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### **SAGE UNVEILS NEW CORPORATE BRANDING**

*Los Angeles, London, New Delhi and Singapore (October 10, 2007)* – SAGE, the world’s leading independent academic and professional publisher will be unveiling a refreshed and invigorated corporate identity at the Frankfurt Book Fair this year.

More than just a cosmetic touch up, the re-brand aims to heighten awareness of the company’s core values as “the natural home for authors, editors and societies”. The new stand at Frankfurt (Hall 8.0 Stand D955) is the first opportunity for the public to see the striking new visual identity, tagline and simplified company branding (formerly SAGE Publications) on display.

Managing Director, Stephen Barr, commented, “SAGE believes passionately that engaged scholarship lies at the heart of any healthy society, and that education is intrinsically valuable. By marking ourselves as ‘the natural home for authors, editors and societies’, we demonstrate our commitment to the global dissemination of scholarly information, and in connecting communities to the research at the heart of academia. This is particularly important as we continue to develop our flourishing science, technology and medicine portfolio, complementing our strengths as an internationally recognized social science publisher.”

SAGE has undergone rapid growth over recent years, now publishing over 460 journals and over 500 books a year from principal offices in Los Angeles, London, New Delhi and Singapore. The branding re-launch, including the decision to drop ‘publications’ from the company brand, reflects the company’s diverse publishing programme, which includes a broad online journal collection and growing e-reference collection.

Tony Histed, Associate Director, Sales, will be leading the celebrations of the re-launch at a reception on October 11<sup>th</sup> at the SAGE stand. He commented, “We chose Frankfurt for this important re-launch as a chance to reach all the key groups that we as a leading academic and professional publisher aim to engage with, including authors, editors, societies, and also publishers, booksellers and librarians.

“Being the natural home for authors, editors and societies means we publish content by the leading thinkers and researchers at the forefront of their disciplines, and work with the best editors and societies to bring together essential, accessible, high quality content for our customers. We look forward to hearing their thoughts on these changes, and what it means to them”.

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**SAGE** is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. An independent company, SAGE has principal offices in Los Angeles, London, New Delhi, and Singapore. [www.sagepub.com](http://www.sagepub.com)