



Society Publishing Program





Collaboration

Responsive. Collaborative. At SAGE, these are values we live by. For four decades we have been forging strong partnerships with societies and associations. Though much has changed in how journals are published, a strong working relationship with our more than 245 society partners remains at the core of what we do. Together, we will face the challenges ahead.

Working Together

Strategic involvement in key publishing decisions is critical to your journal's success. SAGE is a dynamic, growing company with a commitment to publishing excellence. We will work collaboratively as an extension of your organization to achieve the greatest results for your publication. We will provide transparent reporting and an open exchange of information with you.

Your Goals Are Our Goals

We are a company that truly cares about our publishing partners. We do not believe in a "one size fits all" approach. We celebrate the individuality of each of our society partners and will develop customized marketing, sales, production, and journal management plans tailored to your mission and goals.

Optimizing Membership

We work with societies big and small—from a hundred members to more than 75,000. Our Society Relations team is devoted to supporting our partners in achieving their business goals, not only in publishing their journals successfully, but also in strengthening their services to current members and assisting with the recruitment of new ones. Our dedicated international customer service representatives are experienced and fully trained to respond to all member requests.

SAGE Partners with More Than 245 Societies and Associations



SAGE Publishes More Than 500 Journals in the Humanities, Social Sciences, and Science, Technology, and Medicine



“The American Association of Diabetes Educators has been extremely pleased with SAGE as the publisher of *The Diabetes Educator*.

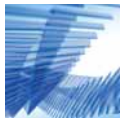
The positive transformations after only 6 months as publisher [were] significant. These changes have included an improved process for abstracts, a more sophisticated design, expanded online presence, and increased advertising revenues.

The AADE is delighted it chose SAGE as our partner and is looking forward to a long and mutually prosperous relationship.”

Michael J. Warner, *Director of Marketing, American Association of Diabetes Educators*

“After many years of self-publishing, the transition of our six journals to SAGE has been extremely smooth... We have worked with dedicated and communicative partners that have assured us we have chosen the right home for our journals.”

Felice Levine, *Executive Director, American Educational Research Association*



Reach New Heights

SAGE has developed proven methods that assist our society partners with achieving their goals. We provide state-of-the-art systems for editorial, production, marketing, online publishing, advertising and commercial sales, fulfillment, and overall journal management support. We can help your organization enhance both its publishing and membership programs.

Unparalleled Online Visibility

Increased online accessibility and visibility are critical to the future success of your journal. Our journals are hosted on the award-winning *SAGE Journals Online*, developed in association with HighWire Press.

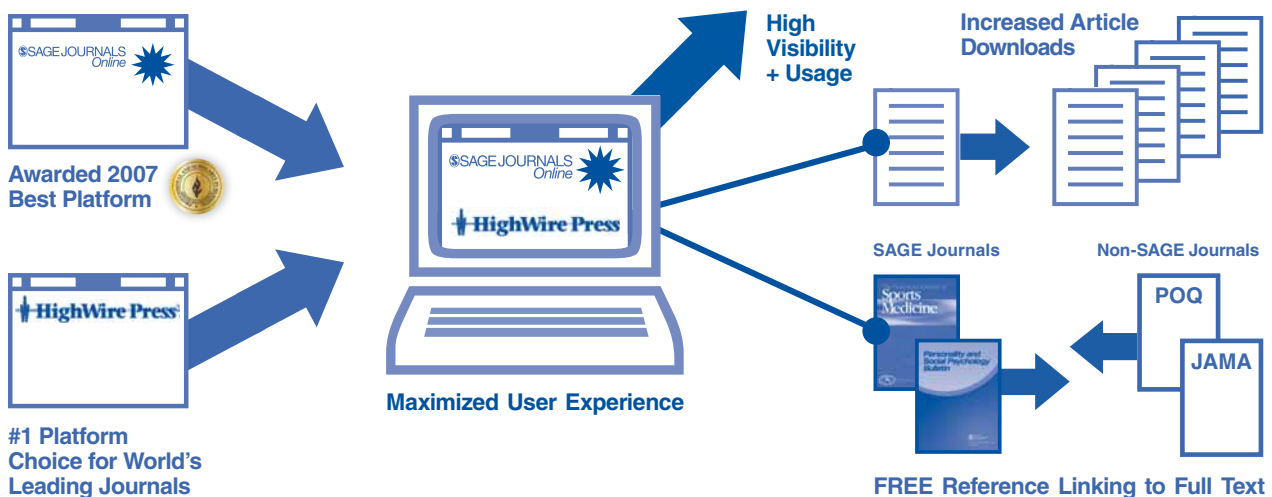
Join an online community of more than 1,100 journals

Your journal will be connected to more than 500 SAGE journals plus 615 non-SAGE titles on HighWire Press, which hosts many of the world's most-cited journals. Your journal will receive exposure through free reference linking to the full text of these more than 1,100 journals, which will give your publication unparalleled profile and visibility.

Drive online usage with cutting-edge features

With HighWire, we continually develop unique features on *SAGE Journals Online* that maximize the user experience and help us to significantly increase usage. **In 2007, we increased article downloads by more than 80% across our platform.**

Visit <http://online.sagepub.com> to see the first-rate research published by SAGE and our partnering societies. For a complete list of all journals available on the HighWire Press platform, visit <http://highwire.stanford.edu>.



“HighWire is an excellent platform, with first-class backup and support from John Sack and his staff at Stanford.”

Dr. Peter King, *Director of Library Services, University of Bristol*

Strategic Global Sales and Marketing

Your journal will grow in reach and influence as a result of SAGE's global sales and marketing capabilities. We understand that different journals have different needs and that market environments are dynamic and constantly changing. Managed from our offices in North America, Europe, India, and Asia-Pacific, local market intelligence informs our global efforts. You will benefit from SAGE's experienced and focused sales and marketing teams who will deliver well thought out strategies that exploit the best opportunities. Through our targeted efforts, we will

- **Optimize impact and worldwide visibility** of your journal and organization
- **Maximize revenues** through subscriptions, consortia sales, and licensing
- **Increase worldwide access and usage** of your journal's content
- **Attract high-quality content** from the best authors

To achieve these goals, we harness a full suite of sales and marketing tools, including email, web marketing, direct mail, conference displays, publicity, and telemarketing.

World-Class Editorial Expertise

We are a leader in providing superior tools and services to editors and editorial staff. We want your editors and authors to truly feel SAGE is their natural home. With our editorial services, you will benefit from the following:

- **Collaboration with your editorial teams** to publish the best possible content, optimizing readership and citations
- **Intuitive editorial and production systems**, including **online manuscript submission and peer review via SAGETRACK** (powered by ScholarOne™'s Manuscript Central™), which offers editors and authors a seamless process from paper submission to print and online publishing
- **Author Gateway**, which provides current and prospective authors with article submission guidelines, permissions information, resources for promoting their research to maximize readership, and much more

Industry-Leading Production and Manufacturing

We have developed a highly refined and flexible editorial production process that incorporates multiple quality control checks, including high-quality copyediting and proofreading. Our processes are streamlined to ensure efficiency, and **we publish on schedule 100 percent of the time** when content arrives on schedule. You can be assured you will work with experienced Production Editors who are dedicated to delivering fast, high-quality turnaround.

Complementary Custom Publishing

In addition to publishing peer-reviewed journals, we also work with societies to create made-to-order controlled circulation magazines and member newsletters. We continually study publications in the market, as well as trends in design, and we assess how other organizations present themselves so we can offer you a distinctive product that complements your ideas and goals. Our mission is to help reinforce your brand and identity and develop additional revenue streams.

“We have found the marketing staff to be extremely knowledgeable and eager to support the success of both the journal and our society.”

Elaine Auld, *Executive Director, Society for Public Health Education*



Results

Fully maximized subscriptions. Increased licensing income. Commercial sales opportunities. SAGE is a thriving company that offers a highly competitive, results-driven publishing program that will capitalize on untapped opportunities for your journal. We will work closely with you to identify and drive new revenue-generating business opportunities.

Maximized Financial Return

Our expertise lies in seeking out and fully realizing potential revenue streams for our society partners. We aggressively develop commercial sales opportunities (primarily for our scientific and medical journals), including advertising, supplements, sponsorships, reprints, and translations. In addition, we focus on increasing revenues from subscriptions, consortia sales, and licensing. We can enhance your journal's revenue flow while creating additional visibility for your journal content and your organization.

Optimized Non-Subscription Revenue

Commercial sales constitute a growing source of revenue for many scientific and medical journals today. We maintain that our full-service commercial sales program is the most powerful in the professional publishing industry. **Since 2002, we have increased commercial sales by more than 250%.** In contrast to many of the larger publishing houses that have commercial sales staff responsible for one revenue stream on a vast array of titles, we prefer to focus the attentions of our sales team on individual journals and specialty areas. Our sales representatives build an in-depth understanding of the fields in which they work to fully capitalize on sales opportunities. Our program includes advertising, reprint, and supplement sales; licensing; sponsorships; and article translations.

From concept through final approval on commercial sales initiatives, we stay in close communication with you, reporting not only revenue earned but the leads we uncover that may contribute to your own exhibitor and sponsor recruitment efforts.

High Impact and Quality

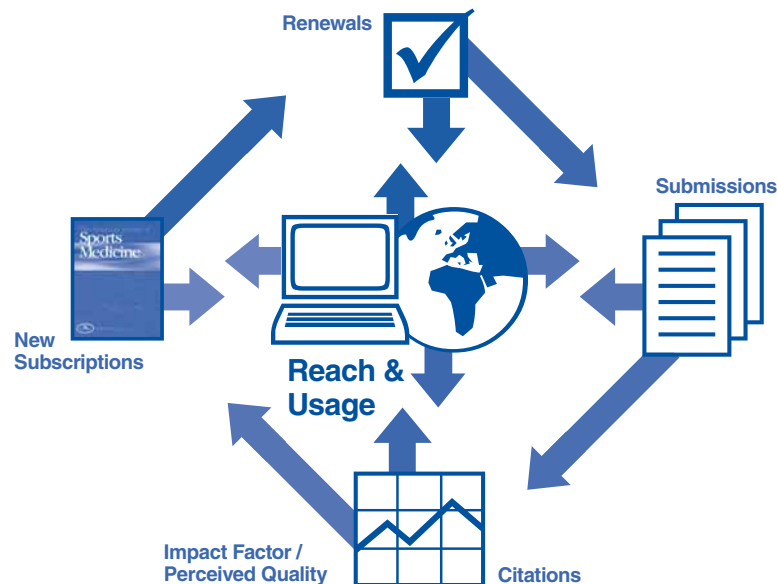
Our production, design, and editorial support professionals will work closely with you to ensure that your journal is crafted to the highest standards and is produced on schedule. Quality, timely publication is key to increasing citations, subscriptions, renewals, and usage and will enhance the overall impact of your journal.

Delivering on Our Promises and Communicating Results

SAGE operates in a culture of openness and transparency. We never lose sight of the fact that it is your journal we are publishing and that we have an obligation to keep you, our partner, informed and updated. Your journal's Publishing Editor, Production Editor, Marketing Manager, and Sales Representatives will work together with you to develop strategies for your publication. You'll benefit from regular communication, updates, and reports to keep you informed of your journal's performance, including detailed analyses in an easy-to-read and digestible format.

Worldwide Reach and Usage

SAGE offers its society partners a true global presence. Through enhanced visibility on *SAGE Journals Online*, global marketing, an access program for developing countries, and particularly through consortia sales, we can achieve worldwide usage and reach for your journal. Consortia sales have become an integral part of the changing journals subscription landscape and working with consortia is an important way to ensure greater circulation worldwide as well as increased levels of usage for your journal. At SAGE, we are seeing growth in consortia sales year after year. We are projecting to reach more than 5,000 institutions by 2010.



“SAGE has dramatically improved the journal’s financial performance, while providing quality production services and marketing promotions. Most impressively, SAGE has been able to maximize the journal’s non-subscription revenues. The staff at SAGE are very responsive and provide us with the personal attention we require.”

ACCP Executive Committee, *American College of Clinical Pharmacology*

“SAGE has gone far beyond by making the kind of consistent and significant contributions to our association that continue to allow us to offer more to our members and to achieve our goals.”

John L. Gannon, *Ph.D., Executive Director, International Association for Correctional and Forensic Psychology*

“[Our] journal has enjoyed all-around success since moving the publication to SAGE, but nowhere has the success been more striking than in advertising, where we have seen advertising revenue more than double in 2 years.”

Irvin E. Bomberger, *Executive Director, American Orthopedic Society for Sports Medicine*



the natural home
for authors, editors & societies

The World's Leading Independent Academic Publisher

Founded in 1965, SAGE publishes journals, books, and electronic media and has principal offices in Los Angeles, London, New Delhi, and Singapore. We publish more than 500 journals on behalf of more than 245 societies and associations.

Committed to Publishing Excellence

Our independence gives us flexibility to provide customized solutions for the broad publishing needs of our communities. We are driven by academic excellence and invest for the benefit of our society and association partners.

Big Enough to Deliver, Small Enough to Care

As a global company, we have grown to become the world's fifth largest journals publisher. Uniquely positioned between the mammoth conglomerates and university presses, SAGE employs more than 900 staff worldwide who support a culture that champions high-quality relationships.

Dedicated to Education and Research

The driving force of our publishing is true scholarship—the generation of ideas, rigorous analysis, and primary empirical research that serves not only the research community and practitioners, but filters down to the world at large through teaching and public policy. Our establishment of the SAGE Center for the Study of the Mind at the University of California, Santa Barbara, and our pledge of \$2.5 million for a new medical library at Santa Barbara Cottage Hospital exemplify the dedication and support that SAGE has for cutting-edge research and disciplinary development.

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