

Publishers as Site License Providers: Utilising the online environment to provide more than printed articles

The transition from publishing in print to publishing online allows publishers to give both users and libraries additional benefits and services when providing access to their content online.



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As academic research increases and researchers produce more articles, there are opportunities for vendors like Palgrave Macmillan to organise content and provide access through better channels, to ensure that both the user and the library enjoy optimum usage and value.

Over recent years Palgrave Macmillan's journals list has grown significantly as more academic societies choose our publishing platform based on our commitment to quality and customer service. Not only has the overall number of titles increased, but the Impact Factors have consistently improved. As we grow, we have been looking at ways to best meet the developing needs of our subscribers. As part of an overall company strategy to move to online, we are now selling online access to our journals as site licenses via our sister company, Nature Publishing Group (NPG). By recognizing that online is a separate product, which is not restrained by the same barriers or limitations as print, we are able to best utilize the online medium. Site licenses offer so much more to both the user and the library; and by decoupling the online product from print, Palgrave Macmillan are better positioned to offer increased benefits to customers.

Why is site license access the way to go?

Site license access provides additional user benefits including extensive linking, sophisticated searching, content feeds and advance online publication. To libraries advantages include: fairly-priced access, based on number of users not on number of sites; access to current content and a selected archive; post-cancellation rights; and desktop access for unlimited concurrent users. By offering site licenses through NPG we are able to offer extra value including discounts for customers purchasing multiple products, and a streamlined ordering and customer service process. NPG offers years of experience in providing site licenses to libraries. With representatives working out of offices in five countries, NPG is able to offer a very high-level of customer services and effectively meet the needs of our customers from around the globe.

We understand that the transition to site license access will be challenging for some existing customers who are concerned about change in content policies, and those that have not purchased through a user-based full-time equivalent (FTE) model before. We have dedicated staff to help our subscribers through the transition, and hope that for existing NPG customers, being able to work with their established NPG representative for Palgrave Macmillan site licences will be a significant benefit.

Benefits of Site License Access

- Fairly priced access, based on users not on number of sites
- Access to current content and a selected archive
- Post-cancellation rights
- Desktop access for unlimited concurrent users
- Discounts for customers purchasing multiple products
- A streamlined ordering and customer service process

2008 Site License Offer - FREE archive backfiles

Receive **January 2004-December 2007 backfile access FREE**, as well as the standard post-cancellation policy which covers the period of the site license. This is available to all customers purchasing a new 2008 site license or when you convert any Palgrave Macmillan 2008 online subscription to a site license.

Email: institutions@nature.com for more information.

What we do and where we are headed

Palgrave Macmillan is a global academic publisher, serving learning and scholarship in higher education and the professional world. We publish textbooks, journals, monographs, professional and reference works in print and online. As part of the Macmillan Group, we represent an unbroken tradition of over 150 years of independent academic publishing, continually reinventing itself for the future. By launching site license access for our journals we have increased the performance of our journal portfolio in terms of access, user-experience and customer service. As publishers we can now turn to what we do best and develop new and improved content and services.

As well as producing unrivalled academic journals focusing on the Social Sciences, the Humanities, and Business disciplines, we have recently launched *The New Palgrave Dictionary of Economics* online. Including more than 1,800 articles from over 1,500 eminent contributors and providing a current overview of economics, online access to the second edition of *The New Palgrave Dictionary of Economics* is set to be a must-have for all libraries across the globe.

What's next? With new web technologies and applications being developed at a significant pace and academic research growing rapidly, we have an exciting time ahead working to provide the very best content and user-interfaces to libraries and users of the future.