

Do I need to work with a publisher?

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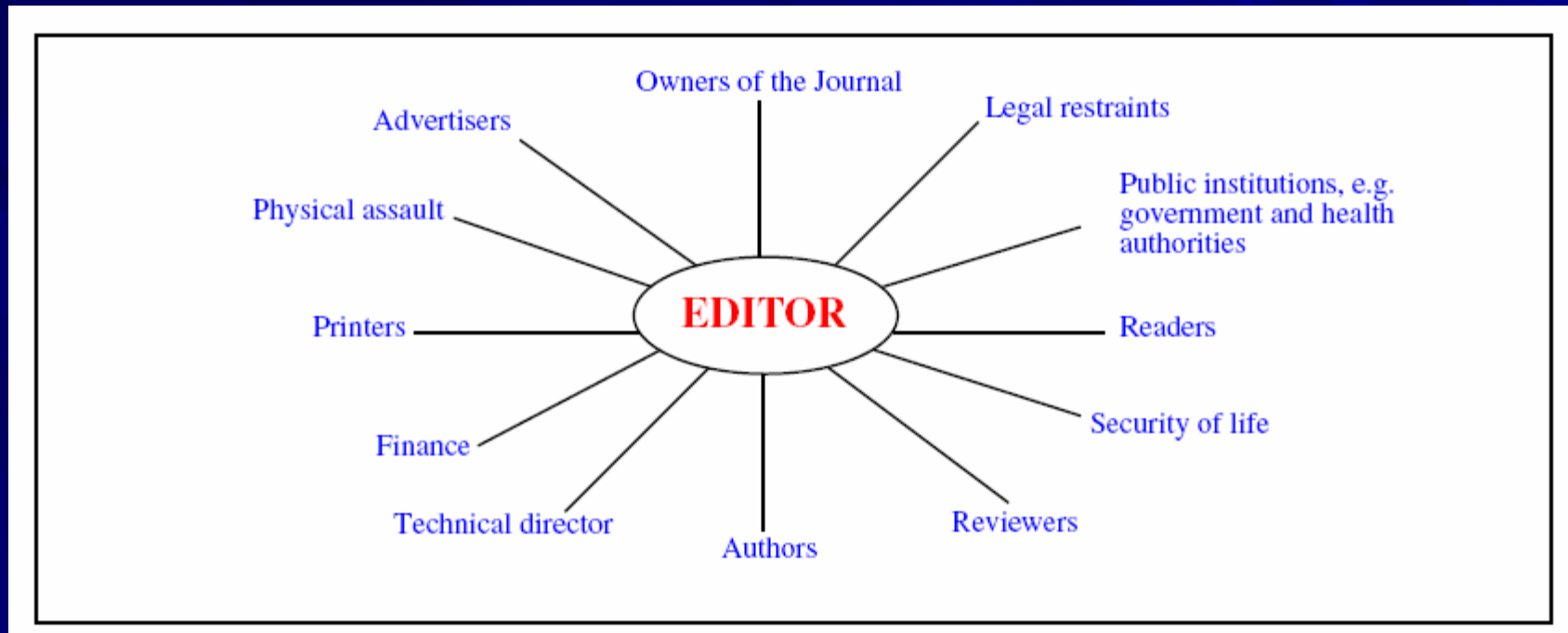
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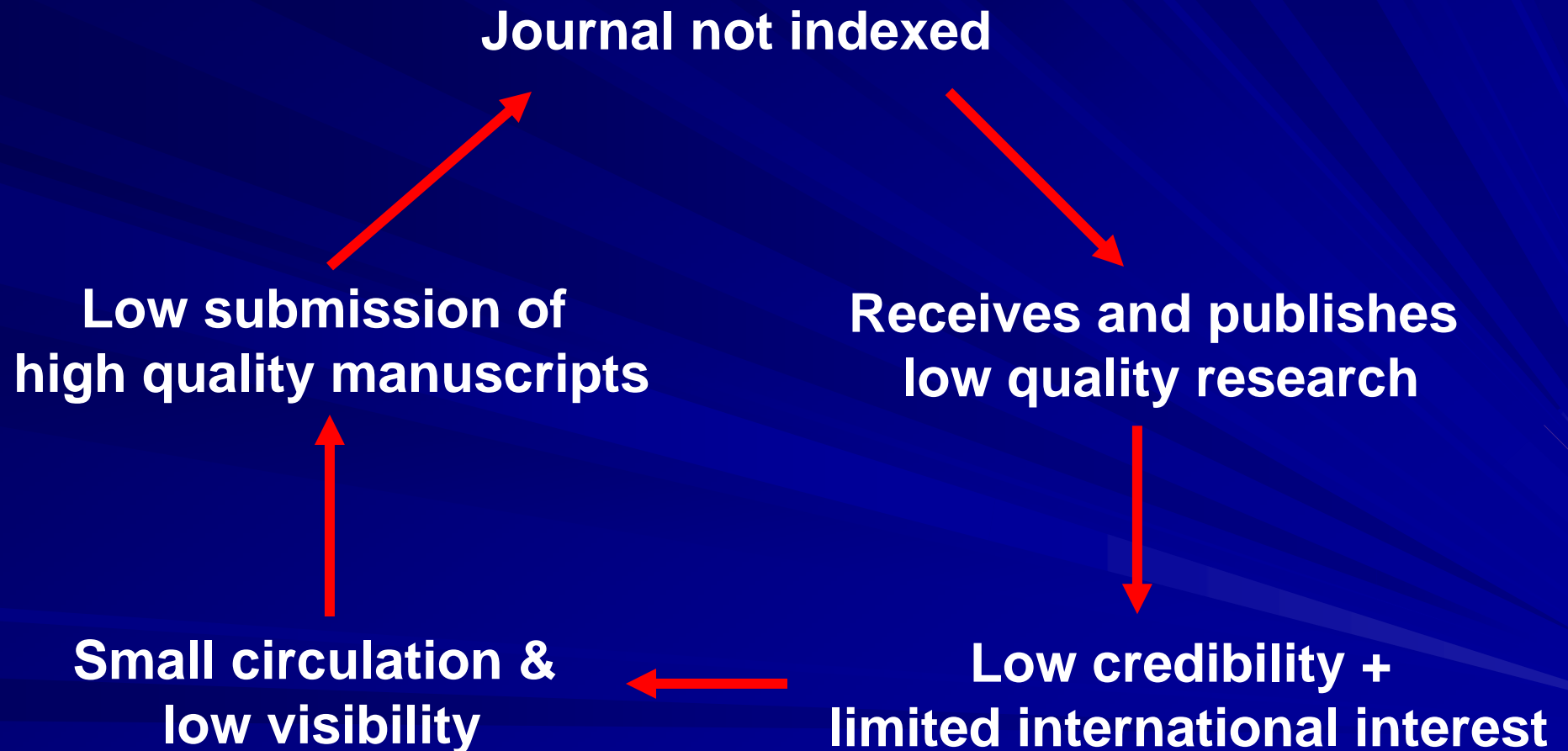
Pressures on an editor



Jawaid SA.

*Problems faced by editors of peer reviewed medical journals
Saudi Med J 2004;25: S21-25.*

The vicious cycle



Managing a journal – *the ground realities*

- Time to be devoted to journal in addition to clinical / academic commitments
- Efforts spent towards “non-scientific” activities
 - Production, distribution, promotion, subscription
- Lack of trained support staff
- Limited finances

The choices

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graph TD; A[The choices] --> B[Outsource certain areas and manage the rest]; A --> C[Work with a publisher];
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**Outsource certain areas
and manage the rest**

**Work with a
publisher**

What can a publisher provide?

- Expertise

- Income

- Visibility

Expertise

- **Editorial support**
- **Improvement in overall quality of journal**
- **Sharing of resources and technology by all journals managed by the publisher**
- **Guidance regarding journal indexation**
- **Website & online manuscript management**

Income

- **Funding from parent society**
 - May often be inadequate

- **Advertisements**
 - Machinery and manpower required

- **Subscriptions**
 - New and renewals
 - Requests for missing / back issues

- **Offprints**

- **Sponsorship for website**

Visibility

- **A good publisher has access to**
 - International organizations
 - Indexing authorities
 - Subscription agents
 - Document delivery agents
- **Increased subscriptions and visibility**
- **Enhancement of reputation for the journal as well as publisher**
 - A “win-win” situation

Choosing a publisher

- Analyze your journal & services required
- Draw up a list of realistic expectations
- Survey the market
- Communicate your requirements precisely
- Invite applications
- Short list candidates
- Discuss and negotiate proposal
- Choose a publisher appropriate to your needs

Making the partnership work

- **Detailed contractual agreement**
 - Financial arrangements
 - Procedures in the event of a dispute
 - Processes of renewal and termination
- **Understand and accept benefits and limitations**
- **Mutual respect and transparency of relationship**
- **Periodic review and course correction**

Are you a man of many hats?





Thank you