

**Dear Sir/Madam,**

The information requested in this form will help us to take an informed decision as to the viability of your publishing proposal, and if we proceed to publication, to market your book/series  successfully. Because of the wide range of our list and our publishing activities the form must be comprehensive in its scope. Some questions may not be relevant to your proposed publication; please indicate these as Not Applicable but do complete the information requested in the different sections relevant to your proposed publication as comprehensive as possible. Effective promotion and sales result only from full and accurate information. The information provided by you in this questionnaire, will be used by Juta in promotional and sales efforts in future.

Please provide answers for sections A–C, attaching the Annexures for sections B and C before the questionnaire is returned.

Juta's website is available at: [Juta and Company](http://Juta and Company)

Proposals can be submitted to [lawpublishing@juta.co.za](mailto:lawpublishing@juta.co.za)

**Juta Publishers**

<b>A. Author's details</b> (Please also complete section C)	
Full name(s) & surname	
Professional title	
Name as it should appear on the book/series	
<b>A1. Contact details</b> (Please include international dialling codes if applicable)	
Cellphone	
Home Telephone	
Work Telephone	
Physical address for deliveries	
Email address	
Website	

Note that this questionnaire is focused on printed and online material, thus including eBooks or webPDFs. Please indicate if any other type of product is foreseen, where applicable.

## A2. Professional details

### Degrees, other professional qualifications (Honours, Masters, Doctorate, etc)

(Please indicate in the order they should appear after your name)

### Company, organisation, university, etc.

### Present appointment or position

### Membership(s)

## B. Manuscript

The space provided on this questionnaire is limited. Please provide the information requested on separate annexures, marked according to the numbering used on the questionnaire, for example information on the proposed manuscript is to be marked 'Annexure: B. Manuscript,' and return all annexures with the completed questionnaire.

### Proposed title

### Proposed sub-title (if any)

### Proposed title of series (if any)

### Proposed format of book/series (i.e. eBook, webPDF, etc)

## B1. Description of proposed content

1. Please give a brief description (approximately 350 words) of your proposed book/series. This should indicate the importance or topicality of the subject and aims of the proposed book/series, and it should be suitable for use in catalogues or as copy for promotional material.
2. Please provide a preliminary table of contents or framework of the intended content for the proposed book/series.
3. If your intention is to act as the managing editor and incorporate work of other authors or your colleagues, please indicate for which parts or chapters and provide their details as per section A of this questionnaire.
4. If your proposal includes a specific format for the end product, ie other than printed form, please indicate and make suggestions as to the expectations thereof.

## B2. Competition & benchmarking

1. Please indicate the chief features, which differentiate your book from its main competitors, which should be listed with the names of their publishers.
2. Please indicate whether your proposed publication has been published before in the same, any other manner or form and specifically indicate if there are any restrictions on publication of the work with Juta.
3. Describe any benchmarking exercises that were done and attach examples where applicable.

### B3. Market

1. What is the main market of the proposed book/series? In the case of an academic book, please indicate the type of college, technikon, university, the age group and ability level for which it is intended, mentioning any examination for which it is specifically designed, or for which it might be useful.
2. List at least five (5) benefits your proposed book/series will offer to your specific market.
3. If your proposed book/series is applicable to more than one market, please list the benefits peculiar to each of those markets (in descending order of importance).
4. Do you intend prescribing the book/series? If so, for which courses and for what student numbers?

### B4. Sales promotion, publicity and reviews

1. Please list any contacts among professional bodies, the press, radio and television, booksellers, reviewers, or other individuals of influence to whom a copy of the book could be usefully sent.
2. Can you or any of your contacts provide us with membership lists of organisations which we might use?

### C. Author AI declaration

Please provide details of any AI generative tools you have used, or intend to use for your publication, if applicable provide the URL link to the generative Artificial Intelligence (AI) or large language models (LLM) prompt

### D. Author's profile

1. Please provide us with your CV. We should appreciate any other biographical details, which you think might be of use in press releases, other promotional material and brochures
2. Please list other published works (books, articles or papers), works in preparation and contributions to television, radio, lecturing, etc.

**Signature**

**Date**