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Welcome to the SAGE Author newsletter. We're committed to keeping you up to date with all the latest news and activities from the SAGE community, and welcome your suggestions for future topics and features. We're always pleased to hear from you, so do get in touch by contacting your Marketing Manager or by emailing [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk)

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## Celebrating the success of the academic community



Above: Gerard Kelly (left), Editor of the Times Higher Education Magazine and Clive Parry (right), SAGE Marketing Director, presenting the award for Young Academic Author of the Year to Richard Toye at the Times Higher Education Awards

In November 2007 SAGE was delighted to sponsor the prize for Young Academic Author of the Year at the Times Higher Education Awards. SAGE presented the trophy and a cheque for £5,000 to Richard Toye, of Homerton College, Cambridge, at a glittering awards

ceremony in London. The awards aim to raise awareness and reward the contribution that British universities make to the economic and cultural health of Britain. For information on the 2008 THE awards, visit [sagepub.co.uk/awards](http://sagepub.co.uk/awards)

## SAGE eReference now available to all UK HE institutions

We're delighted to announce a new agreement between JISC Collections and SAGE that significantly widens access to **SAGE eReference** for universities and colleges across the UK.

Launched in January 2007, SAGE eReference contains over 60 award-winning encyclopaedias covering a diverse range of subjects, from arts and humanities to health, science and the social sciences.

The JISC license enables UK institutions to purchase eReference at a significantly reduced rate. The terms of the license also ensure that staff, students and researchers can make the best use of these high quality online resources for education and research. For example, excerpts can be incorporated into traditional teaching and learning materials such as reading lists, course handouts, student assignments, study guides and presentations, as well as Virtual Learning Environments, electronic course packs and learning objects. Visit [sage-e-reference.com](http://sage-e-reference.com) for more information.



Above: John Shaw, Director of Publishing Technologies at SAGE accepting the PSP award for Best Platform

## SAGE Journals Online – an award-winning journals platform

Earlier this year *SAGE Journals Online (SJO)*, our online journal delivery platform, was named “Best Platform” by the Association of American Publishers’ Professional and Scholarly Publishing division. The PSP Awards for Excellence recognise the very best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content in 28 disciplines.

*SAGE Journals Online (SJO)* provides access to over 485 SAGE journals across more than forty disciplines. Developed in association with Stanford University’s HighWire Press, we have continually developed the SJO platform, adding enhanced features based on feedback from users and librarians. We aim to provide the best possible user experience, and are thrilled that our efforts have been recognised by this award.

## Methodology.co.uk – The New Home for Research Methods

At the end of January, SAGE launched **methodology.co.uk** – a new resource for the research methods community. Highlights of the site include profiles of key books and journal articles in Research Methods, advice on various software packages, listings of mailing lists and discussion groups and much more.



Methodology is unique in that it’s not just a platform for promoting SAGE authors and content, but aims to be a resource for the whole Methods community of lecturers, students, authors and teachers. As the leading publisher in Research Methods we’re committed to supporting this distinct group, and hope that methodology.co.uk will become the number one resource for anyone looking for advice and information, content, and contact with other researchers in Methods. We’d love to hear your feedback on the site: email [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk) if you have ideas for additional content and developments.

## Record-breaking usage!

In November 2007 we made our journal content free on SJO to anyone who registered for access. The result of this was that we had a jaw-dropping 100,458 registrants. Usage was equally record-breaking, with over 7 million downloads in one month. Having greater amounts of information on our journal users will now enable us to provide better, more targeted marketing for all our authors.

Visit our award winning platform at <http://online.sagepub.com/>

## Even More Functionality for SJO – Social Bookmarking

Social bookmarking is an increasingly important channel of discoverability for academic articles, enabling lecturers and researchers to share their list of useful websites and articles all from one convenient ‘social bookmark’ URL with other department members or students.

The following social bookmark links are now available on SJO at the article level:

Connotea - <http://www.connotea.org/>

Digg - <http://digg.com/>

CiteULike - <http://www.citeulike.org/>

Reddit - <http://reddit.com/>

Del.icio.us - <http://del.icio.us/>

Technorati - <http://technorati.com/>

These features are found at the abstract level on SJO, which is freely available, and is the page people link to from a search engine. Having these links on SAGE articles allow the articles to be tagged up and listed by these services at the click of a button, opening up the potential for SAGE articles to be found, downloaded and cited much more easily.

## The Launch of SAGE-Hindawi Access to Research

At the end of 2007 SAGE entered into a partnership with the Hindawi Publishing Corporation to develop an Open Access journals publishing programme. Under this new initiative, all SAGE-Hindawi journal articles will be made freely available online at the point of publication, funded by author charges in the form of Article Processing Charges.

Open Access is a relatively new publication model for scholarly journals that enables immediate, worldwide, barrier-free access to the full text of articles published online. All readers can read, download, and/or print any Open Access articles without requiring a subscription.

SAGE is the largest commercial publisher to offer a 'Gold' model of Open Access, which reflects our commitment to providing the best service we can to support our authors. By embracing this model, we are not only enabling our authors to comply with funding body requirements, but we will also gain some invaluable experience of a developing publishing model, which will enable SAGE to support our authors in any future changes towards Open Access publishing.

For more information on the SAGE-Hindawi partnership visit [sage-hindawi.com](http://sage-hindawi.com)



You can also read more about the SAGE-Hindawi partnership in Research Information Magazine: [researchinformation.info/features/feature.php?feature\\_id=158](http://researchinformation.info/features/feature.php?feature_id=158)

## SAGE at the London Book Fair

SAGE attends over 300 conferences worldwide each year with a stand for displaying and selling our books and journals. One of the largest we attend is The London Book Fair, the global publishing community's leading spring forum for booksellers, publishers, librarians and book production services. It provides a concentrated three-day trading and educational platform offering access to the world's books, valuable business contacts and shared knowledge.



The Book Fair is held at Earls Court in London from 14th - 16th April, 2008.

SAGE is exhibiting on stand L315, so if you are attending the fair please do come by and say hello, or email us beforehand at [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk) to ask for more information.

## e-books at SAGE

SAGE's e-book programme is continuing to grow rapidly in 2008. We have partnered with Microsoft as part of their new Live Search Books programme and Google for their Google Book Search programme. This allows users to browse through the titles (views are limited to only 20% of the book's content) and once these sites are completely populated there will be over 3,000 SAGE UK titles available. We have also partnered with e-book aggregators MyiLibrary, Ebrary, E-Books Corp and Dawsons. This means that the amount of content available to students and libraries around the world will improve vastly. It is an exciting project and one which is critical to meeting the needs of the marketplace.

## Online Author Survey – Your Feedback

In October 2007 we launched our latest online survey for our books authors. We're delighted that so many of you have already taken the time to complete this, and to give us your comments. We're also particularly delighted that so many of those responses (over 95%) said they would publish with SAGE again in the future!

We published 269 books in 2007, which was a record number, increasing from 245 the year before. Despite the increased number of publications, we maintained our focus on quality production, with excellent feedback from authors in our most recent books author survey. On text design, 60% of authors thought our text designs were 'Excellent' and a further 27% rated them as 'Good'. On copy-editing we were rated 'Excellent' or 'Good' by 83% of authors, with some very complimentary comments. We continue to measure ourselves against the feedback we receive from authors and are always looking to improve.

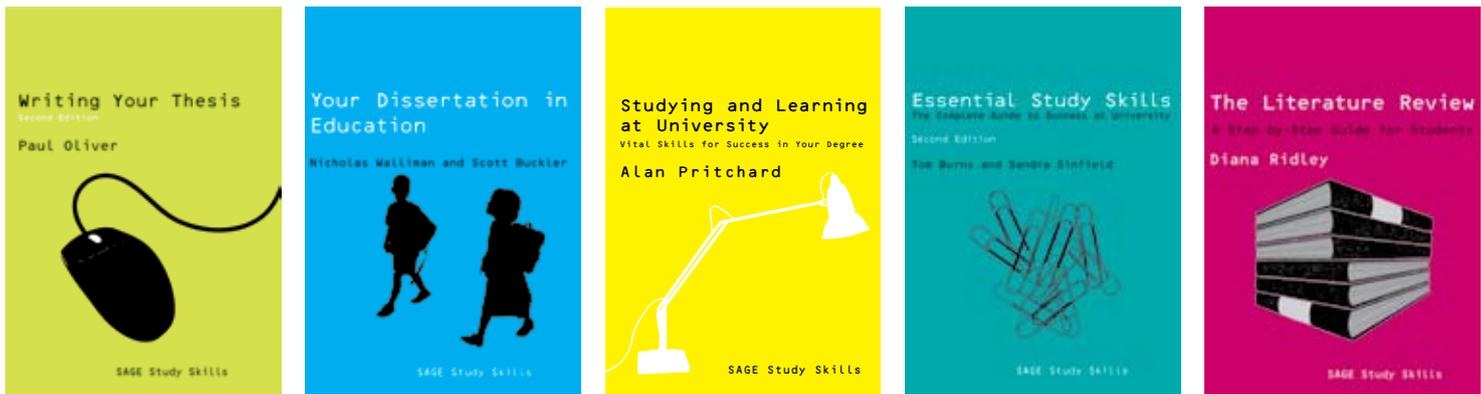
We are also pleased to announce a new journal author survey initiative whereby we will be surveying all our journal authors on their experience of publishing with SAGE.

We believe it will be invaluable to receive regular feedback from journal authors in improving the service we and our external editorial offices offer to existing and prospective authors.

We will be seeking feedback across a range of issues from the author's initial decision to submit to the journal, to their experience of the review process and time to decision and their subsequent experience of SAGE's various publishing services.

If you would like to complete the survey please visit [sagepub.co.uk/authors](http://sagepub.co.uk/authors)

Below: New designs for the SAGE Study Skills series



## New look for Study Skills gets thumbs up from students

We are pleased to announce a brand new look for the SAGE Study Skills series, aiming to both relate to and catch the eye of the student market.

The new designs have received excellent feedback from our book trade colleagues at Waterstones and Amazon and, most importantly, from the students themselves. Overall the look was felt to be refreshing, bright, approachable and interesting enough to pick up in a library or a bookshop. One student even commented “They look brilliant, not too daunting to look at, they don’t look like books that would scare you away from reading them!”

## SAGE Introduces Dedicated Area for Authors on the SAGE Website

At SAGE, our authors are extremely important to us. For this reason we have specially created ‘Author Gateways’, which can be found on our website. Each gateway is tailored to meet the different requirements of our journal and book authors, enabling them to access the specific support they need. The dedicated gateways can be found at [sagepub.co.uk/bookAuthEdit.nav](http://sagepub.co.uk/bookAuthEdit.nav) for book authors or [sagepub.co.uk/journalEditors.nav](http://sagepub.co.uk/journalEditors.nav) for journal authors.



## SAGE nominated for major industry award

SAGE has been nominated for the Taylor Wessing Academic & Professional Publisher of the Year award at the Independent Publishers Guild 2008 awards.

The awards aim to showcase the very best of independent publishing in the UK. Judged by leading industry figures, SAGE was nominated for its close interaction with its customers, innovative products and bold approach to e-publishing. The judges added, “SAGE has managed to hold its focus across its range of subjects and channels and has taken very good care of its supply chain.”

This nomination is a great reflection of our ongoing commitment to being the natural home for authors, editors and societies, and to providing all our authors with a high quality full-service publishing model. The awards are presented at a ceremony during the IPG annual spring conference in March, so by the time you read this we will have heard the results! Watch out for news in our next author newsletter in the Autumn.

## Special Offers for All SAGE Authors

Don’t forget as a SAGE book or journal author you are entitled to a 25% discount off all of our books across all subject areas and imprints (35% discount off your own book). Simply contact our customer service department by phone on +44(0)20 7324 8703 or by email on [anna.gasparro@sagepub.co.uk](mailto:anna.gasparro@sagepub.co.uk) quoting ref.7785, and place your order today!



## Your suggestions

We’re always interested in hearing new ideas and suggestions for promoting your book or journal article. Please don’t hesitate to contact your Marketing Manager direct, or drop us a line at [authors@sagepub.co.uk](mailto:authors@sagepub.co.uk)