

5 Reasons to buy from Blackwell Publishing in 2005

1. We are the world's leading publisher on behalf of academic and professional societies.

- We have partnerships with more than 550 not-for-profit membership associations – more societies choose to work with us than with any other publisher.
- We aim to assure viable society publishing which serves the needs of the research community and seek to provide a financial return to societies as well as a high quality publishing service.

What this means: our society journals represent excellent quality and value.

2. The average prices of our journals are low.

- The average standard rate price per journal is just £393 / US\$672, just 40% that of the largest commercial publisher titles.
- The average price per page is 46p / 79c.
- The Collection top-up fee represents just £14 / US\$21 per journal and just 3p / 4c per article available online as part of the Collection to medium institutions.

What this means: the cost per use of our journals is low.

3. We are committed to growing the intellectual strength of our journals and to publishing the best research.

- 22% of our journals (150 titles) will grow in content and add on average 15% more pages in 2005.
- We have 157 titles in the top 10 of their subject category in the ISI Citation Index and the average impact factor for Blackwell journals increased by 12% in 2003.

What this means: our list is continuously growing in size and quality.

4. Our list is both broad – covering a wide range of disciplines – and deep - we publish several of the top titles in many core subject areas.

- We publish 344 journal titles in the humanities and social science subject areas, and 380 journal titles in science and medicine.
- More than a fifth of the cited articles in dermatology, nursing, dentistry, allergy, fisheries, ecology, and evolutionary biology are published in Blackwell Publishing journals.

What this means: our journals can meet the research needs of most institutions.

5. Our online developments and licensing terms ensure that libraries get the most use from their purchase.

- Our site license allows for many uses of the online content, including walk-in users, course-pack use, IP and remote off-site access, back-file access, OnlineEarly content, and access to the subscribed to content in perpetuity.
- We adhere to a wide range of industry protocols, including CrossRef, COUNTER, Athens, OpenURL, Marc21, and Dublin Core.
- Blackwell Synergy includes reference links with a wide range of A&I services including PubMed MEDLINE, ISI, CSA, CIS, ADS and CrossRef.

What this means: the value library customers get from their purchase is high.