

IX-B-2 Sage Update

Applied Spectroscopy: Subscription sales and renewals

This document provides an overview of strategies we employ to renew and protect your subscriptions as well as outlining what we are doing to grow global visibility of *Applied Spectroscopy* more generally.

We have specifically been asked to feedback on PPV usage and submissions to the journal and comment on strategies we employ to convert these to paid subscriptions. We've also provided a refresher on our SAGE Premier and other packages now that the journal is included in these collections.

PPV, usage by institution and submissions and acceptances

Total PPV customers 2017 (to end of April):

A-Company Name	Sum of PPV downloads
Novo Nordisk	16
Alkermes Plc Research and Deve	5
Koninklijke Philips Electronic	10
Orion Oyj	5
Saint Jude Medical Inc. Parent	2
Unilever Research	28
Sun Media	9
P and G Healthcare Research	44
Novartis Pharma AG	6
Edison Welding Institute	1
Merck Parent PPV	3
Total	129

SAGE has made significant investments in physical and financial resources to penetrate non-academic markets. We have teams based in the US, UK and Asia Pacific territories focusing on non-academic market sales. Our global marketing and sales team supporting this market continue to extend our reach beyond academic publishing and achieve sales across new industries and clients. Current customers include the NIH, the NHS, Unilever, Bayer AG, NASA, Microsoft, CDC and major pharmaceutical companies, who all subscribe to SAGE content. *Applied Spectroscopy* already has some non-academic customers for example, Hoffman La Roche.

Many of the customers downloading *Applied Spectroscopy* articles through our PPV are customers who have purchased pre-paid PPV tokens. These customers purchase a large number of PPV tokens at a discounted rate allowing them to download articles from across the SAGE Journals platform. Usually these customers have a core set of journals they use most regularly. Our teams assess PPV data on a regular basis and will seek to upsell subscriptions to PPV customers if their usage is extensive. Our teams will keep an eye on the data here and if for example, Procter and Gamble's Healthcare research usage continues to increase, we will seek to convert this to a paid subscription. Customers accessing content through our PPV tokens are generally paying a higher price per download for their access than paying subscribers, even with the discounts we are offering. If we chose not to offer the discounted PPV rates then these customers may not choose to make as many discounted downloads. The Society receives a royalty payment from all of these PPV downloads.

PPV downloads are also available through the Optical Society's website at the same price as the full PPV rate on the SAGE site. Customers paying for articles through the OSA site won't benefit from the

same discounted rates we offer our PPV customers who purchase discounted tokens. We will ask the OSA if it is possible to obtain PPV data on individual customers.

Corporate subscription pricing is not listed separately on the website but the Institutional pricing is used as a base when negotiating deals with our non-academic customers. We have included a list of the articles these customers are downloading as a separate excel file to accompany this report.

PPV data and commercial sales

Neil, *Applied Spectroscopy's* Commercial Sales Executive, utilizes PPV data to check for new opportunities in terms of reprints, advertising and supplements. Once he can identify the articles that commercial companies (especially pharmaceutical companies) are accessing via PPV, he can try to understand why they are accessing those particular articles and look to generate reprint sales from articles which have commercial value. Is the PPV client using an article for internal research and for reference purposes? Or does the content tie in with their marketing and scientific communications program. All this information is useful to help us understand what is happening now and in the research & development pipeline – we can then recommend appropriate advertising, reprint and supplement opportunities for the client. There are strict rules that apply to the commercial use of copyrighted material. However, pharmaceutical companies have been known to access journal content through legitimate means but then distribute it to healthcare professionals for promotional purposes without obtaining permission from the publisher. Understanding PPV download behavior allows us to be more proactive in ensuring that journal content is used and paid for in the appropriate manner. In short, if we can improve our understanding of our client's behaviors and needs across the whole publishing spectrum, it can only help to improve the service we provide, help raise the profile of the journal and maximize the journals income.

Usage by institutions

Below is a table of the top 20 Institutions downloading content from *Applied Spectroscopy* via our SAGE Journals website in 2017 year to date (almost all of these are institutional subscribers either through our packages or as individual institutional subscribers) and we are constantly monitoring turnaway reports to push sales to customers who are not existing subscribers (see below for more on turnaway reporting). Note, content was free to access for the first couple of months of 2017 as a result of our platform migration:

Shanghai Jiaotong University	China
Soc for Applied Spectroscopy	United States
University of British Columbia	Canada
University of Michigan	United States
Staats- und Universitätsbiblio	Germany
Oregon State University	United States
New York University	United States
Tongji University	China
Simon Fraser University	Canada
University of Delaware	United States
University of Strathclyde	United Kingdom
Sejong University	Korea, Republic of
Universitat Rovira i Virgili	Spain
University of South Carolina	United States
Washington Univ Saint Louis	United States
University of Nebraska Lincoln	United States
Seoul National University	Korea, Republic of
PURDUE UNIVERSITY PARENT	United States
EKB-Public-Access PARENT	Egypt
University of Toronto	Canada

Submissions and acceptances:

We have provided a separate report detailing submissions and acceptances by Institution. The majority of authors who submit to the journal are able to access the journal through our package arrangements. Our teams treat authors as any other customer and they will be included in all relevant email campaigns. Authors receive a series of 5 “author care” emails after their articles have been published encouraging them to promote their papers and submit articles to the journal again.



An overview of our packages

Our ‘big deal’ – *SAGE Premier* – selling into **~3,500 libraries** and our philanthropic packages include over 5,000 libraries in the developing world. Since the start of 2017 *Applied Spectroscopy* is now included in both of these packages and the table below shows the number of institutions with access, to *Applied Spectroscopy* through their big deal package, to be in excess of 8,000.

Global reach for *Applied Spectroscopy* via SAGE consortia and philanthropic deals:

Your journal is part of a high-quality, high impact portfolio — two-thirds of our journal content is ranked in the 2015 Journal Citation Reports® (Thomson Reuters, 2016) and SAGE is proud to be the market leader (by number of ranked journals) in seven categories.

The SAGE Premier package provides libraries with access to over 900 journals published by SAGE. This

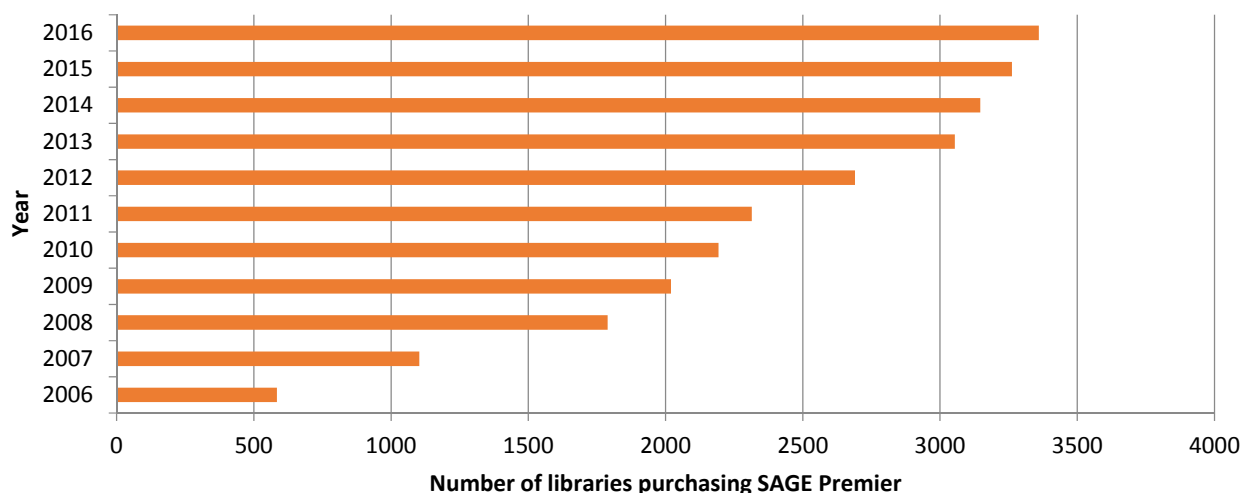
package is the major route by which we sell our journal content globally and our **financial forecast** is based on revenues growing primarily from SAGE Premier sales. **We expect all major universities in the US, Northern Europe and Asia-Pacific and South Asia to have access and that annual growth will come from sales in emerging markets such as Eastern Europe and the Middle East.**

We have achieved impressive global sales growth of SAGE Premier over the last ten years, with the total number of customers increasing by 475% during this period.

Growth in Premier Customers over ten years

Region	2016
Asia-Pacific	375
EMEA	1,282
North & South America	1,800
Total	3,457
Global Philanthropic Deals	5,000
Grand Total Access*	8,457

*There may be some overlap between institutions



In addition to SAGE Premier, we also offer a range of smaller journal packages, selling collections of journals at the discipline and sub-discipline level, which have been carefully crafted to suit the individual needs of librarians. This strategy ensures that we maximize sales reach across relevant libraries that may have lesser purchasing power, or a specific discipline focus. *Applied Spectroscopy* is also included in the Science Technology and Medicine package.

Case Study: Growing subscriptions and revenue

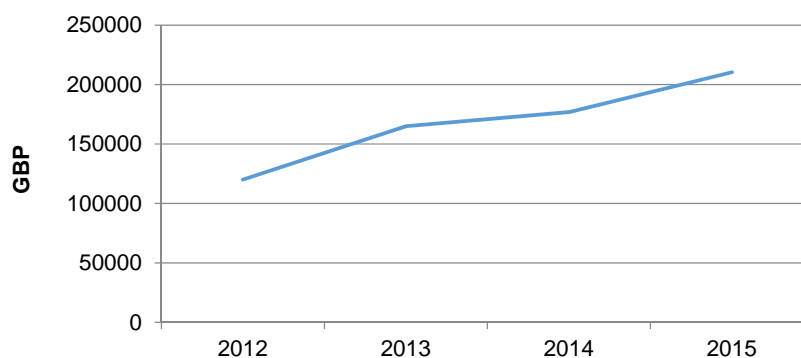
In 2012, SAGE took over a well ranked society journal from another major publisher.

Since transitioning, traditional subscriptions have renewed well and are currently 12% higher than at takeover. Renewal rates have been as follows:

Renewal Rate	2012	2013	2014	2015
Traditional subscriptions	84%	125%	102%	104%

Financially, the journal has seen steady growth in revenues, from traditional subscriptions, SAGE Premier revenues and strong commercial and backfile sales.

Total revenues (excluding member subscriptions) 2012-2015



Maximizing global reach of your content

Ensuring optimal usage

It is important *Applied Spectroscopy* receives high rates of usage through our SAGE Premier package in order to generate maximum financial returns to the society. Revenue from the SAGE Premier fee charged to libraries is allocated back to journals within the collection, using a formula incorporating the journal's price, number of subscriptions and usage within the package so the more usage the journal gets, via customers accessing the journal through packages, the higher the allocation.

It is also very important to encourage high usage from institutional subscribers as librarians assess usage data when deciding to renew titles. The higher the usage the more likely they are to renew their subscriptions.

However, we also understand there is a delicate balance and there may be conflicts in protecting SAS membership here if journal access is the main member benefit perceived. Therefore, it is important the Society work to promote all membership benefits above and beyond journal access to protect the membership base as well as to ensure the journal has the greatest visibility globally. SAGE are doing lots to promote SAS membership through the journal website, email campaigns, via eTOC alerts and Arianna is encouraging authors to join the society to receive free color printing.



Our complementary content

As you are aware, in 2017 we started publishing the IM Publications titles: *JNIRS*, *NIR News* and *EJMS*. This complementary content, as well as our other material with crossover in the *Applied Spectroscopy* discipline strengthens our sales offering and allows us to cross-promote content as well as build on our lists in the wider discipline. SAS members are offered *JNIRS*, *NIR News* and *EJMS* at a heavily discounted rate to add to the list of member benefits offered and we have seen some uptake of this already. We would also be happy to offer other relevant societies, such as SLAS, member discounted rates to *Applied Spectroscopy* if the SAS would like to explore this.



Driving awareness, usage and revenue to renew and protect your subscriptions

Our library marketing team members are product experts who work in tandem with our sales force to drive uptake of journals packages and collections to libraries worldwide. We deliver a creative program of innovative campaigns, integrating print and digital marketing tactics derived from detailed and rigorous data analysis. Our activities promote and support the journals packages across the full sales cycle, to drive awareness, understanding, usage and revenue of our products and enhance our customer service for library customers. Initiatives include:

- Creation of awareness and usage driving materials including online banner adverts, search widgets, posters, and custom end user training to maximize awareness of your journals at institutions, and ensure that your content is as discoverable as possible by library patrons
- Printed materials in multiple languages to support sales and renewals
- A one month global free trial campaign, open to all libraries and end users worldwide, to engage researchers with our content; drive usage; and generate new sales. We conduct a rigorous follow-up of all leads captured, passing details to their relevant librarian to maximize uptake of our subscriptions and package deals
- Deployment of global email campaigns to raise visibility to libraries worldwide including:
 - **Sales Campaigns for Package Deals:** Targeted email campaigns to specific librarians to drive renewals of existing deals and upsell additional relevant journals to these customers
 - **Library recommendation campaigns:** We drive faculty to use our electronic recommendation forms to ask their library to subscribe to journals they want but don't have access to. Leads are passed to the sales team to secure new business

Case Study: Translated faculty usage campaigns to the ANKOS consortia

We regularly target prospective institutional customers with an offer of 60 days trial access to our packages in order to gain exposure in new markets and increase sales. Our trial offer to SAGE Premier to non-subscribing institutions of the Turkish Library consortium ANKOS achieved just that.

- We sent email campaigns translated into Turkish to almost **2,500 faculty** encouraging them to use SAGE Premier during the 60 day trial, as well as asking them to recommend the product to their librarian.
- The subsequent **high levels of usage and library recommendations** provided our sales team with evidence to demonstrate the interest in and need for our journal content to librarians among their patrons

This campaign resulted in a highly impressive **12 new sales to SAGE Premier**.

Hakemli, disiplinlerarası içerik
View this online | [Email alerts](#)

SAGE journals

SAGE Premier ANKOS deneme erişiminiz sona erdi

Sayın ,

Umutunuz kullandığınız ANKOS kapsamındaki **SAGE Premier** deneme erişimini faydalı bulmuşlardır.

SAGE Premier Geri Dönüşleri

Bir kurumdaki akademisyenler, araştırmacılar, öğrenciler SAGE dergileri içeriğine erişmeye çalıştıklarında eğer kurumun aboneliği bulunmuyorsa sistem tarafından geri çevilmektedir. Sizin kurumunuzdan, Kasım 2013'ten itibaren, **SAGE Premier** içeriğine erişmek isteyip de geri çevilen talep sayısının XX olduğunu biliyor muydunuz?

Deneme erişiminiz sona erdi. Dilerseniz fiyat teklifi isteyebilir ve daha fazla bilgi için benimle iletişime geçebilirsiniz.

[Fiyat teklifi isteyin](#)

SAGE Premier Hakkında

SAGE Premier 500.000'in üzerinde makaleyi içeren 690'dan fazla hakemli dergiyi elektronik erişimi kapsamaktadır. Her başlık en yüksek standartlarda incelemelerden geçmektedir ve hakemlidir.

SAGE, İletişim, Kültürel Çalışmalar, Eğitim & Eğitim Araştırmaları, Aile çalışmaları, Ortopedi, Psikoloji, Uygulamalı Psikoloji, Sosyal Rehabilitasyon, Sosyal Çalışmalar, Sosyoloji ve Kadın Çalışmaları da içeren 11 anahtar disiplinde atıl alan başlıklar açısından pazar lideridir.

[Fiyat teklifi ve daha fazlası için](#)

Saygılarımla,

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690+ hakemli, tam metin dergi
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SAGE

Türkiye'deki önde gelen üniversitelerden 3.000'den fazla yazarın makaleleri de dahil olmak üzere dünyanın en iyi araştırmalarına deneme erişiminiz var!

Sayın ,

Kütüphanesi aracılığıyla sizin ve meslektaşlarınızın SAGE dergilerine 15 Kasım tarihine kadar deneme erişiminiz bulunmaktadır. Bu içeriğe <http://online.sagepub.com> adresinden erişebilirsiniz.

Meslektaşlarınız neler yayınlıyor, okuyun!
Bu dergilerde Türkiye'den 3.700'den fazla yazarın 1.600 makalesi bulunmaktadır.

Aşağıdaki avantajlardan şu anda yararlanabilirsiniz:

- 500.000'den fazla makale içeren 690'dan fazla hakemli dergiyi Elektronik Erişim
- Yüksek Etki Faktörleri - İçerigin %60'ı 2012 *Journal Citation Reports* 'da indekslenmektedir
- Akademik ve Profesyonel Araştırma - 300'e yakın önemli dergiye adana yayınlanan başlıklar
- Ödüllü Platform - Choice Magazine Outstanding Academic Title (Choice Dergisi Seçkin Akademik Başlık Ödülü) (Ocak 2011) seçilen SAGE Journals platformundan erişim

Aşağıdaki popüler disiplinlerarası dergilere de erişiminiz bulunmaktadır:

 <i>Food & Agriculture International</i>	 <i>Disaster Prevention & Management</i>	 <i>Journal of Dental Research</i>	 <i>The American Journal of Sports Medicine</i>
 <i>Journal of Child Neurology</i>	 <i>Toxicology Research Journal</i>	 <i>Journal of Travel Research</i>	 <i>Journal of Management</i>

'Turnaway' reports and campaigns

We regularly analyze our platform usage data in detail to compile lists of turnaways – unsuccessful attempts by individuals to access *Applied Spectroscopy* at an institution without a subscription. These

leads provide strong evidence to enable our sales team to drive new sales in institutions where there is proven demand. Our sales teams will take tailored turnaway reports on the road with them when they are visiting institutions providing information on what their academics use and whether authors at that institution are able to access the papers they have written.

Below is an example of a section of a report. For this particular institution, the sales team focused on pushing our Science Technology and Medicine package to the Institution (of which *Applied Spectroscopy* is part of):

Publishing Trends with SAGE (2014-16)

In the past three years there have been 4 instances where authors with affiliated to XXXXXXX have been published in SAGE journals in the following disciplines with a real emphasis on Engineering and STM, areas where there are also high turnaways.

Journal Discipline	Author Contributions
Engineering & Material Sciences	21
Science, Technology & Medicine	11
Business & Management	1
Grand Total	33

Marketing Reach


SAGE are continuing to increase our marketing reach by undertaking several activities to ensure our database is as up to date as possible so that we are reaching as many relevant academics as possible.

- Data mining – we have a dedicated team assigned to manually search for academics in relevant fields and add them to our database. This project has just kicked off and the results of this should be seen in the open/click through rates from the next few email campaigns (September 2017, November 2017).
- We are constantly looking to encourage registrants to the Applied Spectroscopy eTOC (Table of Contents) alerts. A link to this is featured in all email campaigns and on promotional material.
- The move to the new website platform (Atypon) has increased the Search Engine Optimization (SEO) of the journal which will increase online visibility in search engines.

A full marketing report will be produced for the meetings at SciX 2017 and more details of the above initiatives will be available then.

Recommending Applied Spectroscopy to libraries

There is a “recommend to your library” form on the website which allows customers to complete an online form:



Thank you for your interest in '[Applied Spectroscopy](#)'.

Please complete the form below to recommend '[Applied Spectroscopy](#)' to your librarian.

I believe Kristin and Mike have added a “recommend the journal to your library” within the SAGE Track template letters to authors.

Maximising visibility globally

We know how important it is for SAGE to have a strong presence globally in order for *Applied Spectroscopy* to benefit in enhanced visibility particularly in the US, Europe and Asia. SAGE's sales program will means the journal has visibility and immediate access to current content in these core areas:

North America

Office locations: Los Angeles & regional

SAGE has established a relationship with almost every major academic library consortium. This means that *Applied Spectroscopy* is now available at every major institution in the US.

Western, Central & Southern Europe

Office location: London & regional

- **In Northern Europe, we have deals with all the major consortia, and have very high if not one hundred percent higher education penetration in these territories.** To drive future growth, SAGE has invested significant resource in the sales team in UK and Europe in recent years. Our investment in on-the-ground sales capabilities has had a visible impact in SAGE brand recognition and the volume of sales in the region. Sales growth has been supported by investment in a dedicated resource in the office sales team to provide the field sales team with gap analysis information and lead generation. We also have a specific team to manage package renewals to enable the field team to concentrate on new journal package business.
- **Eastern Europe** presents a region of good opportunity for SAGE as economies grow and markets emerge. We have strong exposure of our SAGE journals through deals with National consortia such as NEICON in Russia and Anulis Plus in Romania, and there are still many opportunities in other countries where markets are developing and buying groups are forming. One of our key strategies in this region is to work closely with local agents and distributors to translate and tailor our messages in order to increase our reach. Through our partnership with EIFL we also supply our resources to many low-income countries across Eastern Europe at discounted rates.

Asia Pacific

Office locations: Singapore (HQ) / Beijing / Kuala Lumpur / Kyoto / Melbourne / Seoul / Shanghai / Taipei

Asia represents a major area of growth for new sales as the location of many emerging markets. SAGE has therefore a large number of sales teams across this region. The region prides itself as a place to invest and grow, placing a heavy emphasis on education. We have an aggressive sales strategy to work with library consortia and other institutions throughout the region to sell access to our online journals package. Since opening our Singapore office in 2006 we have negotiated **deals with 95% of all the major library consortia throughout the Asia-Pacific.**

South Asia

Office locations: Delhi (HQ) / Chennai / Hyderabad and Kolkata.

- SAGE India has been established for over 30 years and now employs almost 300 people over two offices and is just one of a global network of SAGE offices serving emerging markets worldwide.
- SAGE has a long term presence in South Asia, making us uniquely well-placed to sell into this rapidly growing market. Our strategy is to focus on continued development of our journals business in South Asia on a traditional basis of selling title-by-title (digital, print or combined, depending on the institution's needs) to individual libraries rather than centrally through consortia. We will continue to closely monitor the sales environment in South Asia to ensure that we have the correct approach for the market. In recent years we have experienced very rapid growth with our existing strategy, and see no current sign that this growth will diminish.

Philanthropic and developing world sales

SAGE is committed to the global dissemination of engaged scholarship, working with a number of organizations to bring scholarly material to libraries and researchers in the developing world. A huge number of libraries in developing countries that might not otherwise have been able to afford subscriptions to *Applied Spectroscopy* can now access the journal at highly discounted rates or free of charge. In 2016, over 5,000 institutions in the developing world had access to SAGE journals:

Three of the initiatives we partner with are briefly described below:

- The UN's **Research4Life** initiative, which encompasses the AGORA, HINARI and OARE programs. Although the focus of these programs is research on health, agriculture and the environment, all STM, social science and humanities disciplines are represented.



- The **International Network for the Availability of Scientific Publications (INASP)**, provides online access to research institutions in over 80 of the world's less developed countries, either free of charge or at greatly subsidised rates.
- The **eIFL Foundation**. The Foundation supports the wide availability of electronic resources for library users in developing countries by helping to negotiate the creation of library consortia across multiple countries.



Applied Spectroscopy subscriptions

Here's the report we provided to Bonnie summarising the total number of subscribers transferring to SAGE and the total in 2016 (it's still too early to report on the 2017 figures so renewal rates are currently lower than they will be by the end of the year but we should be able to report more accurate figures for 2017 at SciX):

		Institutional subscribers in contract	Institutional subscribers transferred from SAS and OSA	New SAGE subscribers	Total number of paid Subscribers	Gratis subs	Total including Gratis	Number of lapsed subscribers
SAS/SAGE								
	Individual		0	4	4	4	8	
	Institutional		176	33	214	59	273	31
	Multisite		2	3	5	0	0	
	Total SAS	221	178	40	223	63	286	31
OSA - institutional	Individual		0	0	0	0	0	
	Institutional		42	0	42	16	58	22
	Multisite		1	0	1	0	0	
	Total OSA	83	43	0	43	16	59	22
Total		304	221	40	266	79	345	53

Here we can see how the SAGE sales teams are growing and protecting subscriptions by increasing the number of institutional subscribers from 2015 to 2016. We will hope to see continued growth in 2017 as some of the gratis customers will hopefully upgrade to full paying subscribers. It is too early in the subscriptions year to report on 2017 numbers but we should have more realistic figures by September. It should also be noted that library budgets are very tight and librarians are being asked to cut back their spending rather than adding new titles so in the current climate it is very difficult to sell new institutional subscriptions so the society should not expect huge increases.

