

Thomson Reuters Publishing Proposal

Thomson Reuters publishes content in a variety of media (print, digital, online) for professionals, practitioners and students in the legal, taxation, business and accounting fields. The Asia & Emerging Markets (AEM) description represents the regions served out of local, in-region offices and Thomson Reuters AEM's base of operations in Sydney, Australia. The AEM regional remit includes Australia, China, Hong Kong, India, Japan, Korea, Malaysia, MENA, New Zealand, Russia, Singapore and South Africa.

If you have an idea for a new title - whether in book, loose-leaf, digital, online or other form - that has applicability across the AEM region, please complete the following proposal form.

Please do not send whole, unsolicited scripts. Please ensure your proposal includes the following information:

- ✓ Subject;
- ✓ Working title;
- ✓ Brief writing CV and contact details for you and any co-authors;
- ✓ Brief description of the object of the work and its key selling points;
- ✓ Draft table of contents and any sample material;
- ✓ How this will differ from and improve upon existing competing works;
- ✓ Target markets; and
- ✓ Estimated length and delivery date.

1. Industry, Segment & Subject/Practice Area Classification

Please indicate which of the following markets the proposed work is targeted to (please check all boxes that apply):

Legal ☐ Tax & Accounting ☐ Business ☐

Please indicate which of the following segments the proposed work is targeted to (please check all boxes that apply):

Academic ☐ Practitioner ☐ Both ☐

Please indicate the principal subject or practice area the proposed work covers:

Please indicate which of the following media formats you propose publishing in (please check all boxes that apply):

Book (Print & eBook) ☐ Print Subscription ☐ Online Subscription ☐

2. About the Author/s

Full name	
Address	
Email	
Telephone	
Mobile	
Company	
Role/job title	
Summary of prior roles & appointments (If possible, please attach a current CV)	

Have you previously published with Thomson Reuters? Please provide details of the title and date of publication. If available and a Book format, please provide the ISBN.

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Have you previously published with alternative publishers to Thomson Reuters? Please provide details of the title, publisher, and date of publication. If available, please provide the ISBN.

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3. About the Proposed Title

If you have a proposed or draft Table of Contents, please attach as a Word file to your submission.

Suggested / working title	
Projected page count	
Projected word count	
Proposed RRP (If known)	
Synopsis of work	
Proposed manuscript delivery date	

Do you propose inclusion of any of the following? (please check all boxes that apply):

Flowcharts ☐ Forms ☐ Diagrams ☐

Of the above items, what estimated proportion of the overall work do they constitute?	
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How frequently will the proposed work require updating?

Monthly ☐ Quarterly ☐ Bi-annual ☐ Annual ☐

Other (please specify)	
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Which of the following regions is the proposed content focused on? (please check all boxes that apply):

Australia ☐ Canada ☐ China ☐ Europe ☐
 Hong Kong ☐ India ☐ Japan ☐ Korea ☐
 LatAm ☐ Malaysia ☐ New Zealand ☐ Russia ☐
 Singapore ☐ South Africa ☐ United Kingdom ☐ United States ☐

Briefly describe the value proposition and key strengths of the proposed work. What particular need does the work address?

4. About the Target Market

What is the proposed work's target market? Please describe the primary user and provide details on how you see the product being used. Please be as detailed as possible as this information is critical in understanding the product intent and in assessing the prospects of the proposed work.

Who else would this product appeal to? Please describe secondary users and provide details on how you see the product being used.

Which of the following regions does the proposed content have sales potential to? (please check all boxes that apply):

Australia	<input type="checkbox"/>	Canada	<input type="checkbox"/>	China	<input type="checkbox"/>	Europe	<input type="checkbox"/>
Hong Kong	<input type="checkbox"/>	India	<input type="checkbox"/>	Japan	<input type="checkbox"/>	Korea	<input type="checkbox"/>

LatAm ☐ Malaysia ☐ New Zealand ☐ Russia ☐
Singapore ☐ South Africa ☐ United Kingdom ☐ United States ☐

Please list the relevant industry bodies or associations the proposed work would have relevance for:

Please provide details on additional networks, databases or lists that would assist in optimising the reach of the proposed work. How might they and other potential customers be targeted?

Are there any specific events or publishing deadlines that might affect the selling of the proposed title, e.g. annual conferences, academic year, etc?

If you are an Academic, please confirm if you would prescribe this title to your student body and if so, how many students do you teach per annum? Please provide as much detail as possible including institution, faculty, course name and course number.

5. About the Competition

Please provide details of any competing title known to you. If possible, include details on publisher, title, author, date of publication and key strengths/weaknesses. If available, please provide the ISBN.

In terms of the existing competition, please provide details on the comparative value proposition and key strengths of the proposed work.

6. Additional Comments

Please provide any additional information of relevance on the proposed work.

Please return your proposal to:

Kevin Stokes, Vice President, Print & Local Solutions (AEM)
Email: kevin.j.stokes@thomsonreuters.com