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PUBLISHING

## GUIDELINES FOR SUBMITTING A PROPOSAL

### Introduction

These guidelines to help you prepare such a proposal; some of the sections will be inappropriate to your particular project so do not worry if you feel unable to provide information on all the points. If you have any queries please ask.

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1. Definition of the market
2. Statement of aims
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### 1. Definition of the Market

Identify as accurately as possible the intended market(s) for your proposed work. Who will benefit from the work, and who are the most likely purchasers? Potential markets could include general readers, gallery-goers, libraries (public, academic or school), academics, professionals, students or children. Please indicate the main readership first, and list other markets in order of relevance.

If it is a book written primarily for students, please be as specific as possible regarding those courses or modules for which your book could be useful, and indicate particular centres of excellence. When considering market please bear in mind that Tate Publishing sells its books worldwide. If there are particular countries where you believe the book will have special interest, please indicate this. Consideration of the North American market is particularly helpful. If there are forthcoming exhibitions, whether at Tate or elsewhere, which you feel would enhance sales of your book, please identify these and their venues, where known. Please also indicate any societies or institutions for whose members this publication would be particularly useful.

