author you should consider what it is you want the book launch to achieve, and what level of planning, organization and funding you are able to commit to. We know many authors are busy with research, or starting work on their next book!

Some options to consider include:

- A presentation about the book and the research behind it
- A panel discussion around the central topics of the book
- An open Q&A session with the author/s
- A 'gallery' launch, with the title to browse and posters showing highlights and excerpts
- A more informal meeting of like-minded academics with food and drink available

For a launch taking place within a conference where Peter Lang Group will have a stand, please see below.

Sales and Promotion


Peter Lang Group would be very happy to provide promotional materials for display or sharing at the book launch. We are only able to provide these digitally and would ask that you print them locally to reduce the carbon footprint.

We would also ask that you request these as early as possible, with a minimum of one month's notice. This allows us time to create the materials.

Some materials we can provide:

- Title flyers
- Series promotion flyers
- Posters – various sizes
- Banners
- Images for social media



We can also provide copies of your book for either display or sale at the event. All books must be purchased in advance and we can unfortunately not accept returns of unsold books, as all titles are print on demand. We can offer favorable author discounts, please contact orders@peterlang.com with your request. 

If the event takes place in a local bookshop, Peter Lang Group can connect directly with the bookshop to arrange the terms and discount. The bookshop should contact sales@peterlang.com to begin this process.

All book orders must be made with a minimum of 3 weeks' notice for direct author purchases, or 1 month for bookshop contacts.

Peter Lang Group attendance

Whilst Peter Lang Group would love to send a representative to all book launches, unfortunately that is not possible. If your book launch is taking place within a conference where Peter Lang Group will have a stand, the Sales and Marketing teams may be able to arrange for copies of your title to be sold on stand. For other locations, you can request a 'Guide to Sales' from marketing@peterlang.com.

Marketing and Advertising

We would encourage you to promote a book launch well in advance, making use of your own networks and the Peter Lang Group platforms.

Some suggestions might be:

- A countdown on social media platforms, or in your email signature. There are several websites that offer these for free, including <https://www.timeanddate.com/countdown/create>
- Posting teaser content for your book in the weeks before the launch
- Offering insights into the writing process, including images, for example of where the title was written, what inspired the book, or of the authors and editors that collaborated on it.
- Connect with any influential academics in your network, inviting them to review the book. They can contact reviews@peterlang.com to request a digital copy. Any positive review that then be shared during the book launch.

You should also look at the promotional opportunities after the launch. Attendees who purchase the title can be encouraged to leave their reviews on popular channels such as Amazon, or share with their own networks.

Peter Lang Group are committed to supporting your title and the book launch. Please let us know your ideas, or any specific elements you would like to prioritize.

Questions & Answers

- Can Peter Lang contribute financially to my book launch?

Unfortunately we are not able to contribute financially to a book launch, unless it has been contractually agreed.

- Can you assist with sending out invitations to the event?

We would usually recommend that invitations come directly from the author/s or editor/s. A more personal invitation usually sees better responses. We can of course share an invitation on our social platforms if you wish to invite a wider audience, or for an online launch.

- Can a Peter Lang representative attend my book launch?

Unfortunately the sales & marketing team does not have the capacity to attend all author planned book launches. However, if the launch takes place at a conference we may already have a representative attending.

- How do I let Peter Lang know about a planned book launch?

Please contact marketing@peterlang.com with 'Book Launch', the book title, and planned date in the subject line. You may wish to copy in your Acquisitions Editor as well.

- Can I order copies to sell at my launch?

Of course! You can contact orders@peterlang.com or order through our website to use your author discount. Please note that all books must be paid for in advance and we unfortunately cannot accept returns as all books are print on demand. If you prefer, you can make a discount code and flyer available to your attendees for them to order directly.

- How much advance notice is required?

For copies of the book: 3 weeks to allow for shipping delays

For bespoke flyers and discount codes: 4 weeks/ 1 month

For collaborative promotion: 4 weeks/1 month

Contact Details

Marketing Team: marketing@peterlang.com

Direct author purchases: orders@peterlang.com

Sales through bookshop: sales@peterlang.com

Review copies: reviews@peterlang.com