PUBLISHING
WITH MOUTON

Birgit Sievert
Senior Publisher De Gruyter Mouton
sievert@degruyter.com

October 17, 2018
AELCO, Córdoba, Spain
OVERVIEW

1 Background  Mouton history, numbers, program

2 You can expect from us  
scope of CLR & ACL book series, production, online presence & marketing

3 We can expect from you  proposal, revisions, innovative contribution

Questions
“In the early 1950s the circumstances were right to have a printing company in the Netherlands with a French name start publishing internationally in linguistics.”

Johan van der Auwera „Linguistics, the first fifty years ... and a little more“.
MOUTON NUMBERS

- Journals: 14 A journals, 27 B/C journals (ERIH ranking)
- Active book series: approx. 50, incl. 8 handbook series
- 100 series editors: majority are based in the Netherlands, Belgium and Germany, 20 in the US/Canada, 10 in the UK
- 6 people work in the team: one in Boston, one in New York, four in Berlin
• We publish in all sub-areas of linguistics, established and emergent. A large section of our list is dedicated to work on cognitive linguistics, language documentation and typology.

• For all our book series and journals, dedicated and experienced editors are the rule. You will benefit from professional feedback and support.

• We accept PhD theses in our standard book series. Our journals accept top-quality submissions which may have originally been part of a PhD theses. Workshops you organize may result in special issues.
COGNITIVE LINGUISTICS RESEARCH – topics

Series editors: Dirk Geeraerts, Dagmar Divjak

- Dimensions of Diffusion and Diversity
- Cognitive Contact Linguistics
- Linguistic Taboo Revisited
- Cognitive, Social, and Individual Constraints on Linguistic Variation
- Variation in Metonymy
- The Lexical Typology of Semantic Shifts
- Fingerprinting Constructions
- Viewpoint and the Fabric of Meaning
- Extending the Scope of Construction Grammar
- Metaphor and Metonymy across Time and Cultures
- The Nature of Rules, Regularities and Units in Language
- Windows to the Mind
- Historical Cognitive Linguistics
- Quantitative Methods in Cognitive Semantics: Corpus-Driven Approaches
- Advances in Cognitive Sociolinguistics
- Causal Categories in Discourse and Cognition
- Structuring the Lexicon
  - The Structure of Lexical Variation
  - A Geography of Case Semantics
  - Conceptualizations and Mental Processing in Language
  - Grammar in Mind and Brain
  - Concept, Image, and Symbol
Series editors: Gitte Kristiansen, Francisco Riuz de Mendoza

- Metaphor in Communication, Science and Education
- Cognitive Linguistics and Japanese Pedagogy
- Multimodality in Chinese Interaction
- Genre in Language, Discourse and Cognition
- Applied Construction Grammar
- Usage-Based Perspectives on Second Language Learning
- Frequency Effects In Instructed Second Language Acquisition
- Locative Expressions in English and French
- Spatial Semiotics and Spatial Mental Models
- Cognitive Linguistics and Humor Research
- Linguistic Relativity
- Pluricentricity
- Cognitive Linguistics and Translation
- Sensuous Cognition
- Creativity and the Agile Mind
YOU CAN EXPECT FROM US

- If accepted: publication in excellent book series (often oldest in existence, many seminal publications) or journal
- Constructive feedback and advice from the best editors in the field
- Serious peer review and guidance through revision process
- For collective volumes: professional typesetting
- Top quality print book publication (250 - 350pp)
- Simultaneous publication in PDF and EPUB formats
- Flexible and liberal approach to Open Access: compliant with major funding institutions (OAPEN)
- Inclusion in sophisticated DeGruyter platform, in citation counts on Google Scholar, in Web of Science
- International dissemination
- Paperback editions of select book titles
THOROUGH PRODUCTION

- All titles are published as both a print book and a digital edition (xml, ePub, PDF).
- Easy-to-use stylesheets and templates help authors format their document to simplify the typesetting process.
- Every document is checked by our experienced production team.
- The De Gruyter house style ensures a cohesive form for each publication and provides a clear and precise typographical layout.
- Subject-specific requirements can easily be implemented (e.g. inclusion of formulas, hieroglyphs, foreign languages…)
- Multimedia elements can be added (e.g. facsimiles, scans, images, video and audio material)
DOIs supplied for each book & chapter
Hosted on a search engine optimized platform
Product webpage featuring all relevant information (e.g. on authors) and further links
Comprehensive Abstracting & Indexing services, e.g. delivery of metadata to Google Scholar, the Library of Congress and the Deutsche Nationalbibliothek
Ability to search within the content
Ability to include an abstract via Kudos
Additional functionalities: commenting, social media sharing, citation export etc.
Secured archiving via the independent service Portico
Interlinking with Crossref and ORCID
WORLDWIDE MARKETING & SALES

- De Gruyter is present all over the world with De Gruyter representatives speaking to scientific libraries on a regular basis.
- De Gruyter’s specialized marketing team uses modern marketing techniques, within and beyond the research community (Online Advertising, E-mailings, Social Media Channels, specialized catalogs, digital and in print…).
- De Gruyter attends 75 trade shows and 75 scientific conferences each year, regularly hosting book presentations and receptions.
WE CAN EXPECT FROM YOU

- Full-fledged proposal, sample chapter(s)
- Original research and innovative analyses
- Relevance to linguistics research and community
- Upbeat literature review
- In case of dissertations: Readiness to revise thoroughly to accommodate an academic audience
- Careful editing, meticulous preparation of manuscript
- Exclusive contact with our series
- Collective volumes: peer review managed and documented by volume editors; final check by series editors
PROPOSAL AT A GLANCE

Contact both series editors about your idea. They will be happy to work with you on the development of your proposal. This proposal is also necessary if a draft manuscript already exists.

The proposal should contain the following:

1) title
2) brief explanation of what the book is about
3) brief explanation of why it is important (theoretically and methodologically)
4) proposed structure of the book and rationale for that structure
5) brief narrative CV of author or editors submitting manuscripts to De Gruyter Mouton for the first time
6) description of target audience / proposed market
7) description of any similar publications on the market which might cause competition (please mention publisher and, if possible, price)
8) approximate length (strong preference for manuscripts between 250–350 pages)

Depending on the type of manuscript, the following documents should be provided with the proposal:

Dissertations: The manuscript itself and the supervisors’ reports (if available).
Monographs: A summary of the central research questions addressed and the answers given (if not provided in 2. or 3. above).
Edited works: Abstracts for all contributions.

The proposal should comprise approximately 3–5 pages and be submitted by email either to the series editors or to De Gruyter Mouton.
THANK YOU! QUESTIONS?
TALK TO US!

For CLR:
dirk.geeraerts@kuleuven.be
d.divjak@Sheffield.ac.uk

For ACL:
gkristia@ucm.es
francisco.ruizdemendoza@unirioja.es

For Mouton:
Kirstin.boergen@degruyter.com
Birgit.sievert@degruyter.com

October 17, 2018
STORIES & EXPERIENCES

- The long run: revised thesis which never materialized
- The fast lane: emergent topic, great research network, manuscript ready
- The surprise hit: more anthropology than linguistics
- The old hat again: rejected
- The ambitious idea badly executed: rejected
- The data nerd: we welcome the use of innovative methods

Talk to us!
# MOUTON’S EDITORIAL & DISTRIBUTIONAL PARTNERSHIPS (BOOKS)

<table>
<thead>
<tr>
<th>partner</th>
<th>product</th>
<th>comment</th>
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<tbody>
<tr>
<td>ANU</td>
<td>Book series</td>
<td>The best known series in the field; more than 600 titles backlist with ANU. Excellent quality.</td>
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<tr>
<td>Ishara</td>
<td>2 book series, one handbook</td>
<td>Niche</td>
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<tr>
<td><strong>NINJAL</strong></td>
<td><strong>Handbook series</strong></td>
<td><strong>Excellent quality. New book series starting in 2019</strong></td>
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<tr>
<td>APA</td>
<td>Book series</td>
<td>Branching out to psychology</td>
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<tr>
<td>CP</td>
<td>Atlas, several book series, journals</td>
<td>Chinese partners keen on collaborating. European experts</td>
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<tr>
<td>Multilingual Matters</td>
<td>Applied linguistics ebook package</td>
<td>Boost to our list through larger packages</td>
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<tr>
<td>Uni Hawaii Press</td>
<td>Distribution partnership</td>
<td>To be developed</td>
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<tr>
<td>ISEAS</td>
<td>Distribution partnership</td>
<td>To be developed</td>
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<tr>
<td>publisher</td>
<td>Key product, key author</td>
<td>Qualitative comment</td>
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<tr>
<td>Benjamins</td>
<td>book series, new journals every year</td>
<td>arguably the largest overlap with Mouton author base, attending the same conferences, small operation with agile set-up, sponsoring bags, approachable and stable, lower rejection rate, attractive pricing, PBs</td>
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<tr>
<td>Brill</td>
<td>Bibliography of Linguistics (WLC) Encyclopedias, handbooks</td>
<td>Strong in religious, cultural, Asian studies,</td>
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<tr>
<td>CUP</td>
<td>Jnl of Child Language / Jnl of Phonology / Cambridge Core / Cambridge textbooks</td>
<td>„We are the world’s leading linguistics publisher.” tradition early 16th century, sponsor LinguistList, Business modell Society &amp; jnl &amp; conference participation, „contains open access content” – succinct website information, High English language editing standards, right of first refusal</td>
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<tr>
<td>Elsevier</td>
<td>Journals, handbooks</td>
<td>Huge operation, STEM, comparatively small linguistics section</td>
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<tr>
<td>EUP</td>
<td>Textbooks, book series,</td>
<td>The nice guys, historical linguistics, English studies (incl dialectology)</td>
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<tr>
<td>Mouton</td>
<td>Journals, handbooks, book series (monographs and edited works), selected paperbacks</td>
<td>Flexible OA offers, focus on young scholars, excellent boards, excellent connections</td>
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<tr>
<td>OUP</td>
<td>Oxford Studies in XYZ, Reference works</td>
<td>High English language editing standards</td>
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<tr>
<td>Palgrave Macmillan</td>
<td>handbooks</td>
<td>US based, strong in applied and education</td>
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<tr>
<td>Routledge / T&amp;F</td>
<td>Routledge Guides to the World Languages, textbooks</td>
<td>UK and US based, output 50 monographs, 100 other, inflexible OA options, a lot of stand alone titles, strong in education &amp; assessment, PB as POD of HC, right of first refusal</td>
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<tr>
<td>Springer</td>
<td>Journals, textbooks / Handbook of Linguistic Annotation</td>
<td>Strong in computational linguistics, annotation, LSP, speech technology, neurolinguistics</td>
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<tr>
<td>University Presses USA</td>
<td>Books, paperbacks, course materials,</td>
<td>Preferred option for US authors, Chicago and Duke prime reputation</td>
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<tr>
<td>Wiley</td>
<td>Handbooks, a few relevant journals</td>
<td>Strong in sociolinguistics</td>
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