

FOR IMMEDIATE RELEASE

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**SAGE REPORTS 158% INCREASE IN ONLINE USAGE
VIA [SAGE JOURNALS ONLINE](#) PLATFORM**

Thousand Oaks, California, USA and London, United Kingdom (February 24, 2005) – *SAGE Journals Online*, SAGE's powerful new journal delivery platform developed by HighWire Press, was launched on September 1, 2004. In the first quarter of use alone, the number of full-text article downloads exceeded the entire previous year's usage on ingenta by 158%!

Why the increase? SAGE responded to the needs of the library and scholarly community by changing to a platform that dramatically enhances the functionality of SAGE journals. The platform provides users with flexible searching and browsing capabilities, customizable alerting services, and advanced toll-free inter-journal reference linking. *SAGE Journals Online* boasts one of the largest collections of prestigious and highly cited journals in the social sciences, including major society journals, as well as an extensive STM list.

Of all the journals available on *SAGE Journals Online*, [Personality and Social Psychology Bulletin \(PSPB\)](#) received the most full-text downloads during the period analyzed. *PSPB* is the journal of the Society for Personality and Social Psychology, Inc.

"We're not surprised *SAGE Journals Online* has been so well received," commented Blaise Simqu, President and CEO of SAGE Publications. "Combining HighWire's state-of-the-art technology with SAGE's premier content has produced the most robust social science research environment in academia. We anticipate even higher usage in the next few months."

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About SAGE's Electronic Journal Content:

SAGE Publications offers electronic journal content via *SAGE Journals Online* and the *SAGE Full-Text Collections*. *SAGE Journals Online* (<http://online.sagepub.com>) is an online delivery platform that provides subscribing institutions access to individual SAGE journal titles. The *SAGE Full-Text Collections* (www.sagefulltext.com) are full-text research databases in specific disciplines that are distinguished by up to 36 years of backfiles and linking capabilities with abstract databases on Cambridge Scientific Abstract's platform.

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