

AS YOU LIKE IT

FIESOLE  
5 APRIL 2019

# DE WHO?

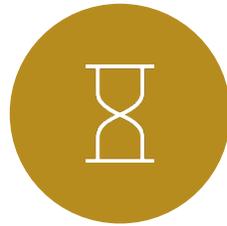
# DE GRUYTER IN NUMBERS

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**~350**

employees  
worldwide



**~270**

years old



**7**

offices worldwide

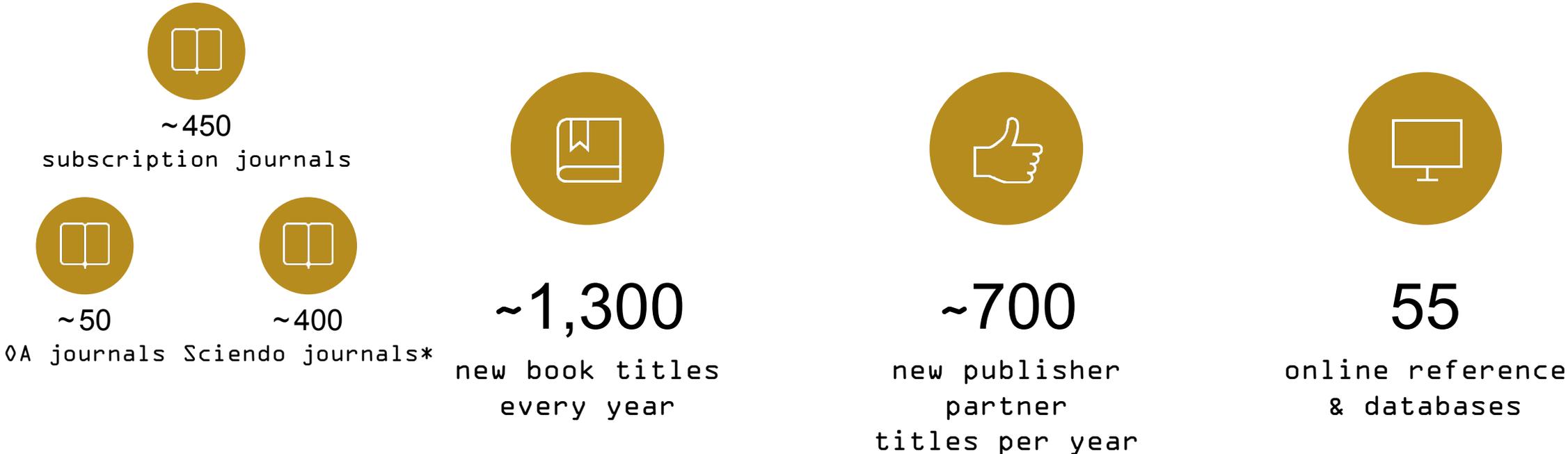


**~40,000**

visits per day  
to [degruyter.com](https://www.degruyter.com)

# DE GRUYTER IN NUMBERS

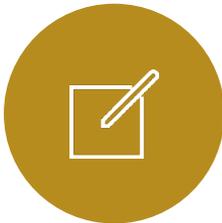
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\* Sciendo is a De Gruyter company that offers Open Access publishing services for societies and individual authors.

# DE GRUYTER IN NUMBERS

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14,000

published journal  
articles per year



1,800+

Open Access  
book titles



200+

partnerships with  
scientific  
societies  
and academies



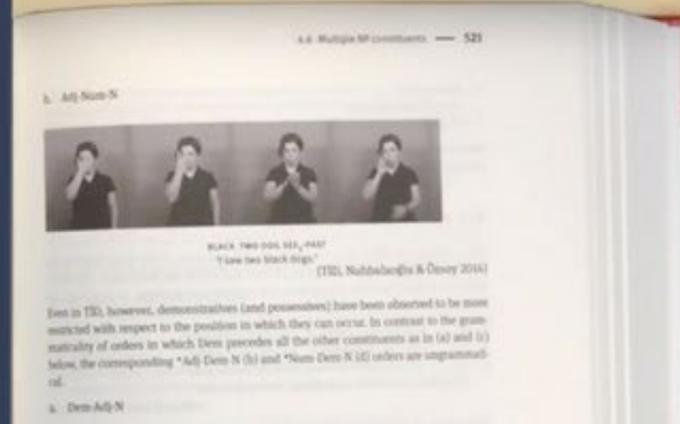
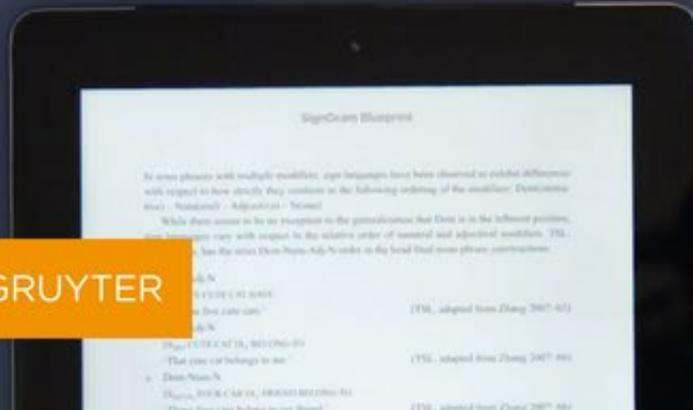
~40,000

books in archive

# THE LARGEST INDEPENDENT PUBLISHER OF OPEN ACCESS BOOKS



DISCOVER OA AT DE GRUYTER



2005

1st OA book published

2011

Acquisition of OA publisher Versita

2013

Launch of 1st De Gruyter OA HSS journal

2015

1st De Gruyter converts subscription journals to OA for first time

2019

Over 1800 OA books on degruyter.com

De Gruyter's reputation for excellence is based on **competence, a personal touch and the desire to exceed expectations.** Many of our authors come to us based on recommendations from their peers, which is both an **honor** and a **responsibility** we take seriously.

Researchers and professionals are our key customers, and are at the center of everything we do. **Author satisfaction not only influences our progress but also determines our success.**

# WHAT IS IMPORTANT FOR OUR AUTHORS

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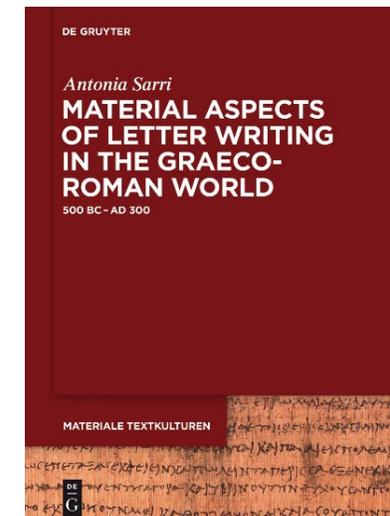
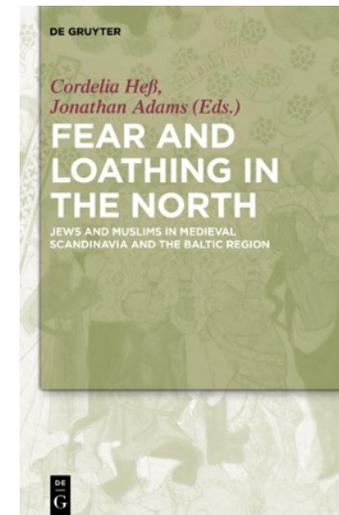
- ▶ What we know (2018 Survey among DG authors, >5000 approached, >2000 responses):
  - ▶ Reputation of publisher single most important factor (for >85% of respondents)
  - ▶ Print is (still) not dead, at least in terms of importance to authors
  - ▶ Open access model for books is a reason to publish with us
  - ▶ Competence, a personal touch, and professional project management is where we excel
  - ▶ Other factors: worldwide sales reach, peer review
  - ▶ Where we need to improve: transparency around the services we offer



# EXPERIENCED EDITORIAL

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- ▶ Editorial staff with background in respective discipline
- ▶ Tradition in publishing & well-established program
- ▶ Wide variety of services
  - ▶ Efficient book workflow (from calculation to typesetting, cover design and beyond)
  - ▶ Peer review & open peer review
  - ▶ World-wide distribution
  - ▶ Marketing materials
  - ▶ Conferences, book launches etc.



# WORKING WITH AUTHORS NEEDS

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- ▶ Funder compliance & communication with funders
- ▶ Time frame and deadlines
- ▶ Technical services - CRC/CAP/Typesetting
- ▶ Print options
- ▶ Image rights
- ▶ Visibility: presentation & dissemination

## 6. Liebesbrief (B143)

Dienst und meiner trewn schein  
Ich ew enbeut  
Darzuo liebe und alles guot.  
Hertze mein, gedanch und muot  
5 Sich habent des also veraint,  
Daz si ew mit trewn maint.  
Des twinget mich ewer minne,  
Meiner sinne maisterinne,  
Die sich ze einer stunde,  
10 Do ich ew anblicken begunde,  
Von ewren widerblikten taugen  
Und schön stal durch mein augen  
Und senkt sich in meins herczen huot.  
Da vieng si allen meinen muot,  
15 Als ich ew das wil kuntlich machen  
In natürlichen sachen:  
Nu nemet war, wie an vier enden  
In den vier elemenden  
Die winte die wolken iagent  
20 Und stözz aufeinander tragent;  
Davon ein donerslak geschicht,  
Darauf man fewer varn sicht,  
Ee man erhös des slages hel.  
Das kumpt von den augen snel,  
25 Die sneller sind, dann hören sei.  
Fraw, da sult ir chiesen bei:  
Swa ein man weibes augen,

[1]

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Text nach *In<sub>2</sub>* (Innsbruck, Landesarchiv Hs. 21, VII; 15. Jh.), 1<sup>r</sup>-1<sup>v</sup>. – Bisherige Ausgabe: Rosenfeld 1930, 42f.

7 minn *In<sub>2</sub>*. 10 begund *In<sub>2</sub>*. 27 Swa Lesung unsicher *In<sub>2</sub>*.

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2 Der Vers ist unvollständig, wohl um den Eintrag einer direkten Namensanrede zu ermöglichen, die dann mit mein zum Reim ergänzt werden konnte. Denkbar wäre auch die Ergänzung durch ein Diminutiv mit dem Suffix –lein. 20 und führen Stöße gegeneinander aus. 23 »bevor man den lauten Knall wahrnehmen kann.

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# SPREADING THE WORD

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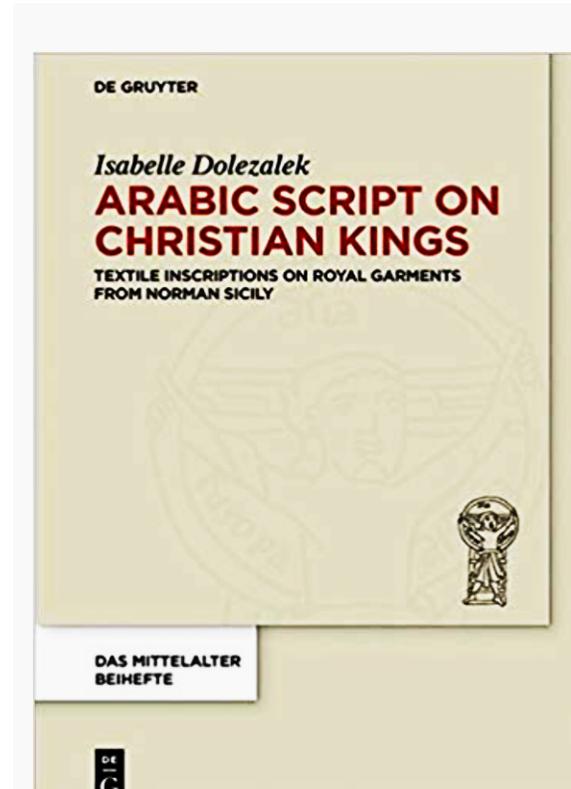
YOU'VE BEEN CITED ALERTS: informing authors their research has been cited

- ▶ A customized e-mail campaign targeting the authors cited in the book (citations starting from year 2013)
- ▶ Attracts the target audience to the book & increases downloads and readership
- ▶ Very high response rate



# IDENTIFYING & APPLYING FOR AWARDS

- ▶ Tracking awards
- ▶ Soliciting applications
- ▶ Printed copies
- ▶ Distribution
- ▶ Authors events



## WINNER

Isabelle Dolezalek  
*Arabic Script on Christian Kings. Textile  
Inscriptions on Royal  
Garments from Norman Sicily*  
De Gruyter, 2017.

In her book *Arabic Script on Christian Kings. Textile Inscriptions on Royal Garments from Norman Sicily*, Isabelle Dolezalek successfully achieves two aims that, at first glance, might appear contradictory: she offers a focused and profound study of Arabic inscriptions in Norman Sicily, while at the same time raising questions on a grand scale for the field of medieval art history. Throughout, the author

# 360 ° GOOGLE PROMOTION

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- ▶ Full text - content and metadata delivery to Google Book Search via Core Source
- ▶ Professional SEO on a platform level
- ▶ Google AdWords for majority of single titles

Open Source Archaeology

[www.degruyter.com/view/product/460080](http://www.degruyter.com/view/product/460080)

Ethics and Practice. Open Access

Academic Book. Read Now for Free!



# BOOK ANNOUNCEMENTS

- ▶ Trade fairs
- ▶ Editorial conferences
- ▶ Social media and publishing partners
- ▶ Science news rooms - EurekaAlert! and AlphaGalileo



PUBLIC RELEASE: 6-NOV-2017  
De Gruyter publishes the Handbook  
Global History of Work

DE GRUYTER OPEN



PRINT E-MAIL

De Gruyter is pleased to announce the publication of the new standard reference work for historians, "Handbook Global History of Work". The 600-page work, edited by Marcel van der Linden and Karin Hofmeester of the International Institute of Social History in Amsterdam, provides insight to various aspects of work in a global and long-term context. Topics include penal and slave labor as well as salaried work, economic migration, textile workers, labor organizations, strikes and worker motivation. This first handbook of the global history of work contains contributions from

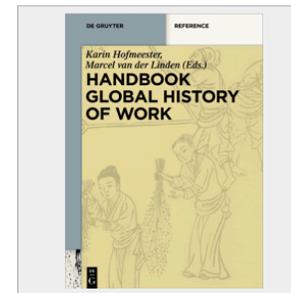
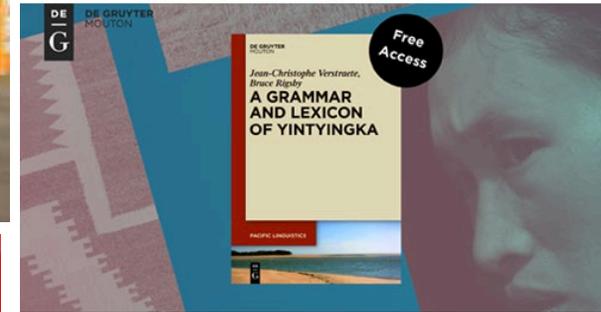


IMAGE: THIS IS THE COVER HANDBOOK HISTORY OF WORK. [view more >](#)

**De Gruyter**  
February 19 at 7:33 AM · 🌐

When a language becomes extinct, sometimes all we have left are texts. The Australian indigenous language Yintyingka may be lost, Rigsby and Verstraete's work "A Grammar and Lexicon of Yintyingka" (2015) ensures that the language is never forgotten. Read now: <https://bit.ly/2T4xilg>  
#iyil2019



👍❤️ 33

13 Shares



*Continuing to experiment: open peer review, new business models for OA books*

# OA BOOK BUSINESS MODELS

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## AUTHOR PAYMENT ✓

author, funder or institution pays fee to publisher

## FREEMIUM ✓

publisher releases basic version for free author pays for 'full' version

## CROWD FUNDED

'crowd' shares costs to fund publication

## CROSS SUBSIDY PUBLISHING ✓

subsidy received from institution or other activity to fund publication

## EMBARGO ✓

book released after pre-determined period usually without any fees

## LIBRARY FUNDED ✓

libraries share costs across consortia to fund publication



# OPEN PEER REVIEW

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- ▶ Open Peer Review recently introduced
- ▶ Relies heavily on the involvement of the research community
- ▶ Sharing of Open Peer Review crucial to the process, e.g. on Twitter
- ▶ Can be combined with review process for funding body
  - ▶ Austrian Science Foundation (FWF): Anonymous reviewing process required; parallel Open Peer Review possible
  - ▶ No additional review process after FWF has decided to fund a project

# EBS & OPEN ACCESS

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- ▶ Previous evidence-based selection (EBS) Agreement with State of Saxony for 2016-17
- ▶ 23 academic institutions have full access to EBS eBooks collection
- ▶ End of period, institutions use fee to purchase titles for permanent access
- ▶ New EBS Agreement, institutions can use fee to transform books to OA
- ▶ Limitations: DG titles only, only monographs, published more than 24 months ago





**THANK YOU!**