

In this edition of *Brill Inside* - our newsletter for authors - we show you one way Brill is supporting innovation in the Open Access movement. You'll also find out about the Brill Fellowship Program at the Warburg Institute, why 2013 is an important year for Brill, and 5 easy ways to spread the word about your new book.

The Brill/IFLA Open Access Award



As the Open Access movement continues to evolve, we find it important to support innovative models of implementation. That's why Brill has partnered with the International Federation of Library Associations (IFLA) to create an open access award.

The Brill/IFLA Open Access award rewards initiatives that facilitate and/or promote Open Access Scholarly Monographs in the humanities or social sciences.

The winner will receive a cash prize of EUR 1000 and registration for one person to the IFLA World Library and

Information Congress (WLIC) 2013, including travel and accommodation. View the full details at: brill.com/brill-ifla

There is still time to enter the contest. Submissions are due by 30 April 2013, and the winner will be notified by 31 May 2013. Applications should be sent to: stuart.hamilton@ifla.org

NEW The Brill Fellowship at the Warburg Institute, London



Funded in part by the Sheikh Zayed Book Award, Brill is honored to support a Brill Fellowship program at the Center for the History of Arabic Studies in Europe (CHASE) at the Warburg Institute, London. The newest Brill Fellow, Alexander Bevilacqua (Princeton), was announced on brill.com earlier this month. He will take up the position for a three month period in

2014, and will be researching Islamic culture in the European Enlightenment.

Dr. Nuria Martínez de Castilla Muñoz, the first Brill Fellow in the program, will be taking up the Fellowship from May through July of this year. In addition, she will be holding a public lecture on 23 June 2013 entitled "Readings and Counter-Readings of the Qur'an in the Spanish Golden Age,"

which is also the topic of her research during her Fellowship. The Brill Fellowships at CHASE have partly been made possible by the Sheikh Zayed Book Award for publishing, which was awarded to Brill in 2012. We wish both fellows much success in their research endeavors. For more information about the Brill Fellowship at CHASE, please visit: warburg.sas.ac.uk/fellowships

330 Years of Academic Publishing at Brill

This year we're celebrating our 330th anniversary, making Brill the oldest existing academic publisher in the Netherlands, and among the oldest worldwide. Our history reaches back to 17 May 1683, when Jordaen Luchtman established himself as a bookseller in Leiden. Five generations of the Luchtman family served as "Printers to the University" until 1848, when Evert Jan Brill took over the firm, giving it his own name. This year also commemorates an equal division in time; the Luchtman and Brill names being associated with the firm for exactly 165 years each.

One of the ways we are celebrating this milestone is the exhibition 'Literate & Learned. Brill: 330 Years of Typography in the Service of Scholarship', held at Museum Boerhaave (museumboerhaave.nl) in Leiden. The opening symposium in November included presentations from typography experts, including John Hudson, the designer of "The Brill" typeface.

You can watch John Hudson's presentation, as well as those of Thomas Milo and Lara Caplan, on the "Brill | 330 Years" playlist on our YouTube channel: youtube.com/brillpublishing



The exhibition is opened through 19 May 2013, so please do check it out if you're in the neighborhood. Learn more about our 330th anniversary here: brill.com/330



5 Ways You Can Spread the Word about Your New Book

As your publisher, we promote your book to the scholarly market in various ways—book reviews, email newsletters, catalogs, advertising, social media, etc. But there are simple things you can do to make your book more visible to your students and colleagues.

Here are 5 quick tips:

1. Make a PDF flyer from brill.com in just one click:

We recently launched a new feature on our website so you can make a flyer of your book anytime you like. Just visit your book's webpage on brill.com and click on the "Print Flyer" option below the book description. Then share the PDF at a conference, via email, or anywhere else you like. Visit the Author Gateway for an easy explanation on how to do this: brill.com/author-gateway



2. Place a link to your book's web page on your department website:

Update your list of publications on your department website to include your newest book.

3. Mention your new book in relevant talks:

Add a PowerPoint slide at the end of relevant talks to let the audience know about your new book. Ask your publishing contact for the cover file, or download it from the Brill website. Just right-click on the image, and choose "Save As". Then you can easily insert the cover image into your presentation.

4. Share a link to your book via social media:

Are you active on social media? Why not post a link to your new book (on brill.com) through your Facebook, Twitter, LinkedIn or Academia account?

5. Add a link to your new book in your email signature:

A simple link to your book on brill.com can help inform students and colleagues of your most recent publications. With very little effort, you can spread the word about your book with every email you send.

About Brill

Founded in 1683 in Leiden, the Netherlands, BRILL is a leading international academic publisher in the fields of Ancient Near East and Egypt, Middle East and Islamic Studies, Asian Studies, Classical Studies, Medieval and Early Modern Studies, contemporary History and History of War studies, Biblical and Religious Studies, Slavic Studies, Language & Linguistics, Biology, Human Rights and Public International Law. With offices in Leiden and Boston, BRILL today publishes more than 175 journals and around 600 new books and reference works each year. All publications are available in both print and electronic form. BRILL also markets a large number of research collections and databases with primary source material. The company's key customers are academic and research institutions, libraries, and scholars. BRILL is a publicly traded company and is listed on Euronext Amsterdam NV. For further information please visit brill.com

We hope you find these updates interesting and useful. If you have comments, questions, or suggestions for future issues, feel free to contact us at authors@brill.com.

Sincerely,
The Brill Marketing Team

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