



Trade books at Bristol University Press

We publish serious non-fiction social commentary and debate for a wide audience of informed general readers, activists and campaigners, students, academics, practitioners and policy makers. These high-quality accessible books are written by academics, professionals and other experts bringing key issues of social, political and cultural significance to a wide readership. These books have an impact: advancing knowledge, raising awareness and encouraging social change.

Why publish with BUP?

BUP and its sister imprint Policy Press have a long-established reputation for our commitment to social justice, sustainability, equality and diversity. We're an independent not-for-profit with the feel of a radical press, while delivering the quality you'd expect of a university press. As such, we can offer a more personal, bespoke service to our authors in terms of editorial support, production, sales, marketing and PR than some of the bigger commercial publishing houses.

MARKETING

Our dedicated Trade Marketing Manager, Kathryn King, coordinates the direct marketing, PR, social media, content, podcast and review plans for each title. We also appoint external PR consultants, including a North American specialist, where necessary. We work with authors to secure pre-publication endorsements from a wide range of authors, journalists, activists, social commentators, policy makers and government ministers. Features and interviews, podcasts and other social media opportunities are solicited across a range of media outlets, drawing on the author's networks. We also have contacts with the key literary festivals.

We have our own blog Transforming Society and work closely with other blogs, such as The Conversation, LSE and Discover Society. We produce content for platforms including Instagram, LinkedIn, Twitter, Facebook and most recently TikTok and Threads. Video and audio pieces are hosted on our website and YouTube channel.

Events are an excellent way of increasing exposure. We support authors with the organisation of a main launch event, and we have good relationships with independent bookshops, who often host events.

Recent PR successes have included:

- Polly Toynbee, columnist for the **Guardian**, wrote an article about *Uncomfortably Off* by Gerry Mitchell and Marcos Gonzalez Hernando and the authors wrote an article for **the ipaper**.
- Review of Ali Milani's *The Unlikely Candidate* in **Times Literary Supplement**
- Article by Louise Ashley in the **Financial Times** about her book *Highly Discriminating*
- Article about Nigel Thrift's *The Pursuit of Possibility* in **Times Higher Education**
- Rajiv Prabhakar, author of *Financial Inclusion* appeared on BBC Podcast **Understand: The Economy**

We also enter our books into appropriate prizes: recently *The Mutant Project* by Eben Kirksey was longlisted for the Baillie Gifford Prize and Clare Bamba's *The Unequal Pandemic* won the Richard Titmuss Prize awarded by the Social Policy Association in 2022 with *A Year Like No Other* winning it in 2023. *Woke Capitalism*, *Urgent Business* and *Highly Discriminating* have been shortlisted for the Business Book Awards in the last two years and *Woke Capitalism* was also a finalist for the George R. Terry Book Award.

SALES

There are a range of factors that make a successful book, but good timing, a proactive author, plentiful press and review coverage, events and wide social media reach all combine to make a big difference.

In the UK, we work very closely with an excellent sales team, Compass, who sell into all the UK bookshops and wholesalers including Waterstones, Blackwells, Gardners and online retailers such as Amazon, Bookshop.org, Book Depository, Wordery, Books Etc and Amazon marketplace traders like PBShop and Aphrohead.

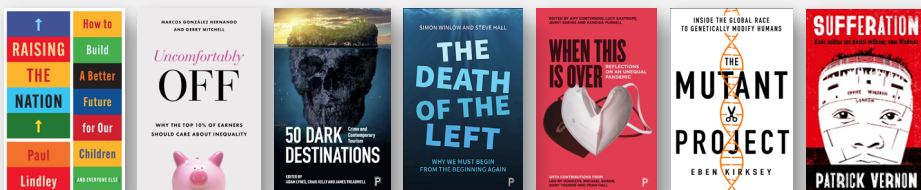
In North and South America, our sales and marketing activities are coordinated by Ingram Academic and Professional, part of the wider Ingram Group. This ensures our books are always available in the market both to libraries and to the trade. We carry out four presentations per year to their sales representatives to ensure they are ready to reach out to their key accounts well in advance of publication.

In the rest of the world, we are served by a network of sales agents and representatives who are mostly based in the territories that they cover. We carry out twice-yearly sales presentation to these reps, as well as proving them with monthly marketing materials and support to promote regionally-relevant content. We also have print on demand partnerships in various countries that allow us to get books into markets quickly.

The Sales team attend various conferences to promote the wider BUP/PP list throughout the year, including the London and Frankfurt Book Fairs, Abu Dhabi and Riyadh International Book Fairs, American Libraries Association, Beijing Book Fair and many others.

Covers

All books have a striking cover design aimed at the general reader which is developed as a collaboration between the author and us. The covers below demonstrate a range of recent scholarly trade titles:



WHAT IS IT FOR?

What has to change for the future to be better?



The *What Is It For?* series examines the purpose of the most important aspects of our contemporary world, from religion to free speech, to animal rights and the Olympics. It illuminates what these things are by looking closely at what they do.

The series offers fresh thinking on current debates that gets beyond the over-heated polemics and easy polarisations. Across the series, leading experts explore new ways forward, enabling readers to engage with the possibility of real change.



About George Miller, Series Editor

George Miller has worked in publishing for over thirty years. At Oxford University Press he set up the Very Short Introductions series in the 1990s, convinced that short, affordable books can, and should, be intelligent and thought-provoking.

The What's It For? series seeks to be an agent for positive change. It asks tough questions about purpose and fitness for purpose.

George explores these questions with authors who are specialists in their fields and – equally important – passionate about communicating to a wide readership.

If you are interested in getting in touch, please contact him at george.miller@bristol.ac.uk.



About Ginny Mills, Senior Commissioning Editor for Trade

I arrived at Bristol University Press in 2022 with the exciting remit of publishing more books for a general audience. I'm delighted to be building up the Press' offering in this area and can't wait to see more of our titles out in the wild soon! Our trade (general readership) books have an emphasis on social, economic, political and environmental justice. I'm always on the lookout for new book projects, so if you've got an idea in mind please do get in touch! You can contact me at ginny.mills@bristol.ac.uk