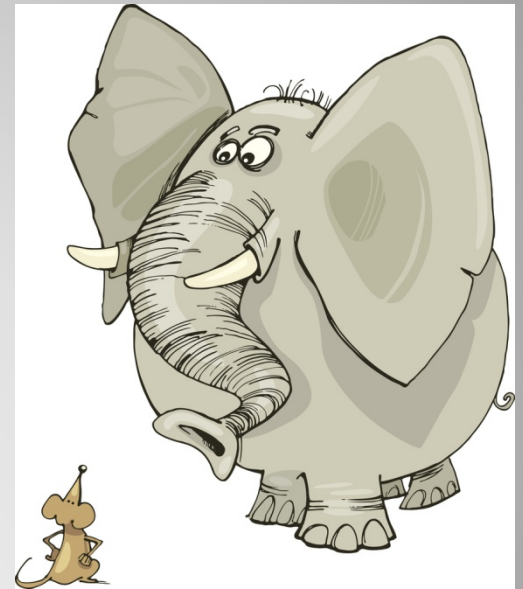


# Can small independent publishers survive in the future?



**Caroline Sutton**

**Publisher, Co-Action Publishing**

**President, Open Access Scholarly Publisher's Association (OASPA)**

**COACTION**  
PUBLISHING

**7th Munin Conference on Scientific Publishing 2012  
22-23 November, Tromsø, Norway**

# 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.

The Innovative Open Access Publisher



For tailored Open Access solutions

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## Public Peer Review Open Access

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**History of Geo- and Space Sciences**  
Original historical research, in order to improve and accelerate communication in Space Sciences.  
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Focused on investigations of the Earth system, its future developments and Earth system modelling.  
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**Solid Earth (SE)**  
Multidisciplinary research on the Earth's crust at all spatial and temporal scales.  
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### Welcome

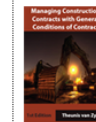
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### New Journals Titles for 2009



### New Book Titles for 2009

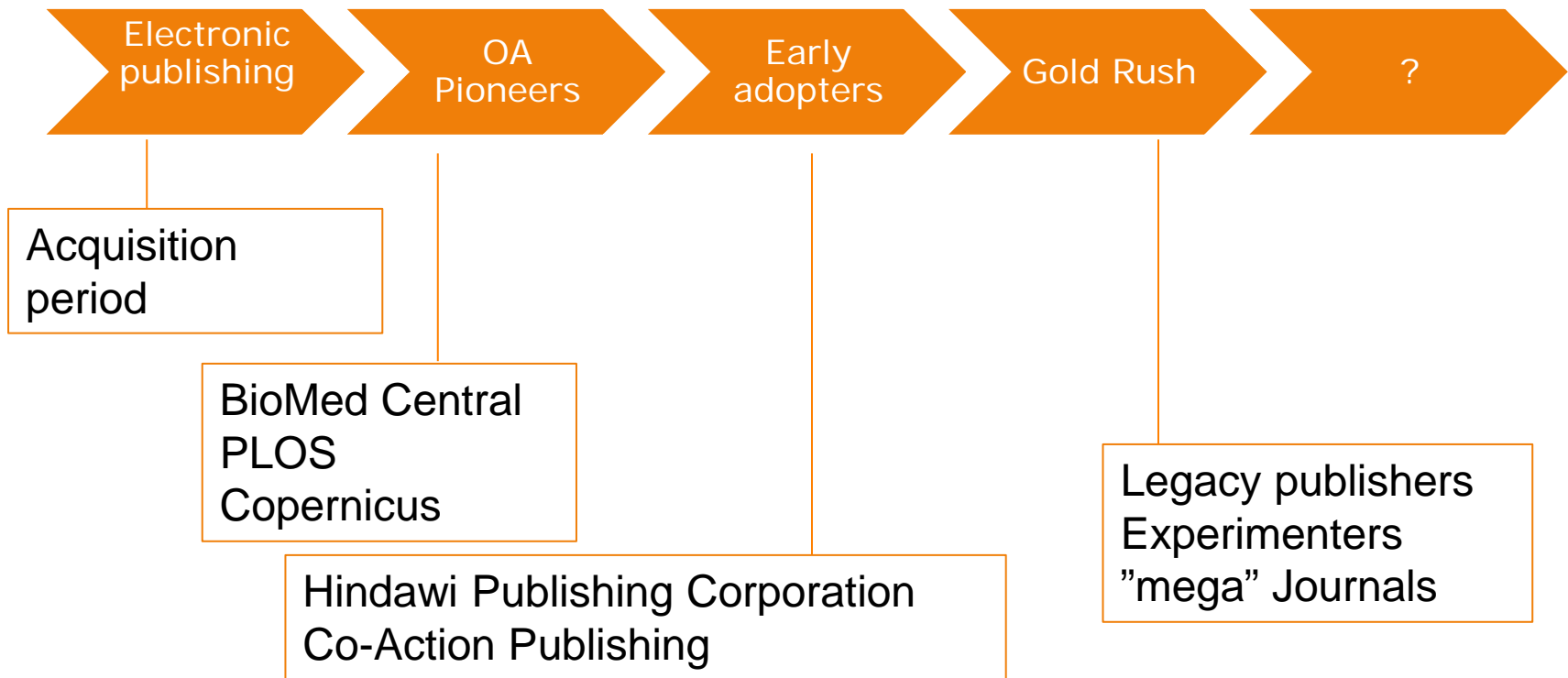


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Small Independent OA Publishers

*“...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.*

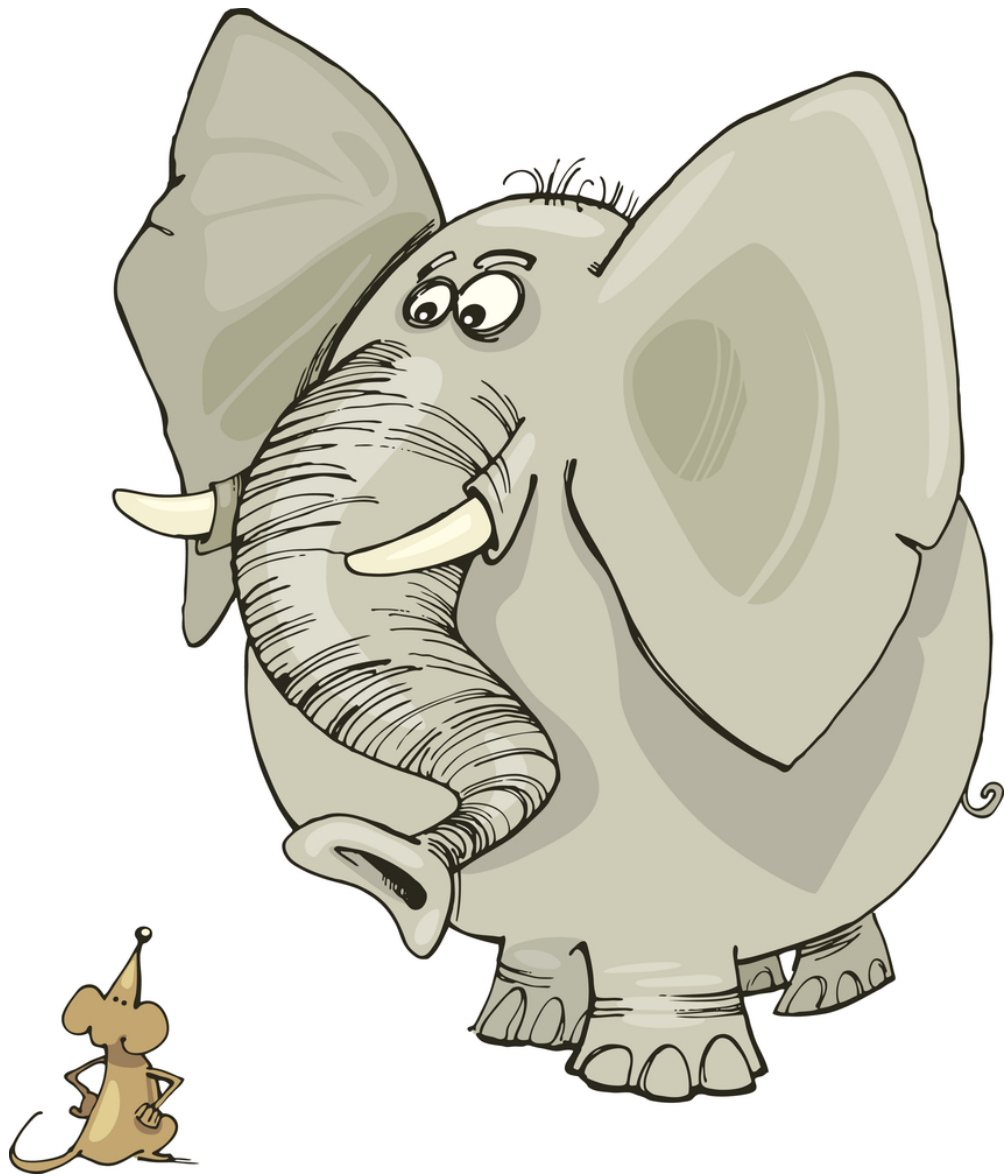


# Size of Publishers

## TA vs OA

No. Jnls	% TA Publishers	% TA Journals		% OA Publishers	% OA Journals
1	83.7	31.7		87.9	55
10	0.3	1.0		0.1	0.4
11-20	1.0	5.4		0.8	6.9
21-50	0.8	8.8		0.2	3.5
51-100	0.3	7.2		0.1	2.6
100+	0.3	29.7		0.1	10.3

Table adapted from: Frantsvåg, Jan Erik (2010): The Size Distribution of open access publishers: A problem for open access? *First Monday*, Volume 15, Number 12- 6 December.



## 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.

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.

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!!

"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