AS YOU LIKE IT

FIESOLE
5 APRIL 2019
DE WHO?
DE GRUYTER IN NUMBERS

- ~350 employees worldwide
- ~270 years old
- 7 offices worldwide
- ~40,000 visits per day to degruyter.com
DE GRUYTER IN NUMBERS

- ~1,300 new book titles every year
- ~700 new publisher partner titles per year
- 55 online reference & databases
- ~450 subscription journals
- ~50 OA journals
- ~400 Sciendo journals*

* Sciendo is a De Gruyter company that offers Open Access publishing services for societies and individual authors.
DE GRUYTER IN NUMBERS

14,000 published journal articles per year

1,800+ Open Access book titles

200+ partnerships with scientific societies and academies

~40,000 books in archive
THE LARGEST INDEPENDENT PUBLISHER OF OPEN ACCESS BOOKS

1st OA book published

Acquisition of OA publisher Versita

Launch of 1st OA HSS journal

De Gruyter converts subscription journals to OA for first time

Over 1800 OA books on degruyter.com
De Gruyter’s reputation for excellence is based on competence, a personal touch and the desire to exceed expectations. Many of our authors come to us based on recommendations from their peers, which is both an honor and a responsibility we take seriously.

Researchers and professionals are our key customers, and are at the center of everything we do. Author satisfaction not only influences our progress but also determines our success.
WHAT IS IMPORTANT FOR OUR AUTHORS

- What we know (2018 Survey among DG authors, >5000 approached, >2000 responses):
  - Reputation of publisher single most important factor (for >85% of respondents)
  - Print is (still) not dead, at least in terms of importance to authors
  - Open access model for books is a reason to publish with us
  - Competence, a personal touch, and professional project management is where we excel
  - Other factors: worldwide sales reach, peer review
  - Where we need to improve: transparency around the services we offer
EXPERIENCED EDITORIAL

- Editorial staff with background in respective discipline
- Tradition in publishing & well-established program
- Wide variety of services
  - Efficient book workflow (from calculation to typesetting, cover design and beyond)
  - Peer review & open peer review
  - World-wide distribution
  - Marketing materials
  - Conferences, book launches etc.
WORKING WITH AUTHORS NEEDS

- Funder compliance & communication with funders
- Time frame and deadlines
- Technical services - CRC/CAP/Typesetting
- Print options
- Image rights
- Visibility: presentation & dissemination
SPREADING THE WORD

YOU’VE BEEN CITED ALERTS: informing authors their research has been cited

- A customized e-mail campaign targeting the authors cited in the book (citations starting from year 2013)
- Attracts the target audience to the book & increases downloads and readership
- Very high response rate
IDENTIFYING & APPLYING FOR AWARDS

- Tracking awards
- Soliciting applications
- Printed copies
- Distribution
- Authors events

WINNER

Isabelle Dolezalek
_Arabic Script on Christian Kings. Textile Inscriptions on Royal Garments from Norman Sicily_
De Gruyter, 2017.

In her book _Arabic Script on Christian Kings. Textile Inscriptions on Royal Garments from Norman Sicily_, Isabelle Dolezalek successfully achieves two aims that, at first glance, might appear contradictory: she offers a focused and profound study of Arabic inscriptions in Norman Sicily, while at the same time raising questions on a grand scale for the field of medieval art history. Throughout, the author
360 ° GOOGLE PROMOTION

- Full text - content and metadata delivery to Google Book Search via Core Source
- Professional SEO on a platform level
- Google AdWords for majority of single titles
BOOK ANNOUNCEMENTS

- Trade fairs
- Editorial conferences
- Social media and publishing partners
- Science news rooms - EurekAlert! and AlphaGalileo
Continuing to experiment: open peer review, new business models for OA books
OA BOOK BUSINESS MODELS

**AUTHOR PAYMENT**
Author, funder or institution pays fee to publisher

**FREEMIUM**
Publisher releases basic version for free; author pays for ‘full’ version

**CROSS-SUBSIDY PUBLISHING**
Subsidy received from institution or other activity to fund publication

**EMBARGO**
Book released after pre-determined period usually without any fees

**CROWD FUNDED**
‘Crowd’ shares costs to fund publication

**LIBRARY FUNDED**
Libraries share costs across consortia to fund publication
OPEN PEER REVIEW

- Open Peer Review recently introduced
- Relies heavily on the involvement of the research community
- Sharing of Open Peer Review crucial to the process, e.g. on Twitter
- Can be combined with review process for funding body
  - Austrian Science Foundation (FWF): Anonymous reviewing process required; parallel Open Peer Review possible
  - No additional review process after FWF has decided to fund a project
EBS & OPEN ACCESS

- Previous evidence-based selection (EBS) Agreement with State of Saxony for 2016-17
- 23 academic institutions have full access to EBS eBooks collection
- End of period, institutions use fee to purchase titles for permanent access
- New EBS Agreement, institutions can use fee to transform books to OA
- Limitations: DG titles only, only monographs, published more than 24 months ago
THANK YOU!