



## Press-Release

### Relaunch of the corporate website

<http://www.degruyter.de/> appears with a fresh design and provides extensive new features and functions

Berlin, 30 August 2007

Simpler, more accessible and even more international. These were the challenges for the update of Walter de Gruyter's internet presence.

The new interface is available with immediate effect. Access to the publishing house's complex product programme is provided either via a horizontal imprint bar or by a subject area bar in the left-hand menu. These provide access to the relevant series, multi-volume works and planned works, journals and electronic media. The home page provides quick links to important topics such as 'journals' or 'electronic media'. The shopping basket function has been optimised, the information on titles expanded and – of particular significance for our international customers – a complete English language version has been set up. In addition, users can link to the Google full-text search engine, in which de Gruyter is also involved, and search in the full text of books. "It is always a major challenge to combine 8000 available titles and 100 journals from the most varied subject areas into an accessible and appealing design that provides the user with ease of navigation. We are very happy with the result and - if the first feedback is anything to go by – so are our customers," says de Gruyter's Marketing Director Dorothea Kern.

The number of hits to the publisher's website has risen steadily since the first relaunch in December 2002 – the page view quote showing an increase of over 90%. A next major step forward will be the integration of the imprints of the two publishing houses of K.G. Saur and Max Niemeyer at the end of 2007.

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For more than 250 years, the independent scientific publishing house Walter de Gruyter GmbH & Co. KG, Berlin & New York, has published titles ranging from the humanities, medicine, and biosciences to law. De Gruyter publishes more than 500 new titles every year, half of them in English, approximately 100 journals, and a variety of digital products. In 2006, Walter de Gruyter GmbH & Co. KG acquires K. G. Saur and Max Niemeyer, creating one of the largest publishing houses in Continental Europe. <http://www.degruyter.de/>