CAPES
Cambridge Publishing

Simon Ross
Deputy Managing Director
Academic Publishing
March 2015

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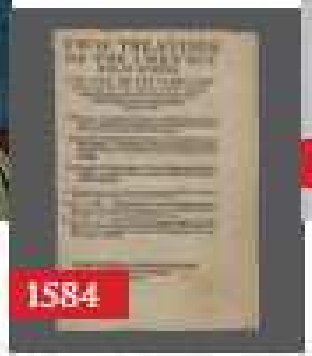
UNIVERSITY PRESS

A BRIEF HISTORY OF THE PRESS

Henry VIII's 'Letters Patent' allows Cambridge University Press to print 'all manner of books'

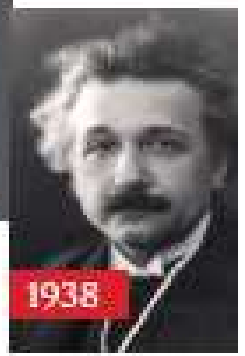


The Press publishes its first book

The first Cambridge Bible is printed by John Legate

The publication of the second edition of Newton's *Principia Mathematica*

John Baskerville produces the folio Bible: one of the most beautiful Bibles ever published



Albert Einstein's *The Evolut*
The Growth of Ideas From
to Relativity and Quanta

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The Press's activities are an extension of the University Mission enshrined in the Statutes of the University

- "There shall be in the University a University Press which shall be devoted to printing and publishing in the furtherance of the acquisition, advancement, conservation, and dissemination of knowledge in all subjects; to the advancement of education, religion, learning, and research; and to the advancement of literature and good letters."

University of Cambridge Statutes and Ordinances

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Quality and excellence governed from the highest level

- Since 1698 governed by the Press 'Syndics' (originally known as the Curators), 18 senior members of the University of Cambridge who, along with various co-opted persons, bring a range of subject and business expertise to the governance of the Press. Committees of the Syndicate meet regularly to look at publishing proposals, ensuring that the content being published meets rigorous academic standards, and to oversee the strategic and financial operations of the Press

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Syndicate in action

- Senior members of the University (and external) who represent the breadth of subjects we publish
- All book proposals peer reviewed before presentation and discussion
- All Journal proposals – new launches and new to Cambridge (Society Journals) are extensively peer reviewed before presentation
- All Editorial appointments (book series and journals) are approved by the Syndicate
- All digital products follow a similar approval process

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Cambridge today - by numbers

3 Global Publishing Groups:

Academic, ELT, Education

- 53,000 in-print titles
- Annual output of 4,000 publications

  350 Journals and 1,650 new academic books
- 22% of revenues are digital
- Journals 10% Print 15% Bundled (p+e), 75% E-only
- Books 80% Print, 20% E-only
- But Cambridge Book Online – 28,000 e-books

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Cambridge by numbers

- 90% of sales are made outside the UK
- 2,300 employees, with 55% of staff outside UK
- 60 offices in 40 countries, Major hubs in Cambridge, Madrid, New York, Mexico City, São Paulo, Singapore, Manila, Tokyo, New Delhi, Dubai, Melbourne and Cape Town

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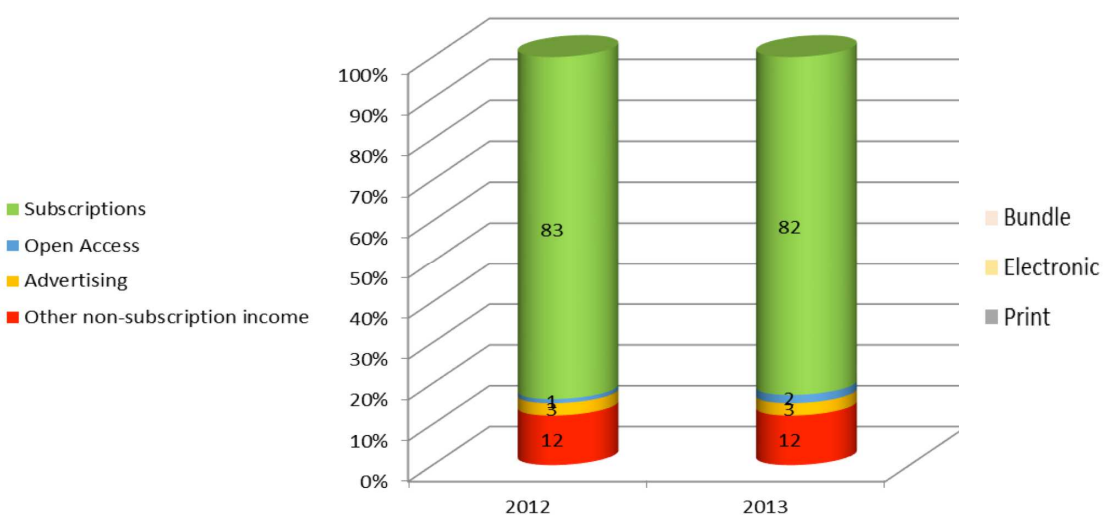
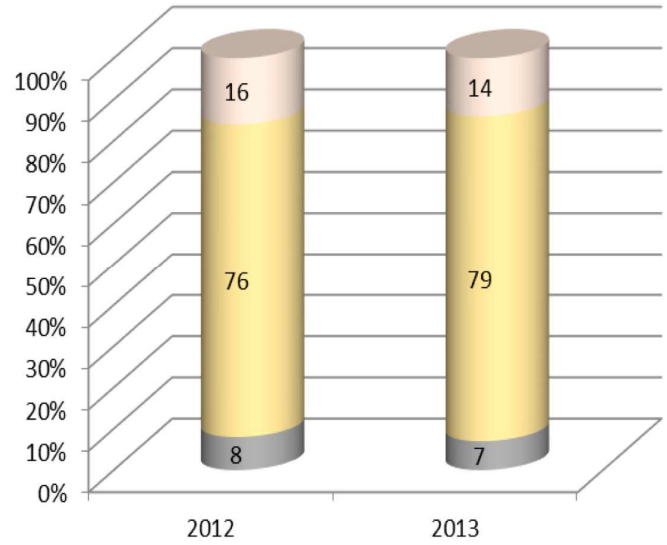
Cambridge Profile similar to other major Journal publishers - Share of income by type and format

Publisher's Association 2014





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Authors continue to be at the heart of our publishing – Author Services / Author Hub

JOIN A COMMUNITY OF AWARD-WINNING AUTHORS

Publish with us and you will join a prestigious group of award-winning authors includir Laureates. Throughout our 430 year history, we have published a distinguished group of the iconic John Milton, Isaac Newton and Albert Einstein to the more contemporary inclu Margaret Atwood and Stephen Hawking.

'It has been a privilege and a pleasure to work with Cambridge University Press over many years, and to benefit from the professionalism of execution and the sympathetic concern of editors for the integrity of the manuscript. Always look forward to further opportunities.'

Professor Noam Chomsky, ***Massachusetts Institute of Technology***

'I originally chose Cambridge University Press because they had international reach, language translations, the ability to think of the world rather than just a part of the world, but quite frankly one of the biggest reasons why I chose it was because they could think outside the box ... I've found that very delightful and really stimulating.'

Dr Stephen M. Stahl, ***University of California***

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But market, customer and user focus now essential

- Competition and global slowing or flattening of library budgets
- Changing distribution of global research funding
- Increasing role of technology to deliver content+
- + social media, support multiple formats, different format types (data, software etc, services)
- *all integrated*
- Open Access, Institutional Repositories and the role of the library/institution
- How? *Engaging more and listening to customers and users*

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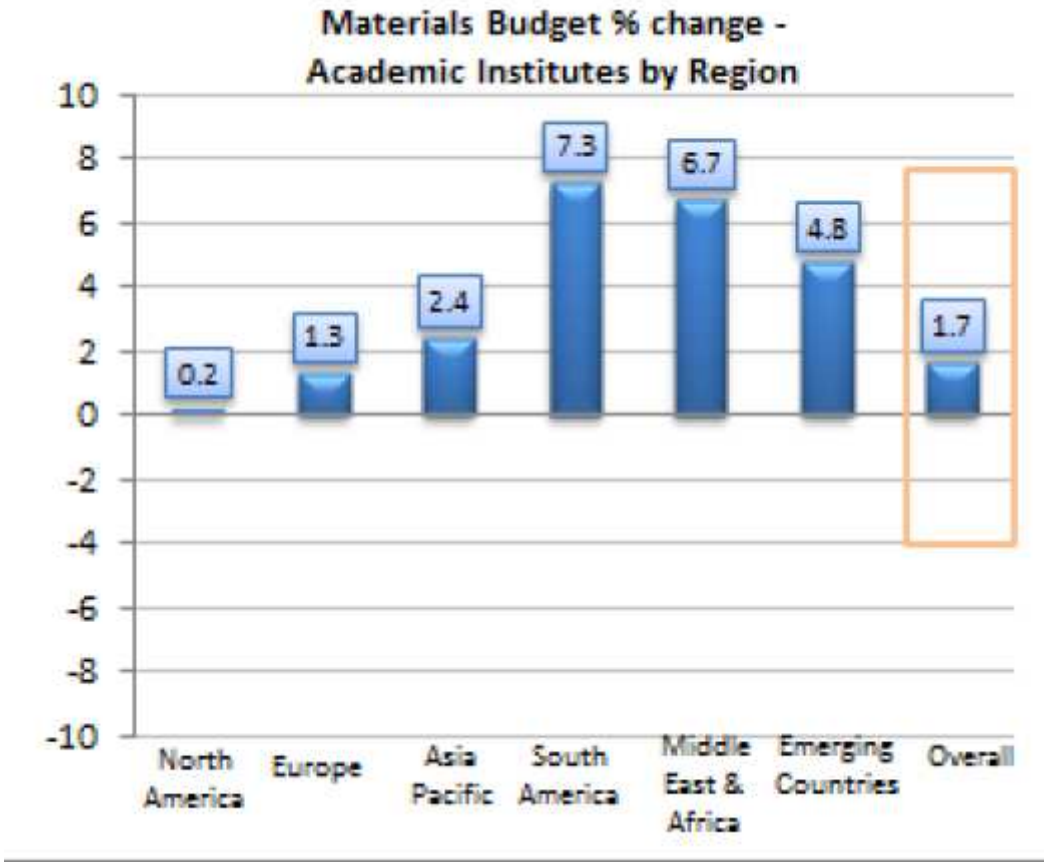
Library budgets – growth, but not much



- Survey predicts **average growth of 1.7% in academic library materials budgets in 2015** (cf. 1.4% last year)
- This breaks down into 1.9% for serials and 1.1% for books

Source: PCG library budget predictions report 2015

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Library Budget Predictions 2015

Source PCG 2015 Library Report

North America	
Books	-0.5%
Journals:	0.2%

South America	
Books	4.6%
Journals	5.7%

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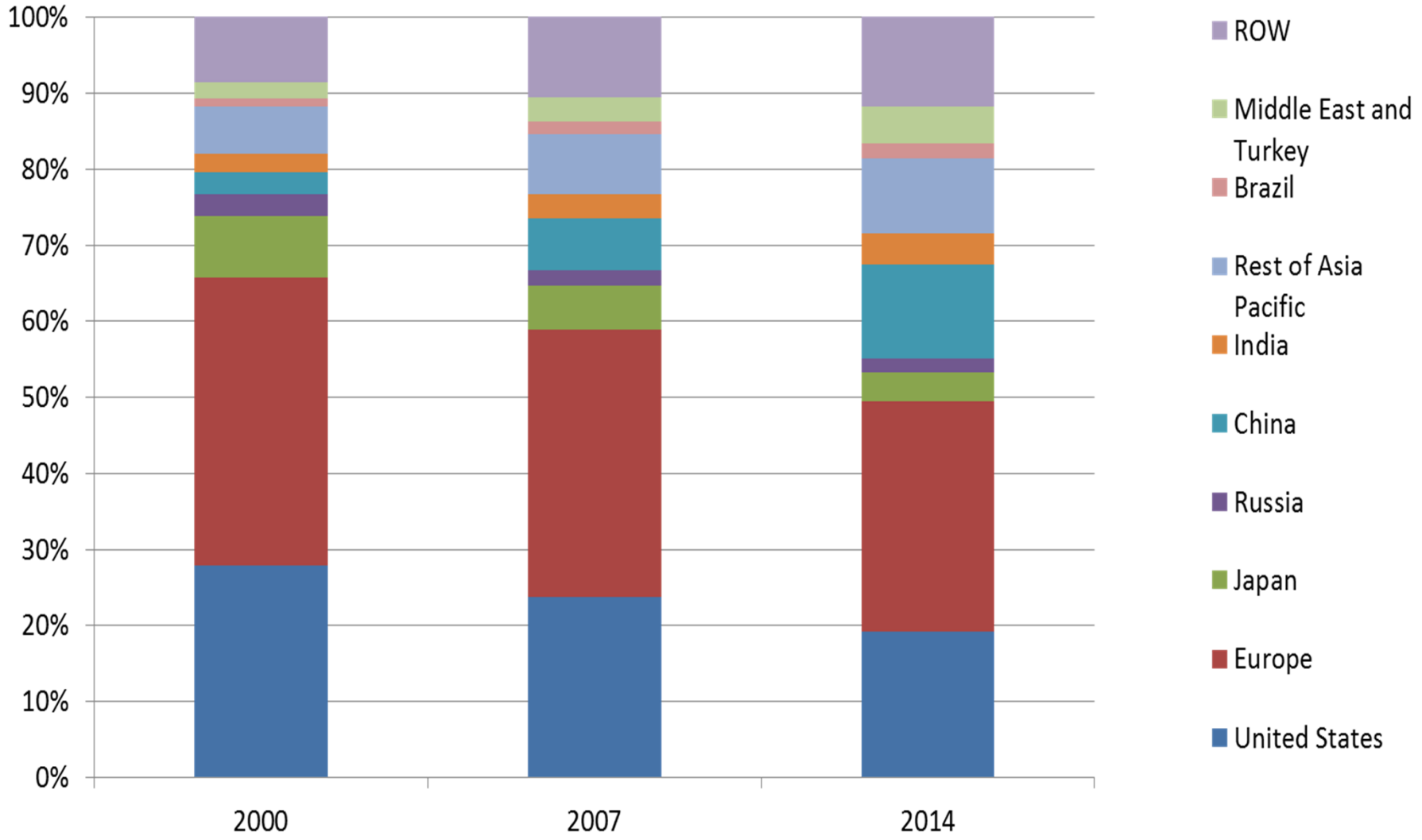
Market landscape: Global Research funding



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Library panel – key themes at recent events

- Focus on **outcomes**: student experience, engagement, achievement
- **Metrics** used to measure value are becoming increasingly important, complex and diverse
- New purchasing is increasingly driven by **academic demand** (rather than collection building)
- **Metadata** is key to discovery, driving usage, some libraries also value marketing material and tools to drive awareness of resources
- Adoption/recommendation is increasingly important to textbook sales as reading list software drives purchasing
- Varied but growing library support in publishing research outputs
- Increasingly complex business models for purchasing, value focus
- Spectrum of engagement with OA across regions/institution types
- Institutional repositories
- Support in training end-users is appreciated

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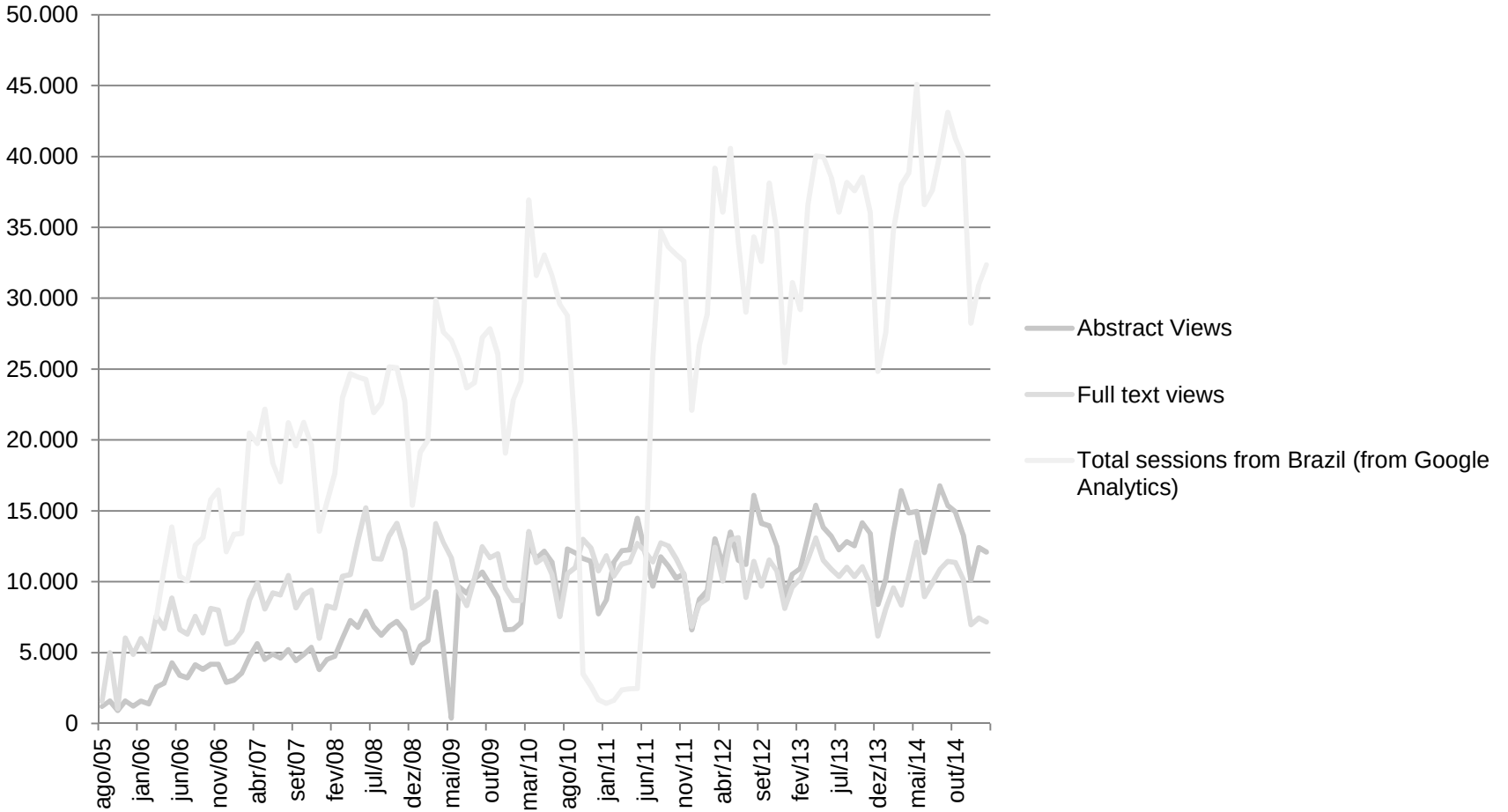
CAPES CJO usage and CJO sessions originating in Brazil combined



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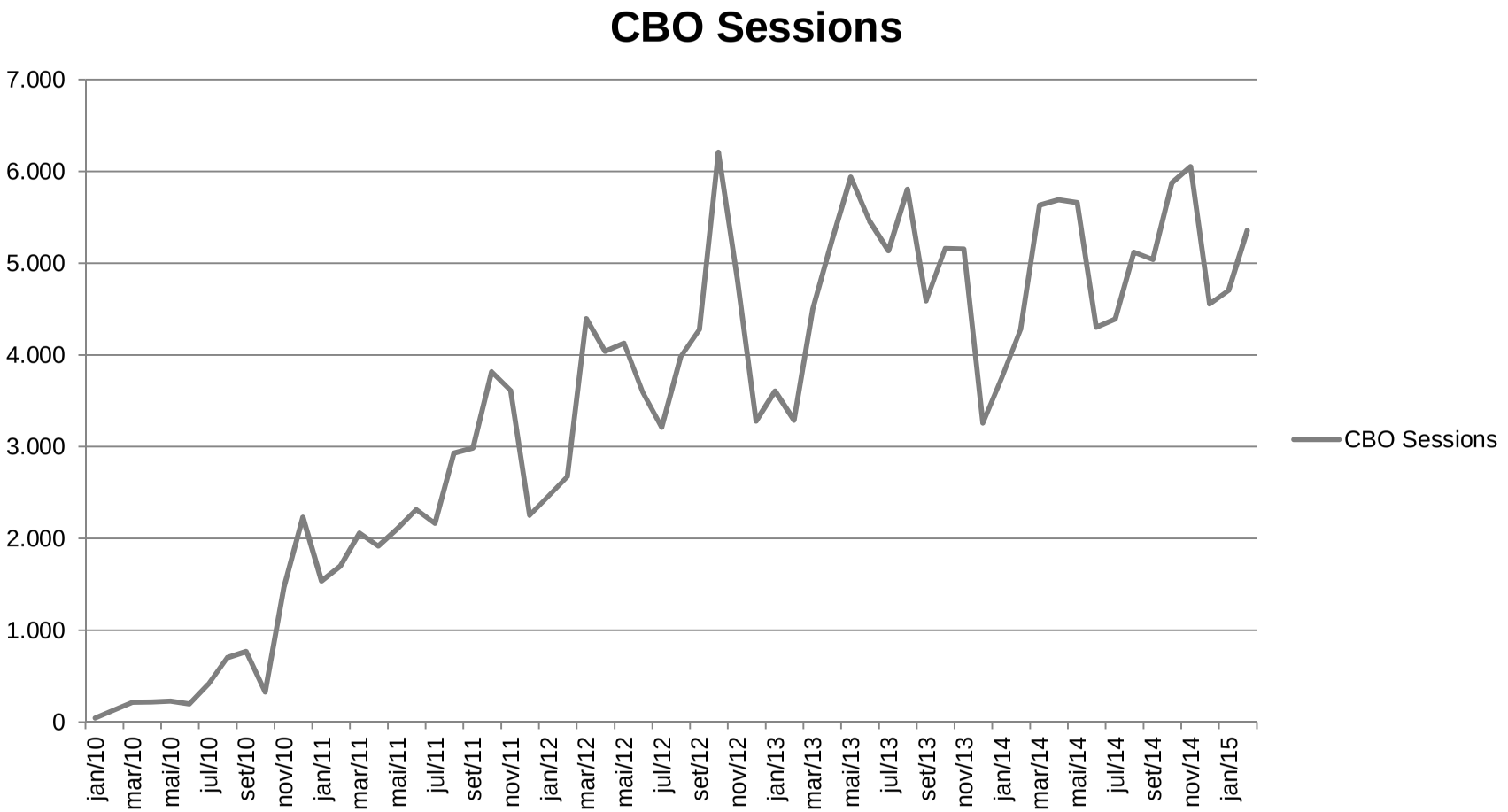
CBO sessions originating in Brazil



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Open Access

- 15 Pure OA, 200 Hybrid Journals
- Green OA publisher

- New OA launch: *Global Mental Health*

- Society subscription journal to OA*: Journal of Applied Agricultural Economics*

- New OA developments from existing titles
- *Expert Reviews in Molecular Medicine,*
- *Quarterly Review of Biophysics*
- *Parasitology Open*
- British Journal of Nutrition – *Journal of Nutritional Science*

- New society subsidized launch British Journal for the History of Science *BJHS Themes*

- Successful OA book publishing ***The History Manifesto*** by David Armitage and Jo Guldi

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New key titles

Paleobiology

The Paleontological Society

JOURNAL of PALEONTOLOGY

The Paleontological Society

ICHE Infection Control & Hospital Epidemiology

SHEA The Society for Healthcare Epidemiology of America

DISASTER MEDICINE and PUBLIC HEALTH PREPAREDNESS

SDMPH SOCIETY FOR DISASTER MEDICINE & PUBLIC HEALTH

Prehospital and Disaster Medicine

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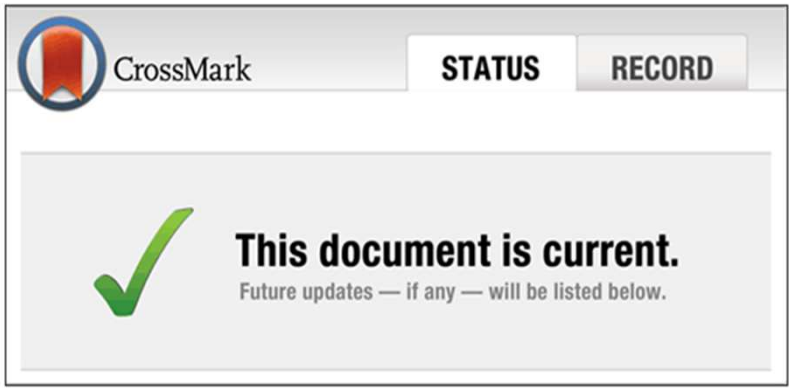
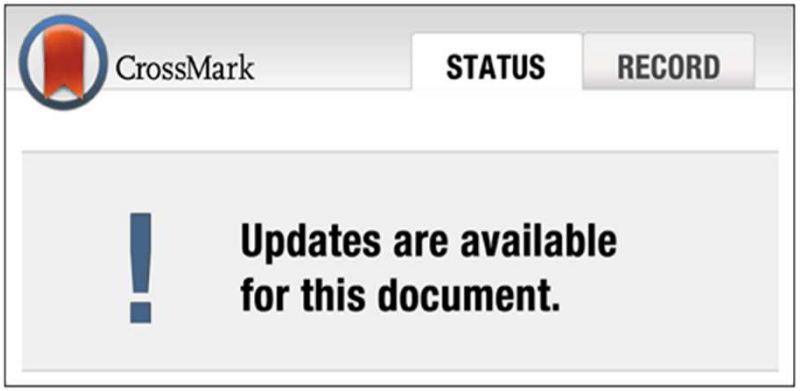
CrossMark

Provided by CrossRef, the CrossMark initiative is designed to **"help researchers decide what scholarly content to trust"**.

CrossMark assigns a stamp of verification to scholarly research which provides a live record of the article's authenticity.

CrossMark to be rolled out across most articles on CJO this year.





FundRef

FundRef allows authors to identify the funding bodies behind their research.

Articles submitted via CJO can now detail funding information

Work will follow to incorporate this functionality into our manuscript submission systems

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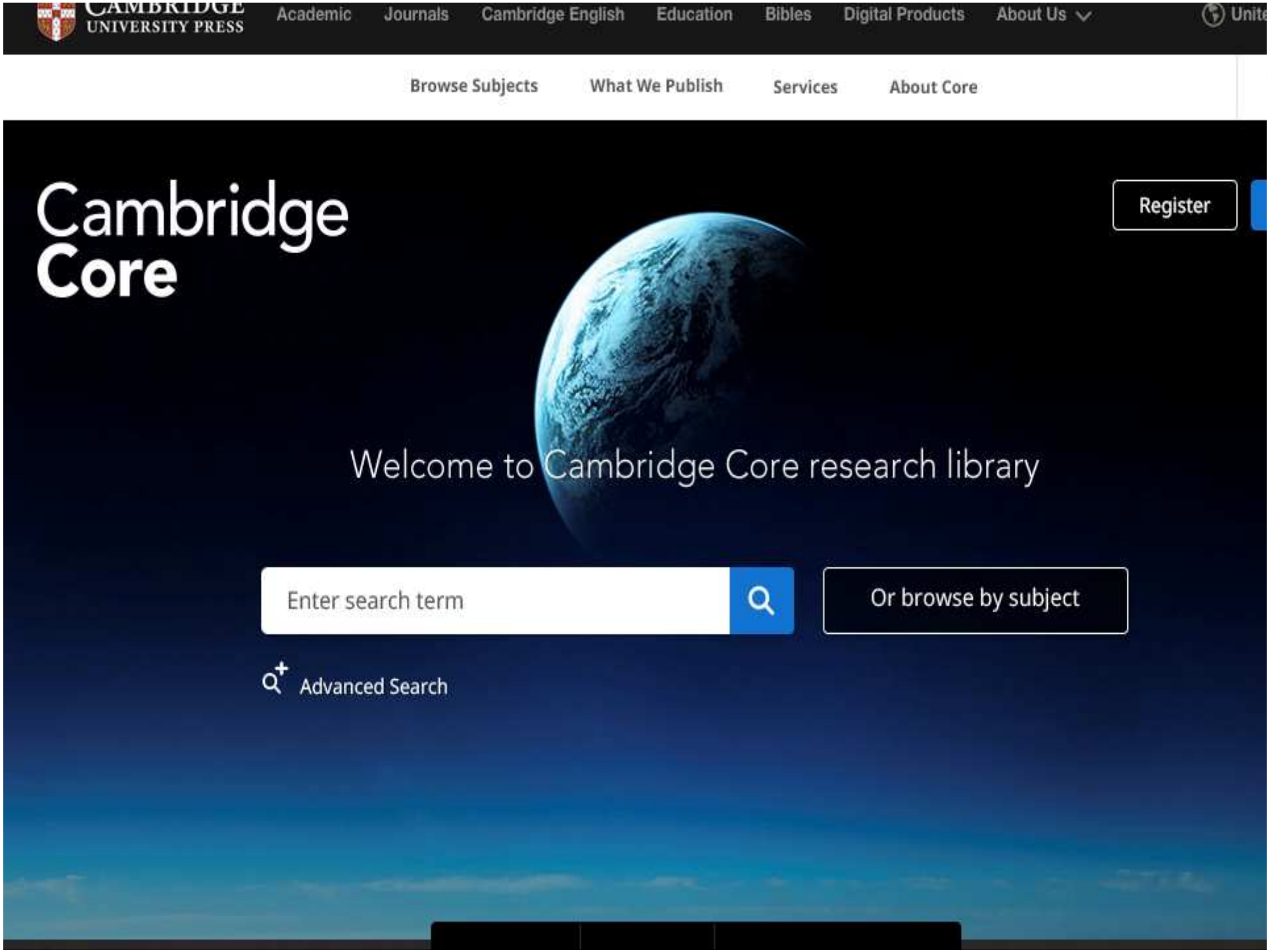
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Register
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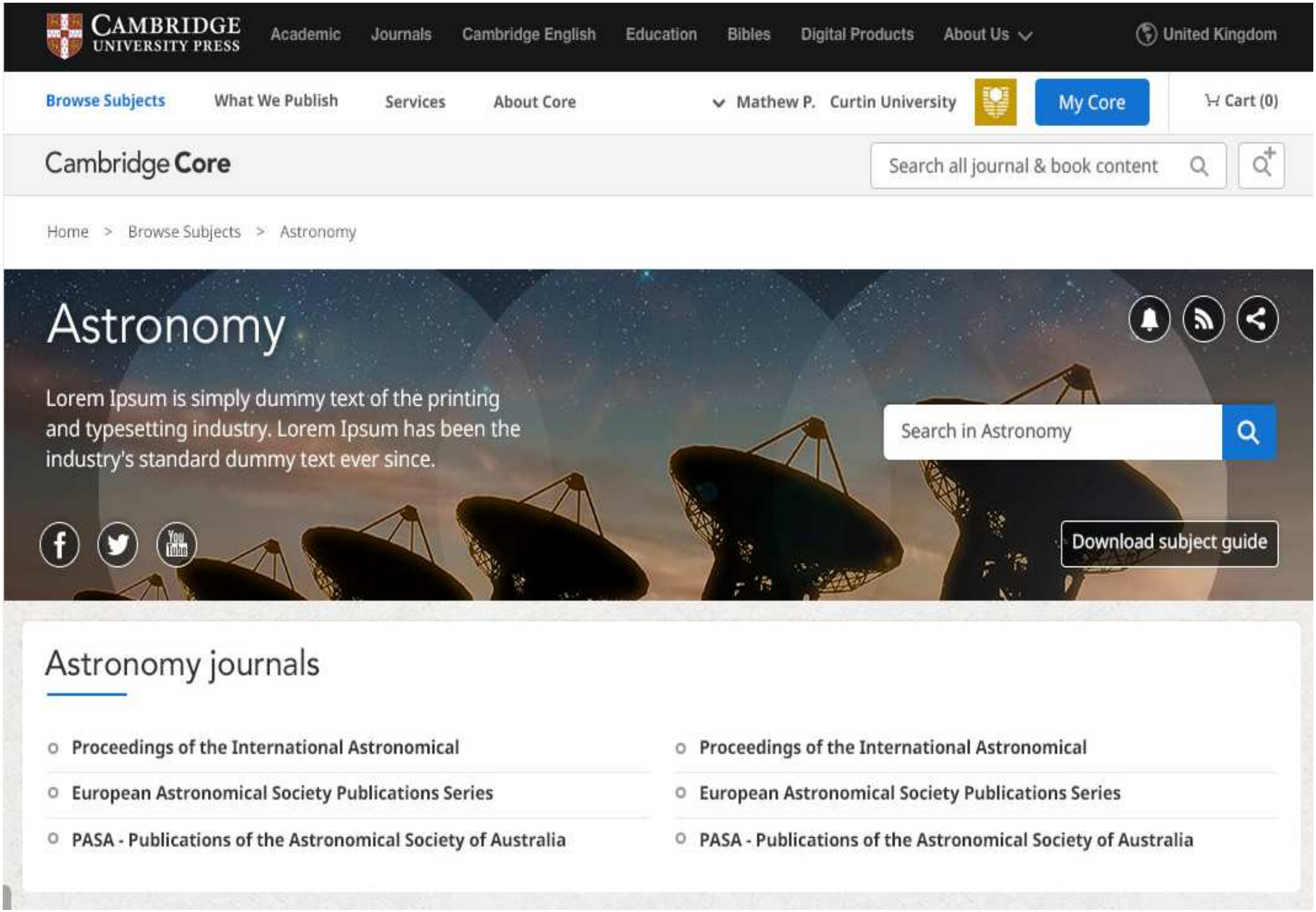
Enter search term
Or browse by subject
Advanced Search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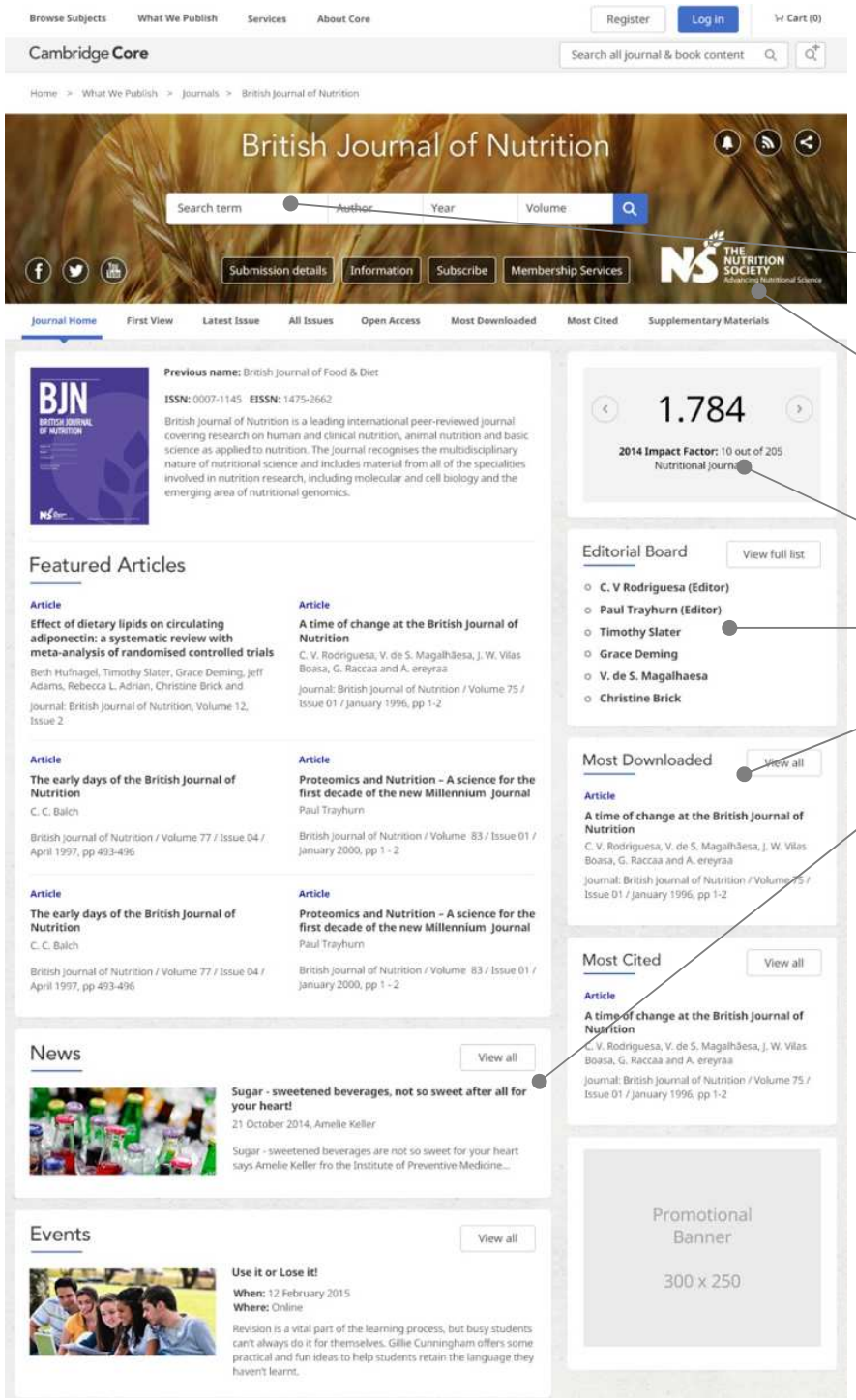

Journal Homepage

Ability to search within journal

Dedicated space for society branding

Customisable homepage display of featured content, key information, news, etc.

Focus on content

Links to featured articles are displayed front and centre, without having to scroll

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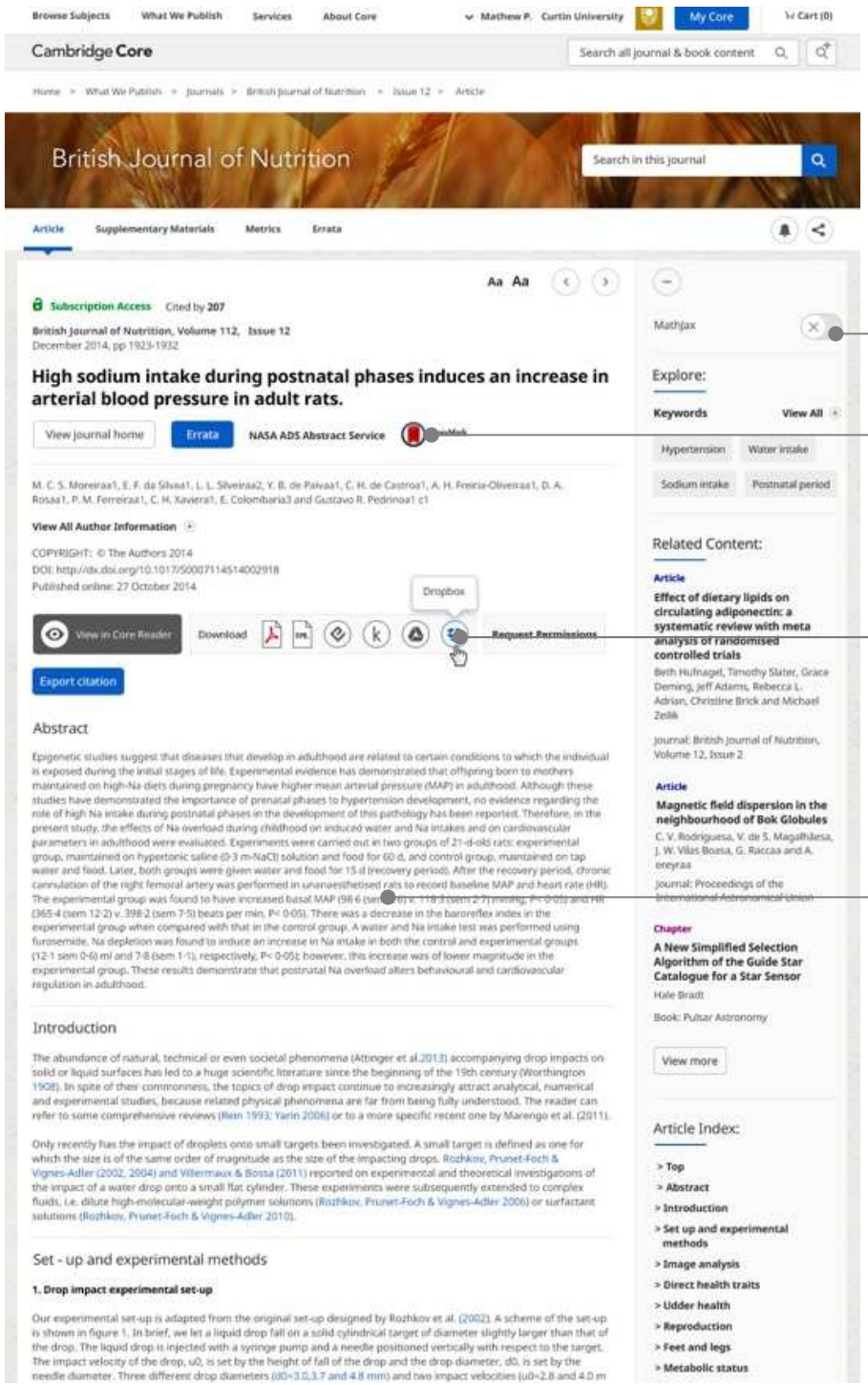

Article Abstract

Mathjax toggle on/off

CrossMark displayed across all article abstracts

Clear icons show multiple formats available

Clean, light display, with all key information on the right. **Focus on content.**

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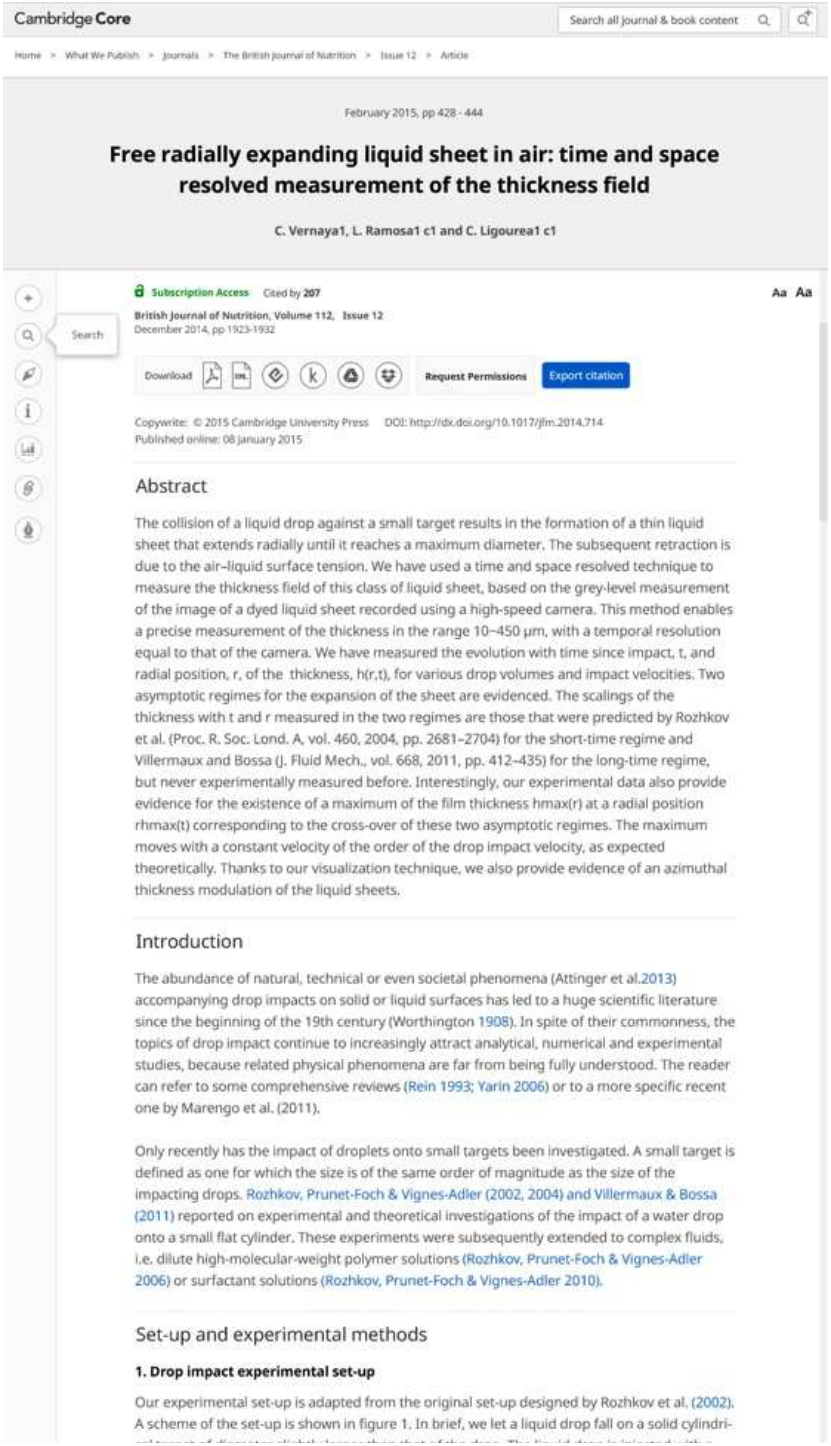

HTML Reader

- Clear, clean designs
- Focus on content and readability
- References and additional information ‘hidden’ in collapsible side column to ensure focus on article content

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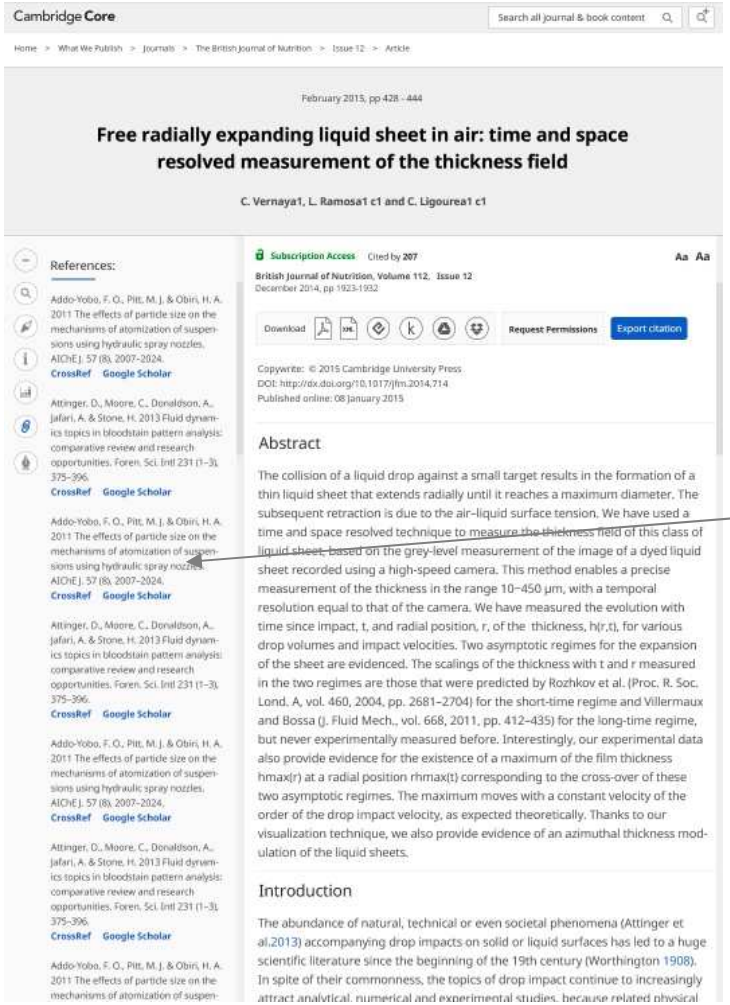
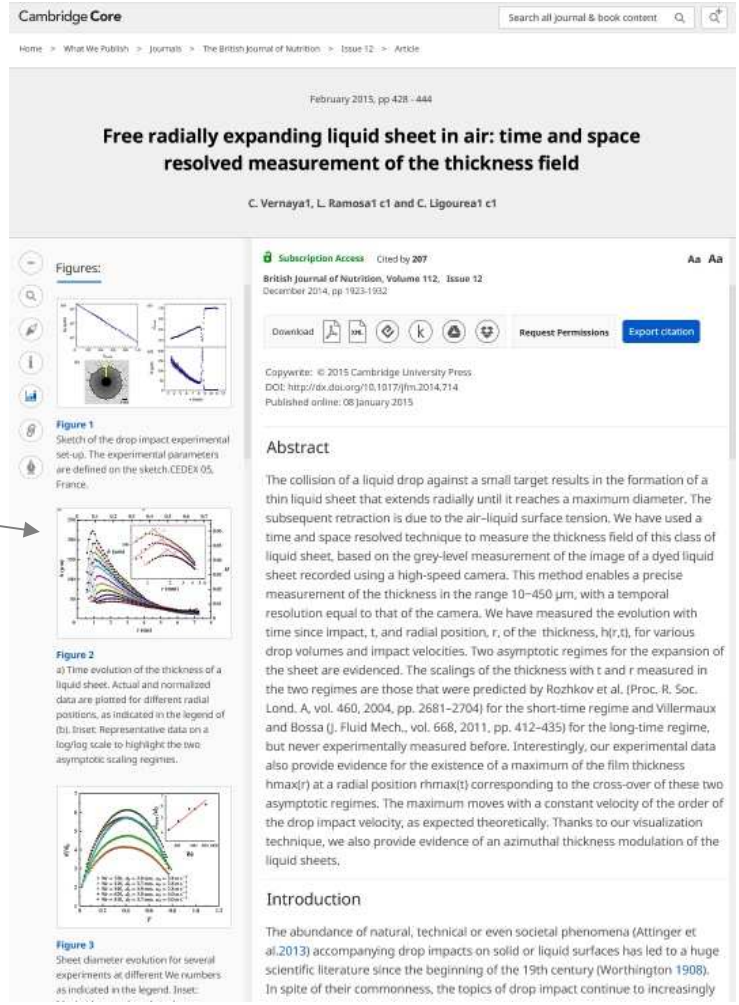
HTML Reader
(reference / diagram column expanded)



Option to expand right hand column to view additional resources.

Hidden by default to ensure uninterrupted reading experience.



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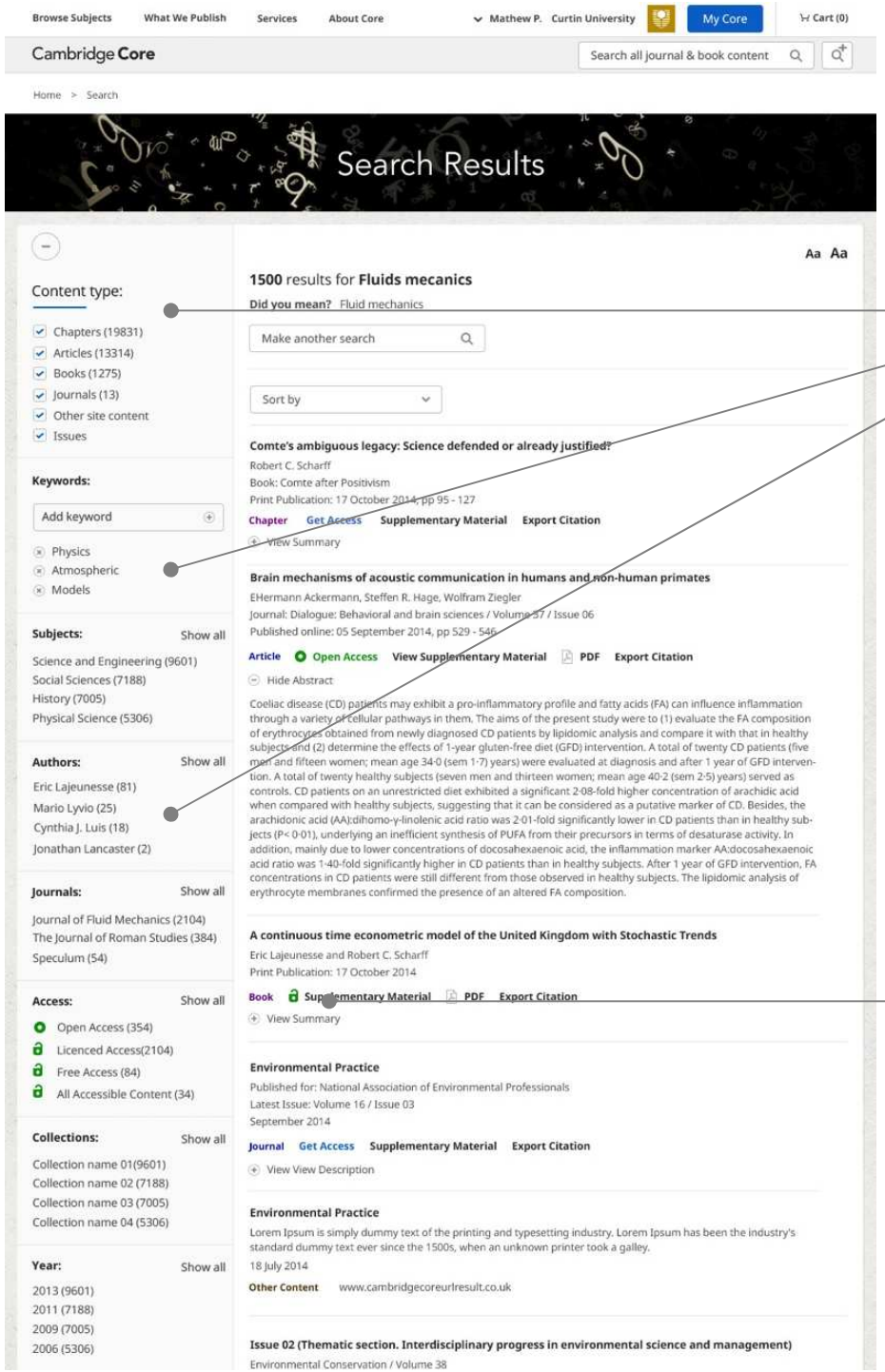

Search Results

Filter by:

- Content type
- Keyword
- Subject
- Author
- Journal
- Access type
- Date of publication

Clear access indicators within results

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