

# Read & Publish with Cambridge

# Agenda

This training session will cover:

- Open Access and Cambridge University Press
- Read & Publish with Cambridge University Press
- Post Sales Support

Q&A

# Open Access (OA)

Makes scholarly research permanently available to view online without restriction.  
Typically funded by payment of an article processing charge (APC)

	Required to pay an APC to publish?	Subscription charge to read?	Peer reviewed content?
Fully Gold OA	✓		✓
Hybrid	Only when publishing an OA article	Only for non OA content	✓
Diamond OA			✓
Non OA		✓	✓

# Benefits of OA publishing

Publishing OA allows anyone, anywhere to find, read, and benefit from research.

OA articles:

- are downloaded three times more than non-OA articles, on average
- receive 30-50% more citations
- are freely available online globally





**CAMBRIDGE**  
UNIVERSITY PRESS

The Press' central purpose is to advance learning, knowledge and research worldwide.

As a university press and not-for-profit publisher, we are working in partnership with the communities we serve to help shape the future of scholarly communication. All communities around the world must be able to benefit from open research, irrespective of funding levels or other inequalities.



**UNIVERSITY OF  
CAMBRIDGE**

The University promoted and support Open Research, to improve discoverability and maximise access to knowledge in accordance with our mission to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence.

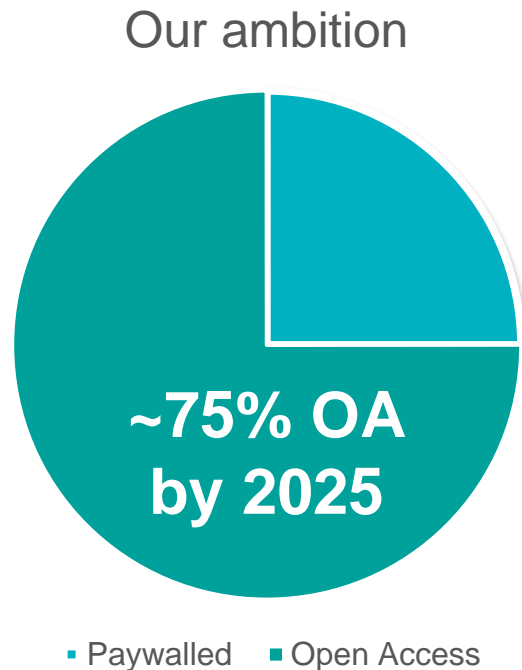


# Our ambition

To move from collection-based publishing to around 75% Open Access publishing in our journals by 2025.

Currently 20% of the content in our journals is Open Access and growing rapidly.

	2018	2019	2020
OA article count	10%	15.80%	20%



# OA and Cambridge University Press

We are committed to becoming a fully Open Access publisher.

To achieve this, we are following two main paths:

- Transformative Journals Programme
- Read and Publish agreements

As well as investing in innovative services, such as our early research platform, Cambridge Open Engage.



# Transforming our journals programme

The Transformative Journals programme gives a welcome and much-needed opportunity for us to offer a Plan S-compliant publishing route to the authors not covered by a Read and Publish agreement.

We have **submitted 209 journals to cOAlition S to request Transformative Journal status**, which includes all 118 hybrid journals that CUP owns and 91 of the hybrid journals owned in whole or part by our society partners. We continue to discuss the Transformative Journals route with our other publishing partners.

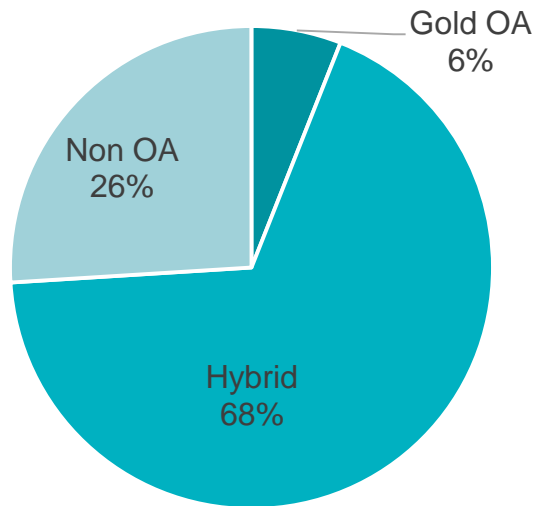
These 209 journals have all committed to the goal of transitioning to fully open research by gradually increasing their open access content in line with open access growth targets set by cOAlition S.

Read the blog post: <https://bit.ly/3lf9SDK>

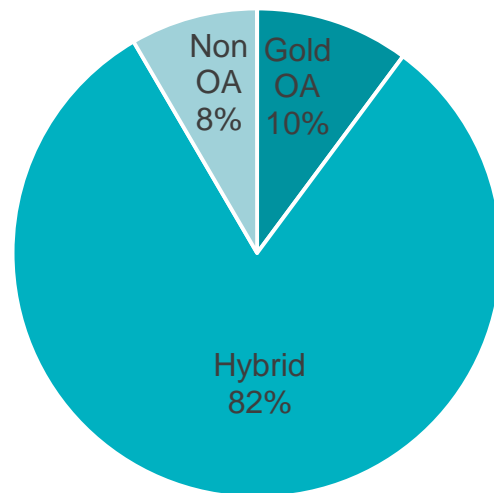


# Transforming our journals programme

2018 Full Package Journals



2021 Full Package Journals



# Read and Publish

Read and Publish is the combined provision of reading and OA publishing across a CUP journals collection.

Institutions are invited to repurpose existing subscription spend with us and use this to publish their research OA.

We believe this is the most effective, affordable, and sustainable way for publishers and institutions to move toward a new type of journals model.



Over **600 institutions** are already covered by a Read and Publish agreement with Cambridge, including over **[15 agreements across Europe.](#)**

# An agreement with Cambridge

We pride ourselves on building close, collaborative partnerships with institutions, and working together to achieve sustainable long term aims in open research.

A Read & Publish agreement with Cambridge University Press:

- Maximises value from your serials budget, purchasing journals access and open publishing with one annual payment
- Secures the OA advantage by increasing visibility and discoverability of research at your institution, at no additional cost to faculty or library
- Includes post-sales support to ensure agreement success, including training, marketing, and a dedicated inbox to handle queries from authors

# Open Access Publishing Workflow

All articles submitted to Cambridge University Press undergo the same rigorous peer-review to sustain the high quality of our journals.

The decision to publish an article is not affected by whether it will be published open or behind a paywall.



# Reducing the administrative burden

We work closely with Copyright Clearance Center – Rightslink to enable a smooth transaction workflow for article processing charges (APCs).

Institutions participating in Read and Publish agreements benefit from Rightslink's '**OA Agreement Manager**' platform which has been purpose-built to facilitate smoother financial transactions for authors and administrators.

This allows us to identify authors who are eligible for an APC discount/waiver. Institutions may also review and authorise APC funding requests.

# Post sales support

## Marketing

Each agreement will benefit from:

- Dedicated page on Cambridge Core
- OA submission driving across our journals portfolio
- R&P promotions on social channels, email campaigns, and search (Google) advertising

Resources to help your own promotion are also available >> [cambridge.org/rapresources](https://cambridge.org/rapresources)

### Making the most of your Read and Publish Agreement

Thank you for joining us on our journey to make academic research more open.

Your agreement will allow you to sustainably convert your institution's publishing to Open Access and enable the research community and beyond to benefit from findings by your researchers. At the same time, your patrons will have continued access to high quality, peer-reviewed journal collections.

This page is dedicated to providing resources, messaging and training to help make your deal a success. We hope you find it helpful and informative. If you have ideas about resources we can add to this page, please email [librarymarketing@cambridge.org](mailto:librarymarketing@cambridge.org).

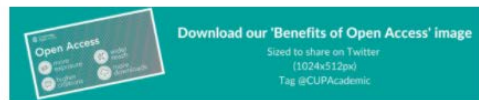
#### Promote Open Access publishing

Did you know that 75% of OA articles get more citations than their non-OA equivalents, receiving on average 30-50% more citations?

A range of resources and information are available across our site to help increase understanding of OA, including a glossary of OA terms, the benefits of publishing OA, and a step-by-step guide to publishing OA with Cambridge. We've highlighted some 'trending resources' on this page - you can add links to these on your web pages, or share in emails or on social media. If you need any banners or buttons to support this work, please email [librarymarketing@cambridge.org](mailto:librarymarketing@cambridge.org).

Find out more:

- What is Open Research?
- What is Open Access?
- Publishing OA information for authors
- Open Access resources for authors



#### Raise awareness of APC funding support

You've worked hard to negotiate a deal that allows you to sustainably transform your publishing to OA, now you just need authors to take advantage of what's on offer!

We've compiled some messaging suggestions for you to post on social media:

- [Click here for messaging where APCs are 100% discounted](#)
- [Click here for messaging where APC are partially discounted](#)

#### Trending resources:

Share on your social sites or add to your web pages.



# Post sales support

## Monthly reporting

Each month we will send you a report with details of your Read & Publish deal including:

- Total articles published during the subscription period
- Open Access and non Open Access article data
- Other details such as author name and affiliation

# Post sales support

## Resources

Page of resources for authors: [cambridge.org/publishoa](https://www.cambridge.org/publishoa)

## Training

- For librarians: sessions to support your understanding of the author workflow and how to use Agreement Manager
- For authors: webinars about general Open Access topics, including how to publish OA
- Training requests can be made via [academictraining@cambridge.org](mailto:academictraining@cambridge.org)

Find out about our upcoming webinars: [cambridge.org/upcoming-product-webinars](https://www.cambridge.org/upcoming-product-webinars)



# Thank you