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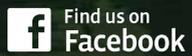
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Many thanks to Eric Fischer for the infographics.





De Gruyter Open is a leading publisher of Open Access academic content. Publishing in all major academic disciplines, De Gruyter Open (degruyteropen.com) is home to more than 350 scholarly journals and to over 200 books. Formerly known as Versita, the company is part of the De Gruyter Group (degruyter.com) and is a member of Association of Learned and Professional Society Publishers (ALPSP). De Gruyter Open's book and journal programs have been endorsed by the international research community and some of the world's top scientists, including Nobel laureates. The company's mission is to make the very best in academic content freely available to scholars and lay readers alike.

OPEN ACCESS PUBLISHING UNDER THE AUTHOR-PAYS MODEL

Under this model, publishing costs are borne by the author or author's affiliation. De Gruyter Open provides all services needed for Open Access publication. The journal receives a share of publication proceeds, which are collected by De Gruyter Open.

Benefits for the journal

- ▶ Publication costs covered by De Gruyter Open; the journal receives a share of revenues
- ▶ Online manuscript submission and peer-review system (Editorial Manager¹)
- ▶ Online system to detect plagiarism (CrossCheck)
- ▶ Full production and editorial services (copy editing, typesetting, proofreading)
- ▶ Allocation of DOI and metadata sharing with CrossRef
- ▶ Distribution to libraries and integration with library catalog systems
- ▶ Increasing citations as a result of greater visibility
- ▶ Indexing by approx. 400 different abstracting databases and over 150 services, incl. Thomson Reuters' Web of Science, Scopus and PubMed

OPEN ACCESS PUBLISHING UNDER THE ORGANIZATION-PAYS MODEL

Under this model, content is free to the reader, and costs are borne by the journal/series owner or supporting organization. There is a standard fee for each published article.

De Gruyter Open offers three packages

DE GRUYTER OPEN LITE

(includes essential publishing solutions and services)

- ▶ Inclusion of the journal in a strong collection of Open Access publications
- ▶ Dedicated journal webpage at degruyter.com
- ▶ Distribution of metadata to libraries worldwide; IP authorization
- ▶ Librarian support (FAQ, E-mail)
- ▶ Allocation of DOI and metadata distribution to CrossRef
- ▶ Online tool to detect plagiarism (CrossCheck)
- ▶ Preparation of publication metadata for sharing with abstracting and indexing (A&I) services
- ▶ Indexing by full-text repositories, as well as distribution to such repositories
- ▶ Indexing by open-access directories, as well as metadata sharing with such directories
- ▶ Storage by long-term preservation service(s)

Journals

- ▶ Indexing by Google and other search engines
- ▶ Pre-evaluation for Medline; preparation and pre-evaluation of application for Thomson Scientific; advice for augmenting citation frequency and Impact Factor
- ▶ Advice how to grow reference linking
- ▶ Content usage statistics

DE GRUYTER OPEN CLASSIC

- ▶ Includes all services listed under De Gruyter Open “Lite”
- ▶ Additionally, access to an advanced online submission and issue management system (Editorial Manager¹)

DE GRUYTER OPEN PRESTIGE

- ▶ Includes all services listed under De Gruyter Open “Classic”
- ▶ Additionally, we provide full production and editorial services, such as copy editing, typesetting, proofreading, and file composition

Additional optional services

Depending on your journal's requirements, De Gruyter Open is ready to provide a range of additional services:

- ▶ Consulting (e.g. how to transform your subscription journal into an Open Access journal)
- ▶ Submission Management (Editorial Manager¹)
- ▶ Production (Preprint Manager², copy editing and proofreading)
- ▶ Commerce Manager, a payment management system
- ▶ Distribution (e.g. sales and distribution of printed copies)
- ▶ Marketing (e.g. e-mail marketing)
- ▶ PR for single articles (drafting and distribution of article press release)

Optional services are priced according to individual needs and contracted separately.

1 **Editorial Manager** is an online submission and review system, allowing authors to submit manuscripts and track their progress. The system substantially improves the speed and efficiency of the peer review process.

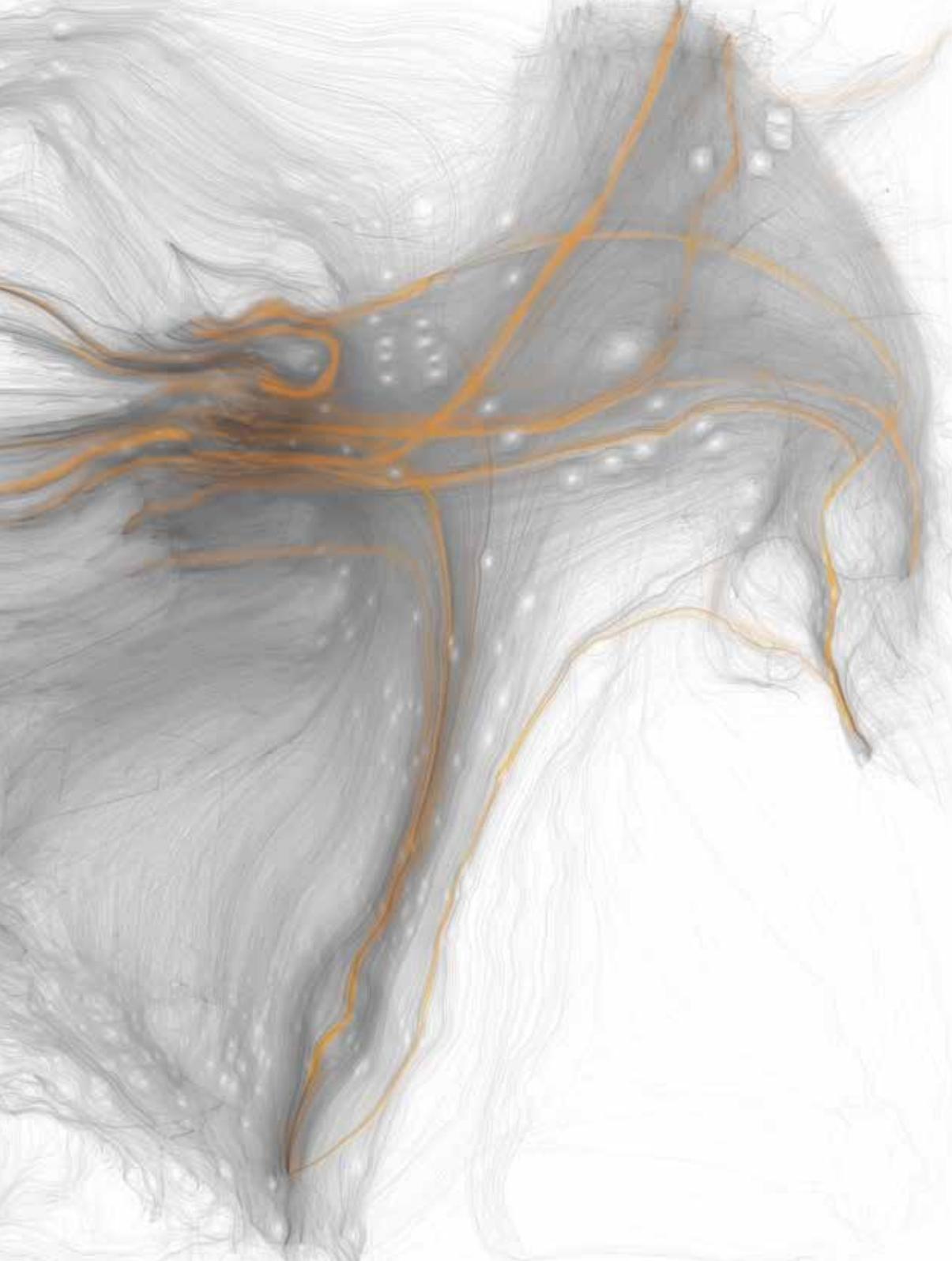
Benefits for journal editors, authors, and reviewers

- ▶ Improves peer review turnaround time
- ▶ Reduces editorial office shipping costs
- ▶ Uses E-mail to communicate with editors, authors, and reviewers
- ▶ Configurable to meet your dynamic workflow needs
- ▶ Interfaces with production systems
- ▶ Reduces time to publication

2 **Preprint Manager** is an online content management system for academic journals, books, and reference works. The system enables the scheduling and management of tasks such as copy editing, author proofing, composition, and issue publication.

Users of ProduXion Manager benefit from

- ▶ the streamlining of content production;
- ▶ reduced time to publication;
- ▶ increased control over cost and content-related production tasks; and
- ▶ the ability to rapidly “retool” production processes to create innovative publications and respond to changes in the competitive environment.



Books

OPEN ACCESS BOOK PROGRAM

This program offers a variety of publishing solutions and services for individual authors (Author-Pays Model) and organizations alike. While the program focuses on scholarly monographs, we also welcome edited volumes, and reference works. Our innovative approach to publishing results in an efficient review process for each book proposal and manuscript, and guarantees a quick turnaround time from book manuscript to publication.

Benefits for authors and organizations

- ▶ Professional creation of a PDF version of the manuscript
- ▶ Copy and language editing
- ▶ Royalties for authors and organizations from print edition sales
- ▶ Creative Commons Attribution, Non-Commercial, No Derivative license
- ▶ Product page at degruyter.com website
- ▶ Online manuscript submission and peer review system
- ▶ Online hosting and distribution platform
- ▶ Allocation of DOI and automatic metadata distribution to CrossRef
- ▶ Preparation of publication metadata for sharing with abstracting and indexing (A&I) services
- ▶ Inclusion in catalogs of ebook distributors, as well as distribution to such distributors
- ▶ Indexing by full-text repositories, as well as distribution to such repositories

- ▶ Indexing by open-access directories, as well as metadata sharing with such directories
- ▶ Arrangement for storage by long-term preservation service(s)
- ▶ Plagiarism detection system (CrossCheck)
- ▶ Application to Thomson Scientific
- ▶ Strong marketing support for each publication with well-established marketing tools
- ▶ “Print on Demand” service
- ▶ Optional in ePUB format for mobile devices

PUBLISHING WITH DE GRUYTER PROVIDES A NUMBER OF BENEFITS AND ADDED VALUES

EDITING

Virtually no manuscript is ready for print upon submission. Language editing, proofreading, typesetting, adding graphics, converting the file into standard formats such as XML, and creating metadata are not only time-consuming and costly, but also require special expertise.

ABSTRACTING & INDEXING

Just having an article published is not enough. The high number of published articles makes discoverability an essential issue. To be recognized as a first-class source of information, a journal must be widely available. And as most searching is now done online, it is paramount for individual articles and journals to be indexed by leading A&I services.

De Gruyter Open uses the XML metadata (and full text) format, which is based on NLM DTD, a widely used industry standard that enables automatic data export to a large number of partners. De Gruyter Open closely cooperates with the majority of A&I services, citation indexes, and discovery services such as Thomson Scientific, Scopus, PubMed/Medline, Google Scholar, Mathematical Reviews, Chemical Abstracts Service, EBSCO, and ProQuest databases, among many others.

GROWING IMPACT AND CITATIONS

For the most prestigious indexing services (Thomson Reuters Citation Indexes and PubMed/Medline) De Gruyter Open has developed tools to pre-evaluate journals in order to assess whether they qualify for application. If the preliminary evaluation is negative, the A&I expert will give recommendations on how the journal should be developed to meet the selection criteria of Thomson Reuters and PubMed/Medline. In addition, all editors of journals that are relevant to the above citation indexes receive tips for improving the impact factor.

WORLDWIDE DISTRIBUTION

With De Gruyter Open you can rest assured that your journal or book content will be available to universities and libraries worldwide. A frequently overlooked problem is that content distribution to libraries regularly requires IP authorization. We take care of this issue, ensuring distribution is truly global.

PRODUCTION

With De Gruyter Open, electronic publication of your journal is even simpler than posting it online at a website. Simply provide us with the manuscripts to be published – we take care of the rest. De Gruyter Open also offers “Editorial Manager,” an advanced peer review and online submission system.

PLAGIARISM DETECTION

To prevent plagiarism, De Gruyter Open offers CrossCheck plagiarism screening free of charge.

JOURNAL PROMOTION

Article-Level PR – We create news articles to showcase the research findings or reviews published in De Gruyter Open-owned journals. De Gruyter Open also subscribes to the services of Eurekalert and Alphagalileo to globally promote research results published across the De Gruyter Open portfolio, and to maximize their media coverage. By posting news onto dedicated, topic-specific websites, we can immediately reach more than 8,000 media professionals, who seek interesting science news to mention, comment on, or explore on their own websites and portals. The news article, consequently indexed by search engines, can open up the work to a wealth of new people, who may have never come across the journal or its authors otherwise. Publicity generates greater traffic to the published article and it can significantly enhance the prestige of the publication. Research shows that there is a link between publicized articles and increased number of full-text downloads. Media coverage of research articles brings about more referrals to the journal homepage and more citations for the article (compared to non-publicized articles in the same issue).

E-MAIL CAMPAIGNS

De Gruyter Open leverages its in-house databases to carry out micro-mailing campaigns. One example is our “cited mailing”. Sent to all authors cited in a given article, it presents them with the article in question and encourages them to submit articles to the journal in the future.

NEWSLETTERS

Users can subscribe to news and eToC alerts for journals at the De Gruyter website (degruyter.com). The service is free, and the alerts provide information readers are actively looking for.

LONG-TERM PRESERVATION

De Gruyter has an archiving agreement with Portico to ensure long-term monitoring, archiving, and management of the electronic publications stored on its servers. This means that your digital publications are backed up and distributed to ensure they remain available over the long term.

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PEER REVIEW

The peer-review process includes such activities as finding reviewers, evaluating reviewer reports, and checking manuscripts for plagiarism. In addition to connecting academics with editors, De Gruyter Open has technology in place to ensure the quality of published papers.