

Literary Horror — Survey for Publishers

The purpose of this survey is to study the presence of horror literature on the Polish publishing market. It is addressed to Polish publishers, primarily those whose catalogs include horror literature or works associated with horror genres. The survey is not intended to assess respondents' knowledge—there are no right or wrong answers.

The information obtained from the survey will be made available in the form of a summary in the University of Lodz Repository and discussed in future academic publications; however, specific publishers and their responses will not be identified. Only a list of the publishers that participated in the survey will be visible.

The survey was created as part of the project “Horror in many editions — literary horror and its genres on the contemporary Polish publishing market” (National Science Centre, No. 2025/09/X/HS2/00397) carried out by the University of Lodz (project coordinator: Anna Zatora, PhD).

* Required

Publisher information

This section contains questions about the publisher's details.

1. Full name of the publisher *

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2. Is the publisher an imprint or brand owned by another publisher?

Yes

No

3. Which publishing house does the surveyed publishing brand belong to? *

The remaining questions in the survey still refer to the brand, not the main publisher.

...

4. The publishing house was founded in a year... *

...

5. The year the publishing house closed down (if applicable).

...

6. Publisher profile *

- No specific profile (general literature)
- Specialization in specific literary genres

7. Does the publishing house offer horror literature? *

Horror literature includes genres and subgenres such as: horror (including, for example, extreme horror, folk horror, and psychological horror); weird fiction; tales of Uncanny; Gothic tales. For the purposes of this study, horror literature does not include thrillers or crime.

- Yes
- No

Horror Literature in the Publishing Catalog

This section covers knowledge of the genres and subgenres of horror literature and their presence in the publishing catalog.

8. The publisher's catalog includes horror literature: *

- Exclusively by Polish authors.
- Exclusively by foreign authors (original works or translations).
- By both Polish and foreign authors (original works or translations).

9. How long has the publisher been offering horror literature? *

- Recently (1–2 years)
- Less than 5 years
- 5–10 years
- More than 10 years

10. Horror:

Additional question regarding the opinions of survey respondents.

- always includes fantastic/fantasy elements
- does not have to include fantastic/fantasy elements

11. Which of the following genres/subgenres of horror literature are you familiar with? *

Select as many answers as you like.

- Horror
- Extreme horror
- Folk horror
- Gothic literature
- Fantasy horror
- Weird fiction

- Bizarro fiction
- Tales of Uncanny
- Other (...)

12. Which of the following literary genres/categories are currently included in your publishing catalog, or have been included in the past? *

Select as many answers as you like

- Horror
- Extreme horror
- Folk horror
- Gothic literature
- Fantasy horror
- Weird fiction
- Bizarro fiction
- Tales of Uncanny
- Other (...)

13. Space for additional comments on this section (optional).

...

Classification of a Publisher's Catalog

This section addresses how a publisher classifies its catalog at various stages of the publishing process: from the acceptance of a manuscript or typescript through to the promotion and sale of the publication.

14. Do authors specify the genre or subgenre of their work when submitting it to a publisher? *

- Yes, always
- Yes, often
- Sometimes
- No

15. Does the publisher offer specific authors the opportunity to write a work with a specific genre profile, such as horror? *

- Yes, always with a specific genre profile.
- Yes, the publisher often suggests the expected genre profile.
- The publisher sometimes makes an offer for a specific genre profile.
- No, the publisher does not specify a genre profile when making an offer to the author.
- Other (...)

16. Does the publisher specify the genre of a work when adding it to its catalog? *

- Yes
- No

17. Is the genre or subgenre of the work specified in the descriptions of published works or on the publisher's or publisher's bookstore's website? *

- Yes, always
- Sometimes
- No

18. When it comes to horror literature, do you categorize it into subgenres in your catalog? (such as horror and weird fiction, fantasy and psychological horror) *

- Yes.
- No, horror literature is a general category.

19. What subcategories (or genres or subgenres) of horror literature do you have in your catalogue? *

...

20. Do distributors use the same categories as those specified by the publisher (or editor/author)? *

Here, we include both wholesale and retail sellers, as well as subscription services (e.g., Legimi)

- Yes, the work has the same categories in distributors' listings.
- In distributors' listings, the title usually has the same categories as those specified by us.
- Distributors categorize our products freely; there are sometimes differences.
- The publisher does not verify categorization with distributors.
- The publisher does not work with external distributors.

21. What challenges do you face when identifying the genre of a literary work? *

Select as many answers as you like

- The work is difficult to classify (unclear genre).
- The author's assessment of the genre differs from that of the publisher.
- The need to align the work's genre with readers' expectations (demand).
- The need to align the work's genre with distributors' expectations.
- The need to align with publishing market trends.
- Other (...)

22. Does the popularity of a particular genre or subgenre influence your expectations of authors? *

Select up to 3 options.

- Yes, we ask authors to write works in a specific genre or subgenre.
- Yes, we suggest changes or directions to authors that align with audience expectations.
- Yes, we seek authors who write in a specific genre in line with current trends.
- We do not influence authors, but we take the popularity of literary genres/subgenres into account when evaluating manuscripts.
- No, we have a consistent publishing program independent of market trends.
- Other (...)

23. In your opinion, is horror literature gaining popularity in the Polish publishing market?

- Yes, it is definitely becoming more popular.
- It is becoming somewhat more popular.
- It remains at a constant level.
- It is becoming somewhat less popular.

End of the Survey

This section contains post-survey information.

24. If you are interested in receiving information about the results of the study/project, please provide your email address.

Your email address is for the researcher's use only; addresses will not be shared.

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