

Author's Guide to Requesting Marketing Materials & Discount Codes

Peter Lang Group are committed to helping your book reach its target audience and maximize the impact of your research. This guide outlines the process for requesting marketing materials to support your book or article.

What can we provide?

We offer a range of marketing materials for our authors, tailored for the event or specific purpose. You will automatically receive a book flyer once your book has been published. This will come from our Author Relations team, and we ask that you use this to promote your book to your network.

We can provide further marketing materials for:

- Book launches (please see the separate guide for this)
- Conference or industry event
- Press releases
- Advertising opportunities (please note we cannot contribute financially to author or editor arranged advertising)

We can provide:

- Discount codes and flyers*
- Press releases
- Cover images
- Adverts

How to Request Marketing Materials

To request marketing materials, please follow these steps:

1. Contact the Marketing Team on marketing@peterlang.com.

Please provide the following information:

- Relevant book title/s
- Reason for request, e.g. attending an event
- Specific marketing materials desired e.g. discount flyer. Please note that we may not be able to provide everything requested depending on
- Deadlines for your request



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2. Timing

To ensure we can provide materials in a timely manner, please submit your request at least 4 weeks prior to the date they are required.

More detailed requests, for example for adverts, must be submitted with at least 6 weeks notice to allow for a design period.

3. Review and Approval: Once your request is submitted, our marketing team will review it and provide you with an estimated timeline for completion.

***Note on Discount Codes**

Discount codes are not valid in regions with fixed book pricing. Please check whether this applies to where your event or promotion is taking place here: https://en.wikipedia.org/wiki/Fixed_book_price

We can provide discount codes separately from flyers if requested but please note that each code will have an expiry period. We strongly advise that discount code requests are connected to a particular event or promotional activity.

Quick Tips for using marketing materials

- Share your book flyer with colleagues, mentors, and other relevant contacts.
- Promote your work when you attend conferences, webinars, and other events.
- Build an online presence and engage with your audience on social media platforms.