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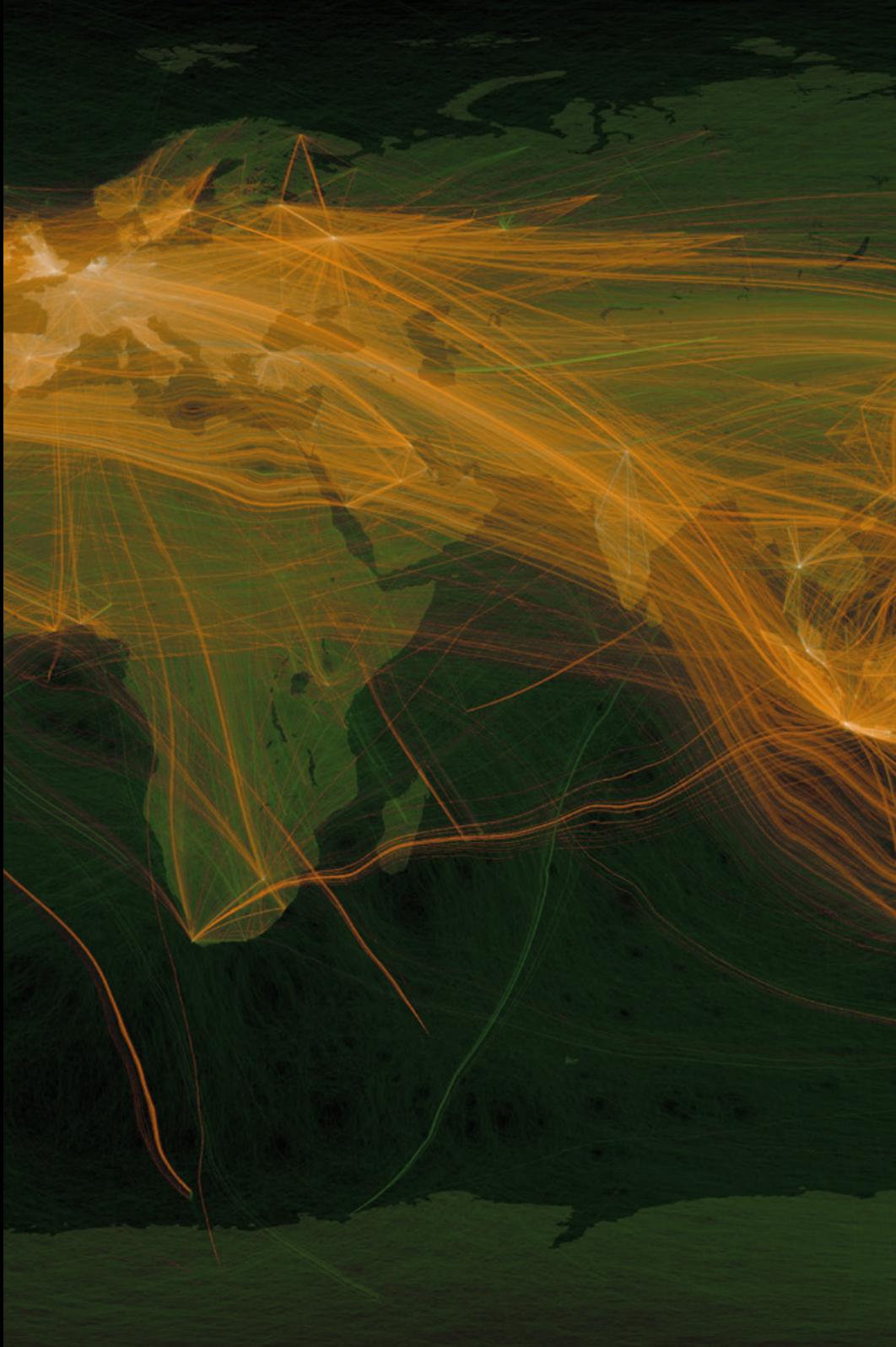
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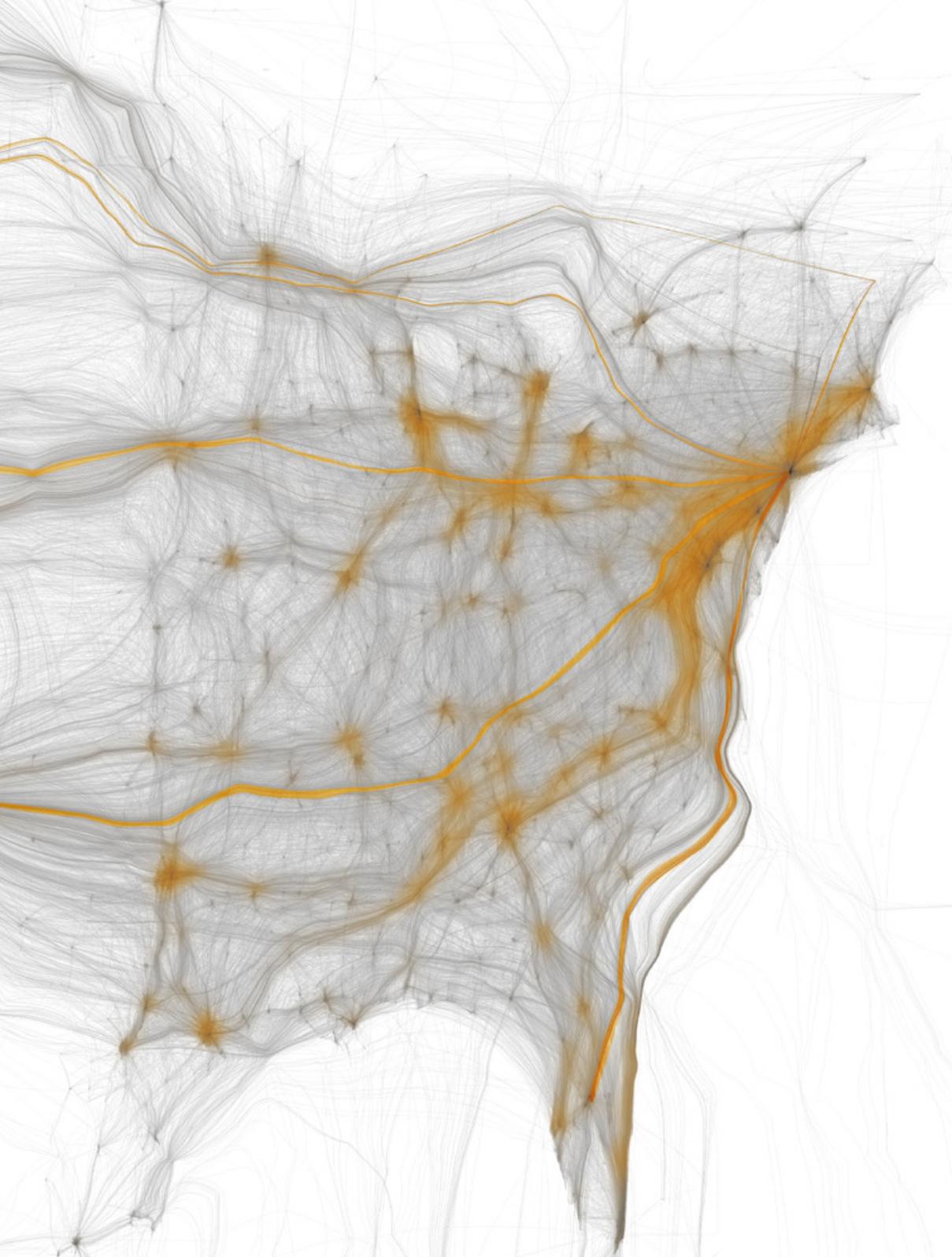
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Many thanks to Eric Fischer for the infographics.

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De Gruyter Open is a leading publisher of Open Access academic content. Publishing in all major academic disciplines, De Gruyter Open (www.degruyteropen.com) is home to more than 550 scholarly journals and to over 100 books. The company is part of the De Gruyter Group (www.degruyter.com) and is a member of the 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 institution. De Gruyter Open provides all services needed for Open Access publication. The collaborating journal receives a share of publication proceeds, which are collected by De Gruyter Open.

Benefits for the collaborating journal

- ▶ Publication costs are covered by De Gruyter Open; the journal receives a share of revenues
- ▶ Online submission and peer-review system
- ▶ Online tracking and management system (ProduXion Manager)
- ▶ Online system to detect plagiarism (Similarity Check, formerly 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. 150 different abstracting databases, incl. ISI and PubMed

OPEN ACCESS PUBLISHING UNDER THE SOCIETY-PAYS MODEL

Under this model, content is free to the reader, and costs are borne by the publisher of the journal (series) owner or supporting organization. There is a standard fee for each published article. *De Gruyter Open offers four packages:*

DE GRUYTER OPEN LITE

(includes essential publishing solutions and services)

- ▶ Inclusion of the journal in a strong collection of Open Access publications
- ▶ Electronic publication of a journal on professional hosting and distribution platform
- ▶ Dedicated journal webpage at www.degruyter.com
- ▶ Distribution to libraries worldwide; IP authorization
- ▶ Librarian support (FAQ, E-mail)
- ▶ Allocation of DOI and metadata distribution to Crossref
- ▶ Online tool to detect plagiarism (Similarity Check, formerly 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)
- ▶ Indexing by Google and other search engines

Journals

- ▶ Pre-evaluation for relevant services such as: Thomson Reuters, Scopus, Medline and application on behalf of Journal Owner; advice on augmenting citation frequency and Impact Factor
- ▶ Advice on how to grow reference linking
- ▶ Content usage statistics incl. full articles downloads and many more

DE GRUYTER OPEN CLASSIC

- ▶ Includes all services listed under De Gruyter Open “Lite”
- ▶ Access to the comprehensive online submission and issue management system as well as functionalities such as: reviewers database, reference management system, reviewers and editors’ attachments and many more

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
- ▶ Full text XML publication
- ▶ Journal promotional services called Marketing Extra

DE GRUYTER OPEN FULL

- ▶ Includes all services listed under De Gruyter Open “Prestige”
- ▶ Additionally, dedicated Managing Editor for your journal; they are responsible for editing your journal

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)
- ▶ Online submission and peer review system
- ▶ Online production, tracking and management system
- ▶ Production services (copy-editing, language polishing and typesetting)
- ▶ Publishing charges
- ▶ Sales and distribution of printed copies
- ▶ Marketing Extra (e.g. mailings to academics, mailings "cited", customized promotional collateral, Social Media Engagement, Press Release for single articles in dedicated media outlets and science press rooms and Journal Newsletter)

Benefits of Online Submission and Peer-Review System

- ▶ 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

Benefits of Content Production Tracking and Management system

- ▶ The streamlining of content production
- ▶ Reduced time to publication
- ▶ Increased control over cost and content-related production tasks
- ▶ The ability to rapidly "retool" production processes to create innovative publications and respond to changes in the competitive environment

OPEN ACCESS BOOK PROGRAM

The 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, reference works, and conference proceedings. The 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 www.degruyter.com website
- ▶ Online 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 (Similarity Check, formerly CrossCheck)
- ▶ Application to Thomson Reuters
- ▶ Strong marketing support for each publication with well-established marketing tools
- ▶ “Print on Demand” service
- ▶ Portable formats

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 sheer number of articles out there 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 Reuters, 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, Scopus and PubMed/Medline) De Gruyter Open has developed tools to pre-evaluate journals in order to assess whether they qualify for application. If the pre-evaluation is negative, an A&I consultant advises you on how to prepare the journal for application according to relevant service selection criteria. For journals already included in the Science Citation Index or Social Science Citation Index, the A&I consultant can advise editors on how to boost their Impact Factor and number of citations.

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 a sophisticated system to help editors manage the editorial processes.

PLAGIARISM DETECTION

To prevent plagiarism, De Gruyter Open offers Similarity Check (formerly CrossCheck) plagiarism screening free of charge.

JOURNAL PROMOTION

Article-Level PR: We create articles to showcase the research results or reviews published in De Gruyter Open 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, once indexed by search engines, can expose 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 an 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 (www.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.

COPYRIGHT MANAGEMENT

De Gruyter Open obtains approval for Open Access license agreements from users, manages permissions for accessing and administering journal content, and helps to enforce copyright protections.

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.

JOURNAL MANAGEMENT

De Gruyter Open provides a Managing Editor (ME) assigned for a journal. ME is responsible to implement efficient editorial workflow, build up the journal organization scheme as well as takes care of organization duties. ME balances between Journal Owner and De Gruyter Open in order to effectively edit journal.