



FOR IMMEDIATE RELEASE

CONTACT:
Mary Kay Jezzini
SAGE Publicist
212-352-1404
publicity@sagepub.com

SAGE LAUNCHES SOCIETY RELATIONS NEWSLETTER

Los Angeles, London, New Delhi and Singapore (May 2, 2008) – SAGE, the world's fifth largest journal publisher, has launched a newsletter for societies and associations. The publishing industry is experiencing unprecedented change and it can be hard for societies to keep up. *SAGE Connection*, the bi-annual newsletter, highlights both challenges and opportunities in publishing and shares SAGE's experiences.

For four decades SAGE has been forging strong partnerships with societies. More than half of SAGE's 500+ journals are published on behalf of professional associations and societies, including world-leading organizations such as the American Orthopaedic Society for Sports Medicine, American Association of Diabetes Educators, and American Educational Research Association. SAGE has seen significant growth in its society publishing program, including 22 new partnerships so far in 2008, making it even more important to provide this community with information and resources to support their organizations and membership.

Readers can now access the inaugural issue of *SAGE Connection* on SAGE's Society Relations website at: www.sagepub.com/societies, or they can sign up to receive a complimentary version via email at: https://secured.sagepub.com/societyrelations_signup.htm. Regular thought-provoking sections and columns of the newsletter will include:

- Industry news
- Interviews and case studies
- Corporate news highlights
- "How to" advice columns

"The first issue of *SAGE Connection* contains key information on industry awards, going green, social bookmarking, corporation news, and other vital announcements for societies and their members," said Sara Michel, SAGE Society Relations Manager and editor of the newsletter. "It is our mission to truly make SAGE a natural home for societies, and this newsletter is one of our key initiatives."

###

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. A privately owned corporation, SAGE has principal offices in Los Angeles, London, New Delhi, and Singapore.
www.sagepub.com