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SAGE ACQUIRES ADVERTISING SALES BUSINESS

Los Angeles, London, New Delhi, Singapore and Washington DC (February 19, 2009) – SAGE, a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets, continues to expand its advertising sales force with the acquisition of a portion of the advertising sales business of Leonard Media Group.

The 5-person team from the Horsham, Pennsylvania-based Leonard Media Group has represented more than 20 SAGE journals in the science and medical fields for 8 years. They've sold – and will continue to sell – advertising in select SAGE print journals and online products. In addition, they will continue to sell advertising and exhibits for self-published societies, with this service now being offered by SAGE. This sales team has helped SAGE achieve a record-setting year for ad sales in 2008 for many of its journals.

“This team has done a tremendous job representing our company and our products, and they've helped grow our business considerably, even in a challenging economy,” said SAGE Commercial Sales Director Bob Vrooman. “Their location outside Philadelphia gives us a strong presence on the East Coast where many of our clients are based. Obviously we're very excited to have them as part of our company and excited to have a wider breadth of services to offer to societies.”

The Leonard Media Group has been in business for 20 years, representing a variety of publishers and companies, including the Pennsylvania Bar Association, The Illuminating Engineering Society of North America, and the Global Health Council. Jeff Leonard, principal of Leonard Media Group, will continue to own and operate his remaining businesses under the LMG umbrella.

“SAGE has been a wonderful client of ours from day one,” said Leonard. “Their culture is communicative and forward-thinking, just as ours is, and this is an excellent fit all around.”

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