

*LLC*

*The Journal of Digital Scholarship in the Humanities*

**Publisher's Report from Oxford Journals**

**June 2008**



**OXFORD JOURNALS**  
OXFORD UNIVERSITY PRESS

- 1. Circulation Summary**
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## 1. Circulation Summary

Sub Group	Year	Media Type	UK	Europe	No. America	Japan	Rest of World	Grand Total
<b>Institutional</b>	2004	Print	7	67	46	41	12	173
		Online	3	1	7	0	0	11
		Combined	24	58	36	6	9	133
	2004 Total		34	126	89	47	21	317
	2005	Print	9	68	38	38	17	170
Online		3	2	11	1	1	18	
Combined		22	52	33	3	5	115	
2005 Total			34	122	82	42	23	304
2006	Print	10	59	35	34	19	157	
	Online	6	4	12	0	2	24	
	Combined	21	42	28	2	4	97	
	2006 Total		37	105	75	36	25	278
2007	Print	10	59	35	34	19	157	
	Online	6	4	12	0	2	24	
	Combined	21	42	28	2	4	97	
	2007 Total		34	99	70	29	25	257
<b>Personal</b>	2004	Print	8	21	22	3	2	56
<b>Reduced</b>	2004	Print	2	2	5	0	0	9
<b>Member Pay</b>	2004	Print	19	37	57	6	5	124
	2005	Print	24	55	92	8	5	184
	2006	Print	37	56	95	7	4	198
	2007	Print	36	57	116	8	6	223
	<b>Consortia</b>	2004	Online	24	160	256	3	216
2005	Online	28	230	284	26	332	900	
2006	Online	32	191	282	65	426	983	
2007	Online	23	601	280	65	322	1,291	
<b>Gratis</b> (Online includes Developing Countries Initiative and gratis access to archive)	2004	Print	35	15	12	0	1	63
		Online	4	93	0	1	498	596
	2004 Total		39	108	12	1	499	659
	2005	Print	34	15	12	0	2	63
		Online	5	105	0	0	573	683
	2005 Total		39	120	12	0	575	746
	2006	Print	33	15	13	0	2	63
		Online	6	53	6	0	576	641
	2006 Total		39	68	19	0	578	701
	2007	Print	33	14	13	0	2	62
Online		13	309	24	2	538	886	
2007 Total			46	323	37	2	540	948

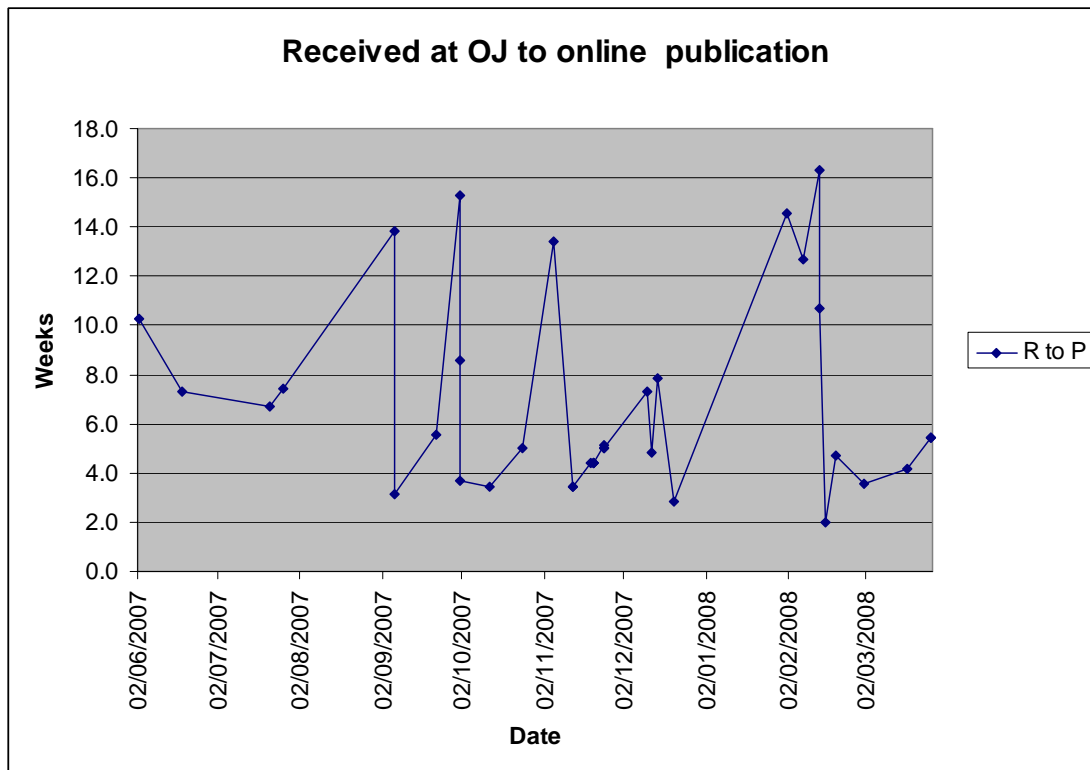
## 2. Production Summary

### General

- This journal is smooth-running and is usually published on time.
- The target speed for receipt at OUP to online publication is 4 weeks. The average time for papers published online since 1 March 2008 is 4.3 weeks.

### Speed and timeliness

- Below is a graph showing Received to Publication times for papers received at OUP from 31 May 2007 and 1 June 2008



Below is a table showing scheduled and actual dates for online and print publication over the past calendar and volume year.

ISSUE	LAST MANUSCRIPT TO OUP		ISSUE ONLINE		BOUND COPIES IN WAREHOUSE
	Scheduled	Actual	Scheduled	Actual	
22/1	3 Jan 2007	14 Sep 2006	23 Mar 2007	15 Mar 2007	26 Mar 2007
22/2	5 Mar 2007	15 Mar 2007	25 May 2007	25 May 2007	31 May 2007
22/3	5 Jun 2007	14 Jun 2007	24 Aug 2007	13 Aug 2007	22 Aug 2007
22/4	3 Aug 2007	11 Sep 2007	26 Oct 2007	26 Oct 2007	02 Nov 2007
23/1	11 Feb 2008	22 Feb 2008	25 Mar 2008	14 Mar 2008	28 Mar 2008
23/2	08 Apr 2008	18 Feb 2008	27 May 2008	23 May 2008	30 May 2008

## Page budget

Below is a table showing number of papers, reviews and editorial pages, and the total for print publication over the past calendar and volume year.

ISSUE	NUMBER OF PAPERS	PAPER PAGES	NUMBER OF BOOK REVIEWS	REVIEW PAGES	OTHER EDITORIAL PAGES	TOTAL TEXT PAGES
22/1	6	100	7	16	2	118
22/2	7	126	4	8	2	136
22/3	6	112	5	12	2	126
22/4	7	114	2	4	2	120
23/1	10*	108	7	22	2	132
23/2	5	88	6	30	2	120

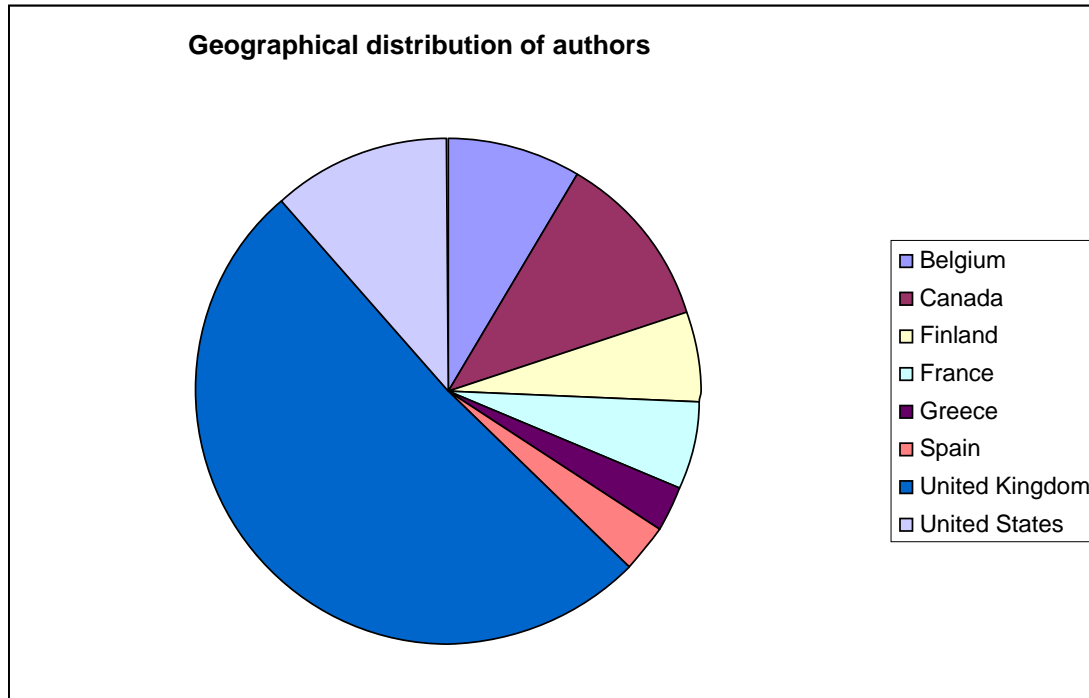
\*Selected papers from Digital Humanities 2006

Below is a table showing average page extent so far in current volume and the previous volumes against budgeted pages per issue (text only pages).

YEAR	PAGE BUDGET	PAGES PUBLISHED
2004	512	540
2005	512	471
2006	512	562
2007	512	500
2008	512	252 (for first two issues)

## Geographical distribution of authors

The geographical distribution of authors in volume 22 is shown below.



### 3. Usage Statistics on Oxford Journals website

#### Total downloads for 2007

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Cumulative Totals
Searches	684	606	715	954	919	783	677	671	709	982	1448	703	9851
Home Pages	2188	2009	2490	2634	2608	2126	1882	1848	2047	2439	2559	2178	27008
All TOC Pages	1133	1414	1982	1878	1726	1726	1923	1305	1501	1761	1818	1267	19434
Current TOC Pages	296	392	481	359	361	368	345	318	338	426	433	308	4425
Abstract Pages	7238	7080	8720	8780	8458	5514	4869	5425	6193	8205	7945	6183	84610
Advance Access Abstracts	385	362	418	602	539	471	469	461	534	784	662	607	6294
HTML Full-text	157	209	331	255	322	220	207	287	267	477	381	252	3365
Advance Access HTML	1	4	51	79	95	66	51	57	72	109	134	116	835
PDF Full-text	1329	1408	1543	1497	1615	1302	1111	1270	1245	1874	1740	1264	17198
Advance Access PDF	114	136	108	73	84	66	58	75	68	109	101	75	1067
Total Full-text	1601	1757	2033	1904	2116	1654	1427	1689	1652	2569	2356	1707	22465

## Top 10 Abstract Downloads for 2007

<b>Joaquin's <i>Joaquinesquerie</i>, <i>Joaquinesquerie's</i> Joaquin: A Statistical Expression of a Filipino Writer's Style</b>	2344
José Nilo G. Binongo <i>Literary and Linguistic Computing</i> (1994), <b>9</b> , 267-280	
<b>The Passive in Arabic, Hebrew and English and Machine Translation</b>	917
Judith Rosenhouse, Ariel Mordechai Cohen <i>Literary and Linguistic Computing</i> (1990), <b>5</b> , 9-18	
<b>An Example-based System of Writing English Sentences for Japanese English Users</b>	912
Teiji Furugori, Akiko Takeda <i>Literary and Linguistic Computing</i> (1993), <b>8</b> , 85-90	
<b><i>The World of Dante: a hypermedia archive for the study of the Inferno</i></b>	830
D Parker <i>Literary and Linguistic Computing</i> (2001), <b>16</b> , 287-297	
<b>Modal Verbs and Moral Principles: An Aspect of Jane Austen's Style</b>	825
J. F. Burrows <i>Literary and Linguistic Computing</i> (1986), <b>1</b> , 9-23	
<b>How Reliable is a Stemma? An Analysis of Chaucer's Miller's Tale</b>	801
Matthew Spencer, Barbara Bordalejo, Peter Robinson, Christopher J. Howe <i>Literary and Linguistic Computing</i> (2003), <b>18</b> , 407-422	
<b>North American English Vowels: A Factor-analytic Perspective</b>	731
Cynthia G. Clopper And John C. Paolillo <i>Literary and Linguistic Computing</i> , Volume <b>21</b> , Issue <b>4</b> , 445	
<b>Use of the Chi-Squared Test to Examine Vocabulary Differences in English Language Corpora Representing Seven Different Countries</b>	729
Michael P. Oakes And Malcolm Farrow <i>Literary and Linguistic Computing</i> (2007), <b>22</b> , 85-99	
<b>A Computer Implementation of a Spanish Synonym Dictionary</b>	697
Chelo Rodríguez, Luis De Sopeña, Celia Villar <i>Literary and Linguistic Computing</i> (1989), <b>4</b> , 265-270	
<b>A Method for the Analysis of the Structure of Narrative Texts</b>	625
Teresa Snelgrove <i>Literary and Linguistic Computing</i> (1990), <b>5</b> , 221-225	

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<b>A New Approach to the Study of Translationese: Machine-learning the Difference between Original and Translated Text</b>	135
Marco Baroni, Silvia Bernardini <i>Literary and Linguistic Computing</i> (2006), <b>21</b> , 259-274	
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<b>Introduction to Modern Information Retrieval. Second edition</b>	111
<b>G. G. Chowdhury. London: Facet Publishing, 2004.</b>	
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<b>A Prototype for Authorship Attribution Studies</b>	87
Patrick Juola, John Sofko, Patrick Brennan <i>Literary and Linguistic Computing</i> (2006), <b>21</b> , 169-178	

<b>Text-encoding, Theories of the Text, and the 'Work</b>	80
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<b>A Study of Register Variation in the British National Corpus</b>	76
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<i>Literary and Linguistic Computing</i> (2005), <b>20</b> , 399-413	
<b>Digitizing Collections. Strategic Issues for the Information Manager</b>	72
Lorna M. Hughes. Facet Publishing, 2004.	
Melissa Terras	
<i>Literary and Linguistic Computing</i> (2007), <b>22</b> , 105-106	
<b>New Philosophy for New Media. Mark B. N. Hansen. Cambridge, MA &amp; London: The MIT Press, 2004.</b>	64
Susan A. J. Stuart	
<i>Literary and Linguistic Computing</i> (2006), <b>21</b> , 136-138	

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<b>Multivariate Analysis and the Study of Style Variation</b>	171
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<b>Corpus Linguistics and South Asian Languages: Corpus Creation and Tool Development</b>	165
Paul Baker, Andrew Hardie, Tony Mcenery, Richard Xiao, Kalina Bontcheva, Hamish Cunningham, Robert Gaizauskas, Oana Hamza, Diana Maynard, Valentin Tablan, Cristian Ursu, B. D. Jayaram, Mark Leisher	
<i>Literary and Linguistic Computing</i> (2004), <b>19</b> , 509-524	
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<b>Texts into Databases: The Evolving Field of New-style Prosopography</b>	240
John Bradley, Harold Short <i>Literary and Linguistic Computing</i> (2005), <b>20</b> , 3-24	
<b>Tools for Searching, Annotation and Analysis of Speech, Music, Film and Video--A Survey</b>	206
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<b>&lt;teiPublisher&gt;: A Repository Management System for TEI Documents</b>	145
Amit Kumar, Susan Schreibman, Stewart Arneil, Martin Holmes, Alejandro Bia, John Walsh <i>Literary and Linguistic Computing</i> (2005), <b>20</b> , 117-132	
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Kevin Kiernan, Jerzy W. Jaromczyk, Alex Dekhtyar, Dorothy Carr Porter, Kenneth Hawley, Sandeep Bodapati, Ionut Emil Iacob <i>Literary and Linguistic Computing</i> (2005), <b>20</b> , 69-88	
<b>Developing Web Databases for Aboriginal Language Preservation</b>	141
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<b>An Unregulated Woman: A Computational Stylistics Analysis of Elizabeth Cary's The Tragedy of Mariam, The Faire Queene of Jewry</b>	130
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<b>Qualitative Research for the Information Professional. A Practical Handbook. Second Edition.</b> G. E. Gorman and Peter Clayton. London: Facet Publishing, 2005.	22
Melissa Terras <i>Literary and Linguistic Computing</i> (2007), <b>22</b> , 246-248	
<b>Processing Internet-derived Text--Creating a Corpus of Usenet Messages</b>	22
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## 4. Marketing Summary

### CORE OBJECTIVES

- Maintaining and increasing subscription revenues and distribution.
- Increasing the number of high quality submissions.
- Increasing usage of content.
- Increasing the profile and visibility of the journal.

### NEW INITIATIVES

#### Online Advertising via Banner Advertisements

Oxford Journals recently implemented a new piece of software for serving online advertising on our website. The system, called Open Adstream, is a market leader in the online advertising world.

The change was motivated by the increasingly sophisticated demands of online advertisers, and our ability to manage the migration of paid advertising from print to online. Open Adstream also offers increased flexibility in the way we use online advertising for cross-promotion of our own titles and promotion of online services. It offers more powerful and detailed reporting, on the performance of our online adverts.

The most visible change is that we now use industry standard advert sizes, resulting in two banner ads appearing on a homepage rather than the four positions previously used. However most of the changes have happened behind the scenes and have resulted in us being able to target adverts more effectively and gain greater insight into how our advertising reaches its intended audience. We are now able to:

- Target of online advertising by region or country;
- Rotate adverts based on priority;
- Modify banners according to specific user behaviour (for example, only displaying an advert once, or showing different banners to repeat visitors);
- Implement contextual advertising - i.e. display banners relevant to search terms;
- Report on advert delivery and click-through rates;
- Price by number of impressions or clicks rather than selling space for a period of time.

It is important to note that our policy is not to display online adverts on article content pages. Advertisements appear on non-content pages such as journal homepages, table of contents pages, and search results pages.

# Summary of Marketing Activities

## ELECTRONIC MARKETING

### Website

The website provides a wealth of information for journal users. Traffic is directed to the journal site through electronic alerts, banner ads and announcements by email or on Oxford Journals and other related websites, and through printed adverts and promotional materials.

### E-mail alerting services

Electronic table of contents alerts (eTOCs) are increasingly being used and requested by subscribers and non-subscribers alike. They allow readers to keep informed of new papers and send traffic through to the abstract or full-text version of each article where the reader is a subscriber.

#### Results

The e-mail table of contents (etoc) alerting service for *LLC* currently has **1,485 registrants**, a **19% increase** from 1,250 in May 2007.

While this service primarily encourages usage and readership of the journal, we also make use of e-mail alerting services to highlight services, features and developments relevant to the journal.

In addition, the CiteTrack service allows researchers to be alerted via e-mail when articles in a certain subject, by a certain author, or including a certain citation, are published. Researchers can limit the alert to *LLC* alone, or have alerts across all HighWire journals.

### Online sample copy system

One issue of each of our journals is made available free online to users who register with the *My Account* system. This allows readers to get an impression of the *Journal* and us to gain contacts for follow-up. Each year, we send at least one email to those who have looked at the sample copy.

#### Results

In 2007, **246** individuals registered to view the free online sample copy of *LLC*. So far in 2008, 101 people have registered.

## ONLINE TRIAL SUBSCRIPTION

An email offering a free online trial subscription to sample copy registrants until 31st Dec 2007 was circulated. 44 emails were sent; 8 were opened; and 4 people took up the trial.

## PRINTED PUBLICITY

An *LLC* brochure featuring association benefits, online functionality, and an order form was printed for use at conferences throughout 2007, including the Digital Humanities 2007 conference as an insert in conference delegate bags.

## DIRECT MAIL

The journal is included in the annual OUP Books UK and USA Linguistics Catalogues, which are mailed to large lists of academics and bookbuyers in the field.

## CONFERENCES

*LLC* has had a presence at the following meetings in the field in 2007 and 2008.

### CONFERENCES

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Linguistic Society of America, January 4-7, 2007, Anaheim, CA

---

The 30th Annual Colloquium of Generative Linguistics in the Old World, April 12-14, 2007, Tromsø, Norway

---

Digital Humanities Conference, June 2-8, 2007, Urbana-Champaign, USA

---

14th Workshop on Logic, Language, Information and Computation, July 2-5, 2007, Rio de Janeiro, Brazil

---

Summer School on Linguistic Methodology, July 16-27, 2007, Molise, Italy

---

16th International Congress of Phonetic Sciences, August 6-10, 2007, Saarbrücken, Germany

---

19th European Summer School in Logic, Language and Information, August 6-17, 2007, Dublin, Ireland

---

Linguistics Association of Great Britain, August 29 – September 1, 2007, London, UK

---

DRHA Conference - Digital Resources in the Humanities and Arts, September 9-12, 2007, Sheffield, UK

---

The Second Oxford Postgraduate Conference in Linguistics, September 21-22, 2007, Oxford, UK

---

Association for Linguistic Typology – 7: The Biennial Meeting, September 25-28, 2007, Paris, France

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Colloque de Syntaxe et Sémantique Paris / Syntax and Semantics Conference, October 4-6, 2007, Paris, France

---

Rocky Mountain Modern Language Association, October 4-6, 2007, Calgary, Canada

---

South Central Modern Language Association, November 1-3, 2007, Memphis, USA

---

Society for Literature, Sciences, and the Arts, Portland, November 1-4, 2007, USA

---

Midwest Modern Language Association, November 8-11, 2007, Cleveland, USA

---

South Atlantic Modern Language Association, November 9-11, 2007, Atlanta, USA

---

American Anthropological Association, November 30 – December 2, 2007, Washington, USA

---

London Language Show, November 2-4, 2007, London, UK

---

Finnish Association of Applied Linguistics, November 9-10, 2007, Kouvola, Finland

---

Conference on Language Documentation and Linguistic Theory, December 7-8, 2007, London, UK

---

Amsterdam Colloquium, December 17-19, 2007, Amsterdam, The Netherlands

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Modern Language Association, December 27-30, 2007, Chicago, USA

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Linguistic Society of America, January 3-6, 2008, Chicago, USA

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30th Annual Convention of the German Society of Linguistics, 27-29 February, 2008, Bamberg, Germany

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Digital Humanities, June 25-29, 2008, Oulu, Finland

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Joint Meeting of the Society for Caribbean Linguistics and the Society for Pidgin and Creole Linguistics, July 28-31, 2008, Cayenne, French Guiana

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## **FORTHCOMING PLANS - HIGHLIGHTS**

Key plans for the coming year include the following:

- Banner advertisements on the homepage and related journal sites, to notify users of key articles, forthcoming special issues and *LLC* activities.
- Targeted email campaigns using contacts signed up for eTOC alerts, past authors and the OUP books lists of related contacts to promote attendance at conferences and key articles.
- Promote new journal content on eTOC alerts.
- Demographic subscription analysis to determine global regions where subscription uptake is growing and target end-users/libraries in these areas to increase access to the journal.

## **LIBRARY SALES AND MARKETING**

### **About our team**

As you will probably be aware, librarians often prefer now to subscribe to packages of content rather than to individual journals, as they believe that this gives them better value for money. Oxford Journals' Library Sales and Marketing Team has expanded in recent years directly in response to this change in purchasing habits.

Oxford Journals benefits from sales offices in China, Japan and India, as well as the headquarters in the UK. In order to maximize revenue from the library sector, our team of 11 sales and 3 marketing professionals sells and promotes the entire Oxford Journals Collection and Oxford Journals Archive, as well as the subject collections, to individual libraries and groups of libraries (or consortia).

Targets for collection sales include individual organizations in the academic and corporate/special library sectors, as well as groups of organizations (consortia) and multinational organizations. Selling packages of content enables us to achieve sustainable sales growth, particularly in emerging markets such as China and Japan. However, retention of journal subscriptions is equally important, so we often also target lapsed subscribers and

encourage them to renew. The pricing models used for collection sales are designed to ensure that these existing journal subscriptions are protected in the long-term, and that the journal benefits from the added dissemination and revenue potential of being available in consortia and multi-site agreements.

*Literary and Linguistic Computing* is included in the Complete Oxford Journals Collection, *Humanities* collection, and Oxford Journals Archive. More information, including a list of titles in the collection and archive, is available at [www.oxfordjournals.org/collections](http://www.oxfordjournals.org/collections) and [www.oxfordjournals.org/access\\_purchase/complete\\_archive.html](http://www.oxfordjournals.org/access_purchase/complete_archive.html).

## Library Marketing Campaigns

The journal was included in the following cross-list library marketing campaigns in 2007:

Name of campaign	Purpose	Date	No of subs targeted	Medium
2007 Upgrade Campaign	To encourage print-only subscribers to switch to online-only or print plus online subscriptions	April	368	Combination of direct mail, email, and telesales
2007 Online Activation Campaign	To encourage subscribers to activate their online access	May	468	Combination of direct mail, email, and telesales
2007 Renewals Campaign	To encourage lapsed subscribers to renew or find out the reasons for non-renewal	June	123	Telesales

## Collection Sales Highlights

### 1. Established markets

Our institutional clients include over 100 academic library consortia and multi-site institutions in 35 countries spanning every continent. We are one of the few publishers to have been included in the UK NESLI agreement since its pilot in 1998. Other long term consortium agreements include NERL, VIVA, GWLA, and CAPES (Brazil) in the Americas, HEAL-Link in Greece, BIBSAM in Sweden, HeBIS in Germany, JULAC in Hong Kong, and KESLI in Korea. New deals have been signed recently with the Carolina Consortium and with the California State University System in North America, as well as with the CINCEL in Chile.

Since 2006, our NEICON consortium agreement in Russia has given some 200 higher-education institutions access to the Full Collection.

In Japan, there are now over 80 Japanese academic libraries participating in the current consortia deals. Also in Japan, a national site license deal for the Oxford Journals Archive went live in June 2006, locally hosted by NII (National Institute of Informatics), starting with the participation of over 50 national and private university libraries in Japan.

### 2. Emerging markets

Our consortia sales efforts ensure that *Literary and Linguistic Computing* reaches new and emerging markets, which could otherwise be unaware of the journal. Some examples include:

- In **China** 15 of the institutes that comprise the Chinese Academy of Sciences have access to our Online Collection.
- In **South Korea** 103 institutions have access to our journals.
- In **Taiwan** we have 35 accessing the Online Collection.
- In **Japan** we have almost 110 institutions across 3 consortia accessing the full Online Collections.
- In **India** over 100 universities have access to the Online Collection and our titles are, on average, used more heavily than any other publishers' here.
- 7 of the 8 universities in **Hong Kong** subscribe to the Online Collection and our coverage in **Australia** and **New Zealand** is excellent, with 44 institutions having access to our Online Collection. The 2 major universities in **Singapore** are also subscribers to the Online Collection.
- We are also developing "open consortia" groups in **Thailand, Malaysia** and the **Philippines** which currently have 1 or 2 members. This is where there is no official consortium body in place but – normally with the help of an agent – a group of universities are invited to form a group that will be treated as a consortium.
- Likewise, in **Eastern Europe** our "open consortia" are well-established in **Poland, the Czech Republic** and **Romania** (there is a good chance that the latter two will become national licences in 2009), and full consortium agreements exist with **Estonia, Lithuania, Croatia, Serbia** and **Macedonia**. In these cases, access is effectively countrywide. Considerable expansion into **Slovakia, Latvia** and **Bulgaria** is predicted in the next twelve months, whilst individual projects continue across the region. Characteristic of these is a

site licence from 2008-2010 for the **University of Prishtina, Kosovo**, in partnership with the Organisation for Security and Cooperation in Europe, via which we have brought an extensive collection of Oxford online resources to this troubled region in an affordable and sustainable way.

- **The Middle East** shows ample scope for expansion, with our site licence and consortia business increasing by the year. Site licences are now in place with many of the region's premier universities, from **Lebanon** to the **UAE**. The **Israeli consortium, MALMAD**, renews its 12 leading university members consistently. In **Saudi Arabia**, three new members for 2008 expand our agreement to 9 universities; by 2009, all 15 are expected to have joined. **Iran** is a great success story, with the Ministry of Science, Research & Technology Consortium (MSRT) taking our Full Collection for all its 79 institutions – we are one of just two publishers to have achieved this level of coverage. Moreover, the sister Ministry of Health (MoH) consortium is expected to come in with another 47 members within twelve months.
- **North Africa** presents an emergent and stimulating challenge, and we're one of the first in the field with an offer to the **Egyptian Universities Library Consortium (EULC)** of 15 universities, which is likely to be accepted during 2008. Meanwhile, site licence business is developing in **Libya, Algeria** and **Tunisia**.
- One of the most long-standing library consortia, **South Africa's SANLIC**, enjoys access to all Oxford Journals via its ongoing agreement with us, whilst business in neighbouring Lesotho, Swaziland, Namibia and Botswana is set to grow.
- Elsewhere in **Africa**, our **Developing Countries Initiative** marries with those of **AGORA, HINARI, INASP and OARE** to bring free or very low-cost access to those countries which need it most. For more details, see [http://www.oxfordjournals.org/access\\_purchase/developing\\_countries.html](http://www.oxfordjournals.org/access_purchase/developing_countries.html)

#### Contact details

If you have any questions, comments or suggestions relating to this report or marketing of the journal in general, please do not hesitate to contact me:

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