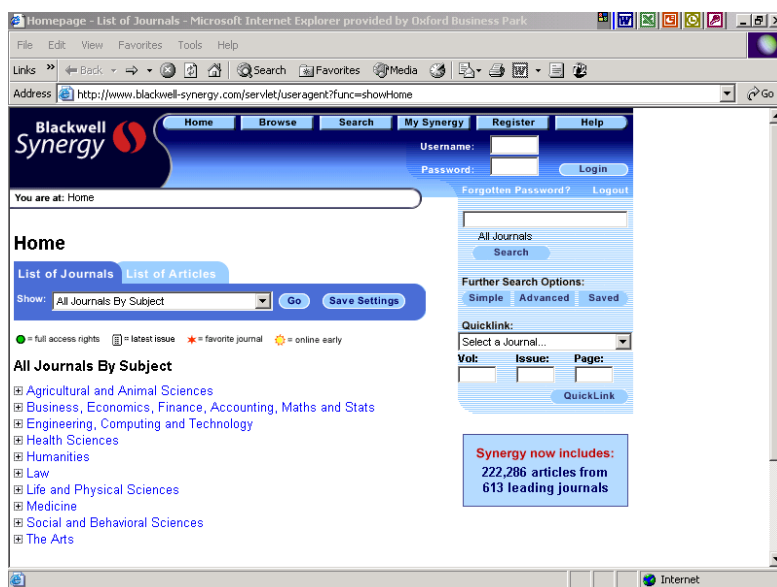

Summary of Contents:

1. **Announcing the Social Science and Humanities journals now on *Blackwell Synergy***
 2. **Frequently Asked Questions about accessing our Online Journals**
 3. **Interview with Bob Campbell, President of Blackwell Publishing**
 4. **New improved Linguistics Abstracts Online now available on trial**
 5. **New contact details for Blackwell Publishing in the UK**
 6. **Visit us at the Sydney Online and ALA Midwinter shows**
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Social Science and Humanities Journals Now Available on *Blackwell Synergy*

We are delighted to announce that the online versions of more than 250 of our Social Science and Humanities journals have now been added to Blackwell Synergy (www.blackwell-synergy.com). Many of these titles are published on behalf of scholarly and professional societies and include the top international peer-reviewed journals in economics, business, geography, politics, psychology, philosophy, and sociology, among others.



What accessing the Social Science and Humanities journals on *Blackwell Synergy* will mean:

- All the journals have downloadable PDFs, and many also include full-text HTML articles and reference linking, including forward links to citing articles, CrossRef, ISI, Medline and JSTOR links.

- Most backfiles date from 1997, available with a Premium or Online-Only subscription.
- Several titles include OnlineEarly peer-reviewed articles, published online before the print issue is completed, available with a Premium or Online-Only subscription.
- Full-text searching and saved searches.
- Email table of contents alerts.
- Abstracts available free, plus free sample issues.
- Easy to use Library Administrator area with:
 - Daily updated usage data.
 - IP access administration.
 - Remote user password administration.
 - SFX-compatible file for easy linking of all 610+ journals in your OPAC or library website.

FAQs – All About Blackwell Publishing online journals in 2003

Following is a summary of the new purchasing options for Blackwell Publishing journals in 2003 - applicable to titles previously published under the Blackwell Science, Blackwell Publishers, Munksgaard and Futura imprints:

Standard Subscription

Institutional subscribers to the print version of a journal are entitled to access the online version for the current and one previous year as part of their subscription.

Premium Subscription

All standard institutional subscriptions can be 'topped-up' to include access to all previous online volumes for an additional 10% on the print price. This includes archival access to paid-for content, access to OnlineEarly articles, and all the benefits of the Blackwell Publishing site license.

Online-Only Subscription

For 90% of the print price, institutional customers can purchase an online-only subscription. The access is provided to the same level as a premium subscription, i.e. with archival access to paid-for content, access to OnlineEarly articles, and all the benefits of the Blackwell Publishing site license.

The following section should answer your most **Frequently Asked Questions** about accessing Blackwell Publishing's online journals in 2003. If your questions are not answered, please contact onlinehelp@blackwellpublishing.com directly.

Q. Are all Blackwell Publishing journals on *Blackwell Synergy* now?

A. Not all, but most journals from Blackwell Publishing are now available on *Blackwell Synergy* (www.blackwell-synergy.com). This includes around 200 medicine, 150 science, and 250 social science and humanities journals. Many journals include backfiles dating back to 1997, and all include free sample copies, free abstracts, and table of content email alerts.

A further 50 journals will be added to *Blackwell Synergy* during the first quarter of 2003. We will inform you of these late additions to the service through the Blackwell Publishing Librarians Newsletter.

Q. Will they still be available through the other services?

A. Yes, Blackwell Publishing's journals will continue to also be available through other third party aggregator services as before. However, not all of these services can support all of the access rights provided by the standard, premium and online-only purchasing options. In addition, the added functionality, such as full-text searching and linking (see below) is only available on *Blackwell Synergy*.

Please check with your aggregator to confirm your 2003 access rights.

Q. Why should I switch my links to *Blackwell Synergy*?

A. We recommend that you plan to switch your links to access Blackwell's journals on *Blackwell Synergy* for 3 reasons:

1. So that your users have the optimum linked and searchable version of the content. Many of the journals on *Blackwell Synergy* include extra functionality not available on other services. This includes, for example, CrossRef, ISI, Medline, and JSTOR links, full-text searching, and OnlineEarly articles which are published online before print.
2. So that you can administer all your Blackwell online journals in one place, including setting-up IP addresses, downloading usage data, and downloading an SFX-compatible file which will help set up links in your online library catalogue.
3. In cases where your aggregator is unable to support fully the new range of access rights provided by the standard, premium and online-only options, you may have to switch your links to *Blackwell Synergy*.

Q. Is Blackwell Publishing offering a grace period?

A. Yes, we are offering a two-month grace period for all 2002 online subscriptions until February 28th 2003. This is so that your online access will not be disrupted while we process renewals and set up 2003 access rights.

Q. What is Blackwell's position on the divine/RoweCom situation at the moment?

A. Blackwell Publishing has received 2003 subscription orders but no payment from divine/RoweCom and the future of the company appears to be uncertain.

divine/RoweCom has signed a letter of intent with EBSCO Industries Inc., under which EBSCO would acquire the European operations of RoweCom. divine is also in active negotiations with Swets, which has expressed interest in acquiring some or all of the RoweCom operations worldwide.

As a service to our customers, we will supply print issues to divine/RoweCom customers until at least the end of January and online access will continue until at least the end of February. We are continuously monitoring the situation and may extend this grace period when more information is available. We hope that the situation will be resolved quickly so that we can resume normal service.

Q. I have several print subscriptions to Social Science and Humanities journals, formerly under the Blackwell Publishers imprint and previously offering online back volumes. Do I need to do anything to get the standard online access I am entitled to in 2003?

A. If you access your subscriptions via an aggregator service then please check with them to confirm your 2003 access rights. You may find that you need to set-up your standard subscription access through *Blackwell Synergy*.

Send an email to onlinehelp@blackwellpublishing.com to let us know that you want to activate your free online access to the current and one previous year's content and make sure you provide the following information. We will then send you activation instructions for accessing via *Blackwell Synergy*. Email us:

- Your name and email address
- Your institution's name and addresses of all the main sites covered by your library
- List of the Blackwell journals you have a subscription to and you want access set up for.

Q. I have several print subscriptions to Science and Medicine journals, formerly under the Blackwell Science imprint and with no previous online access. What should I do to get the free standard online access I am now entitled to in 2003?

A. You need to contact us directly to let us know that you want to activate your free online access to the current and one previous year's content. We will then send you activation instructions for accessing via *Blackwell Synergy*.

Send an email to onlinehelp@blackwellpublishing.com and make sure you provide the following information:

- Your name and email address
- Your institution's name and addresses of all the main sites covered by your library
- List of the Blackwell journals you have a subscription to and you want access set up for.

If you access your subscriptions via an aggregator service then please check with them to confirm your 2003 access rights.

Q. I would like to upgrade my institution's standard subscription to a premium subscription so that my users have access to all available online back-volumes. How do I do this?

A. Please contact your subscription agent, or visit our website www.blackwellpublishing.com for information on how to order direct from us

Q. I am part of a library consortia and have a subscription to Blackwell's online journals collection. How should I access these journals?

A. You will be contacted by a member of the Blackwell Publishing sales team with information about activating your access to the journals on *Blackwell Synergy*. If you prefer to access your subscriptions via an aggregator service then please check with them to confirm your 2003 access rights.

If you have any queries about purchasing our Collection as part of a library consortia, please email journal.news@blackwellpublishing.com

Interview with Bob Campbell, President of Blackwell Publishing



1. How did you come to be President of Blackwell Publishing?

A reward for long service perhaps. I joined Blackwell Scientific Publications as it was called then in 1968 straight from university, became Managing Director in 1987 and President of Blackwell Publishing when we merged Blackwell Science and Blackwell Publishers. René Olivieri who had been MD of Blackwell Publishers is CEO of the merged company. The aim of the merger was to produce a larger but more integrated international publishing house using the economies of the scale (new technology, sales team, operations, etc) to achieve greater efficiency. We are aiming for a higher and clearer profile in the library market. I have greatly enjoyed working with René and others on this.

2. In what ways does Blackwell Publishing differ from other publishers?

We differ mainly through publishing for many more societies (around 500) than our rivals. We also believe we are growing more quickly, partly through taking on additional societies. For example, out of the 39 journals that we have added to our list for 2003, 12 were previously self-published by societies and 13 were moved to us by their societies from other publishers. This data also demonstrates that we are getting the basics right. Societies are choosing us because they believe we can handle production, technology, marketing, sales and financial management better than our competitors.

We also differ from other major publishers in being a privately owned independent company with a wide distribution of offices which enables us to deliver services globally with local contact for societies.

3. What is the vision of the company?

"Publishing will Flourish". By this we mean we shall reach more readers through a combination of new technology and pricing models. I spent most of my career working on journals many of which had a relatively limited hardcopy circulation to libraries with some further distribution through photocopying often giving no return to the publisher. Now through licensing, special pricing for less well-off countries and the minimal marginal extra cost of supplying further customers, we are reaching many more readers. It is very satisfying. The next step must be to develop ways of selling wider access to book content.

4. What does Blackwell Publishing offer libraries?

We offer a wide range of journal content in hardcopy and through *Blackwell Synergy*. The latter enables librarians to manage online access for faculty and students relatively easily. Over half our titles are published for societies who are responsible for the editing and editorial policy. All the papers are refereed with many of the journals working to high rejection rates as authors tend to submit to society-owned publications.

We also believe we offer good value especially when our average price per page is compared to that of our main rivals. Our close association with so many societies facilitates a deep understanding of the market and what it can afford.

5. How important is *Blackwell Synergy* to the company?

We are proud of this system and the content it delivers. We shall be implementing a program of improvements over the next twelve months, including more reference linking to related databases and more OnlineEarly articles where fully finished peer-reviewed work is posted online before print.

Officers of the societies for whom we publish are constantly testing *Blackwell Synergy* comparing it with other online delivery systems. I believe our customers benefit from having such tough taskmasters.

6. Is the future heading towards online only access?

Yes, over 20 years ago at Blackwell we predicted that journals would not be replaced by new electronic publishing systems (as was widely claimed) but would evolve to becoming online publications. Our strategic decision, therefore, in both Blackwell publishing companies was to push on with growing our conventional publishing program so we would be at the top table when it came to managing the migration from paper to online. I am fortunate to have been able to participate in this huge evolutionary step over the last five years.

At present there is still a demand for printed editions, and as long as this demand continues, we shall supply. One conservative factor has been the understandable anxiety among some librarians over whether electronic editions will be available and accessible on a perpetual basis, thus relieving them of the responsibility of archiving. Now that major publishers are developing "legacy programs" (digitizing back numbers) this problem should be resolved. Once librarians give up on trying to store back runs in hard copy we should see another step towards online only and greater efficiency. The cost of all those hard copy archives and the related inter-library lending must be immense.

Although ultimately journals may only be delivered online we assume that users will continue to print out for reading. This is borne out by surveys and the continuing popularity of the PDF format.

Bob Campbell works out of our office in Oxford, England.

Linguistics Abstracts Online – Upgraded for 2003!

www.linguisticsabstracts.com

We are delighted to announce that *Linguistics Abstracts Online* has undergone a major redevelopment improving this popular research and teaching resource. The service now offers comprehensive access to over 20,000 abstracts of published articles from all of the key linguistics

journals as well as links to the full-text where available. Thousands of new abstracts will be added each year to provide subscribers with unmatched access to the latest expertly edited research.

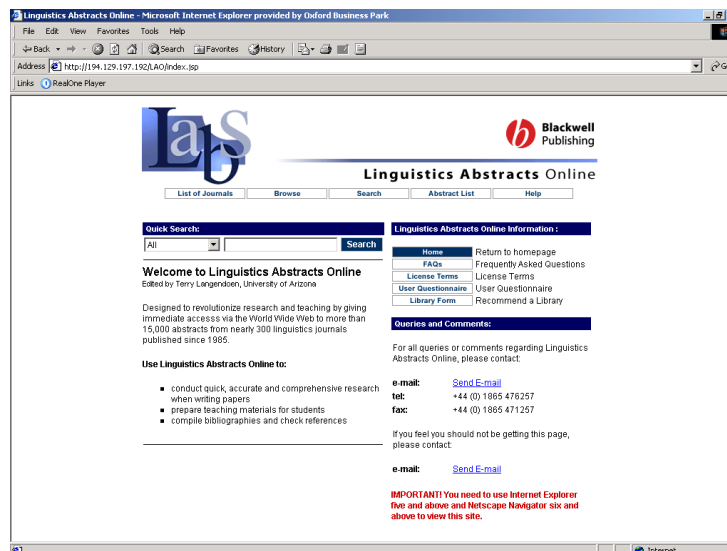
Users will find searching the new *Linguistics Abstracts Online* trouble free with the aid of a simple new interface designed to ensure that both searches and displays are intuitive and easy to use.

We have also responded to librarians' requests to provide monthly usage reports for institutions accessing *Linguistics Abstracts Online* both on trial and as a subscription.

Linguistics Abstracts Online continues to be the only database of its kind to focus exclusively on linguistics and provides researchers, teachers and students with abstracts from the most important and frequently used linguistics journals.

Linguistics Abstracts Online - 30 day free library trial now available

If you would like to know how your own library could benefit from these powerful improvements to *Linguistics Abstracts Online*, then why not sign up for a free 30 day trial? During this period we will provide full access to all of your users. To register, please contact Matthew Howells matthew.howells@oxon.blackwellpublishing.com with your institution's IP ranges(s).



New Address for Blackwell Publishing in the UK

From January 2003, we have moved to a new larger office building in Oxford and have moved out of both our current Oxford locations, on Cowley Road and in Osney Mead.

The new contact details for our UK office are:

Blackwell Publishing Tel: 01865 776868
9600 Garsington Road Fax: 01865 714591
Oxford OX4 2DQ
UK
www.blackwellpublishing.com

Visit us at the 2003 Sydney Online and ALA Midwinter Shows!

Come and visit us at the upcoming library conferences in Sydney, Australia, and Philadelphia, USA. We'll show you the latest features of Blackwell Synergy and you'll be able to chat to a representative about our online journals Collections, or anything else related to our publishing!

Sydney Online Information Show
Sydney Convention and Exhibition Centre
January 21st-23rd
Stand No. 59

ALA Midwinter
Philadelphia, PA
January 24th – 27th
Booth No. 621

Our Websites

- *Blackwell Synergy*: <http://www.blackwell-synergy.com>
 - *Blackwell Publishing*: <http://www.blackwellpublishing.com>
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Have you found this useful?

Please let us know if you have any comments or suggestions for this Newsletter. You are welcome to forward this Newsletter to any colleagues who may find it useful.

Many thanks and best wishes,

Blackwell Publishing

* *Opting out* - If you would prefer not to receive these updates, please let us know by replying to this message.