



## Guidelines for journal proposals

Your journal proposal should include some specific information that will be very helpful to us for determining how the journal would best fit into our current publishing program and could be optimally supported by our marketing and sales teams.

The following are a few preferred parameters which should be considered in your proposal:

### *Editor and Board*

Preferably one, two editors at the most.

Board: international distribution of board members, if topic of the journal suggests just that (there may be exceptions which can be discussed).

### *Language of Publication:*

English only; we do technical copy-editing but no “language polishing”, i.e., putting it into “correct English”. Please note that the “style of writing” must conform to standard English.

### *Reviewing Process*

Articles must have undergone an anonymous reviewing process — either “blind review” or “double blind review” (our preference) — before being accepted for publication.

### *Frequency and Length of Journal*

Preferred issue length: 150pp / 200pp

Preferred frequency of publication: 2 - 4 issues per year

## Collaboration proposals for already-existing journals

Your journal proposal should include the following information:

1. What is the concept behind the journal and its intended audience? How does it complement Mouton’s current publishing program (cf. [www.mouton-publishers.com](http://www.mouton-publishers.com))?
2. (If applicable) What is the current print-run of the journal?
3. (If applicable) What is the frequency of publication and publication history of the journal (e.g., since when has it been published? where is it published?)
4. What types of membership does your society have, and what are the annual dues?
5. How many members of each type does your society have?
6. How many articles are expected to be published per year – over how many pages annually?
7. (If applicable) What is the current member rate for subscriptions?
8. If not a society journal: Are there societies for which the journal could potentially become the official organ (society journals = certain guarantee of subscriptions)?

9. How many subscribers does the journal currently have? What types of subscribers are they (i.e. individuals / institutions)? Can existing subscriptions be contractually transferred to the new proprietor along with the journal?
10. Is the publication subsidized (e.g. by an academic institution or other organization)?
11. How can back content (i.e. older issues) of the journal currently be accessed? Do digital files exist of back content? Who holds the copyright to these files?
12. How is the copyediting process currently handled?
13. Are there any existing agreements (e.g., for special prices, discounts, etc., or with periodicals agencies regarding backfiles)?

### **Proposals for new journals**

Your journal proposal should include the following information:

1. Describe the concept behind the journal and its intended audience. How does it complement Mouton's current publishing program (cf. [www.mouton-publishers.com](http://www.mouton-publishers.com))?
2. Suggestion of journal editors and a brief explanation of why they are fitting choices for this journal/topic.
3. Suggestion of editorial board members.
4. Frequency of publication.
5. How many articles are expected to be published per year – over how many pages annually?
6. How will the journal's editorial office be set up? Will there be a student assistant or another person to handle the copyediting process for the article manuscripts?
7. What type of peer review process would be set up for the journal (blind or double blind)?
8. Is there an academic institution or other organization interested in subsidizing the publication?
9. Are there societies for which the journal could potentially become the official organ?

If you are an organization or society, please also consider the following:

10. What types of membership does your society have, and what are the annual dues?
11. How many members of each type does your society have?
12. What subscription price do you suggest for your society members, and how could the subscription be incorporated into the annual dues?

Please submit your proposal via email to [Marcia.Schwartz@degruyter.com](mailto:Marcia.Schwartz@degruyter.com)

We look forward to hearing your ideas for a new journal project.

Best wishes,  
DE GRUYTER MOUTON