Can small independent publishers survive in the future?

Caroline Sutton
Publisher, Co-Action Publishing
President, Open Access Scholarly Publisher’s Association (OASPA)
A bit about Co-Action Publishing

- Founded by three former executives from academic publishing industry.
- Established as Swedish limited liability company in 2007, Norwegian subsidiary established 2012.
- Wholly owned by the founding partners.
- 6/7 employees + 2/3 extra help.
- No Managing Director.
- "Headquarters" = a cottage on the countryside outside of Stockholm.
- Founding Member Open Access Scholarly Publishers Association, OASPA, current President.
- Publish 29 (34) Open Access journals across disciplines, including Social Sciences and the Humanities, but primarily medicine.
- Will publish ca. 850 articles in 2012, expect to break 1000 articles in 2013.
- Strong focus on quality of experience publishing authors have when working with us.
Small Independent OA Publishers
“...the Internet has become an increasingly important medium of communication in a variety of public and private spheres. In the international academic community the arrival of the Internet has received a mixed reception, with responses ranging from unbridled enthusiasm to outright hostility. My preferred stance is one of cautious optimism...” Roberts, Peter. First Monday, vol 4, no 4-5 April 1999.
## Size of Publishers: TA vs OA

<table>
<thead>
<tr>
<th>No. Jnls</th>
<th>% TA Publishers</th>
<th>% TA Journals</th>
<th>% OA Publishers</th>
<th>% OA Journals</th>
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<tbody>
<tr>
<td>1</td>
<td>83.7</td>
<td>31.7</td>
<td>87.9</td>
<td>55</td>
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<tr>
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<td>0.3</td>
<td>1.0</td>
<td>0.1</td>
<td>0.4</td>
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<td>11-20</td>
<td>1.0</td>
<td>5.4</td>
<td>0.8</td>
<td>6.9</td>
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<tr>
<td>21-50</td>
<td>0.8</td>
<td>8.8</td>
<td>0.2</td>
<td>3.5</td>
</tr>
<tr>
<td>51-100</td>
<td>0.3</td>
<td>7.2</td>
<td>0.1</td>
<td>2.6</td>
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<tr>
<td>100+</td>
<td>0.3</td>
<td>29.7</td>
<td>0.1</td>
<td>10.3</td>
</tr>
</tbody>
</table>

Advantages of working with a small publisher

- Flexibility
- Personal
- Responsiveness
- Partners are big fish in a small sea
- A single author means a lot to a small publisher
- Users can drive innovation
- Small publishers = different forms of choice for authors

Advantages to us of being small

- Highly dedicated staff.
- Chose partners with care. We work with people we like.
- Quick decisions when necessary, no bureaucracy.
- Flexible work conditions.
- Full overview of our portfolio and publishing authors.
In an Open Access world, where faced with two journals of similar prestige, authors will select their publication outlet based on 

PRICE + QUALITY/SERVICE
This is indeed great news, Emma! It is really my pleasure to work with you as you are so positive :) 

I very much enjoy working with you and Ann. What a truly professional, expert group you are.

Good to hear from you and thanks for the speedy on-forwarding of the MS.

Looking back it’s been a load of fun and we’ve ended up with some pretty fine publications. Hope we can work together again!!

Thanks again for doing the best job with a publication that I ever experienced.

I hope we can do other publication projects in the future.

"I’m in love with that fantastic woman"

Thank you very much! It seems that you did a perfect job! It looks much better with the new figures, many thanks.
THANK YOU!

Caroline.Sutton@co-action.net