



CAMBRIDGE  
UNIVERSITY PRESS



Cambridge  
Open

Why publishing  
Open Access  
should be your  
first choice



# Before we begin



Please mute your  
microphone



Any questions should be  
placed in the chat box



We will be recording  
this session

# Our speakers



**Daniel  
Pearce**

Publishing Director, HSS  
Journals  
Cambridge University Press



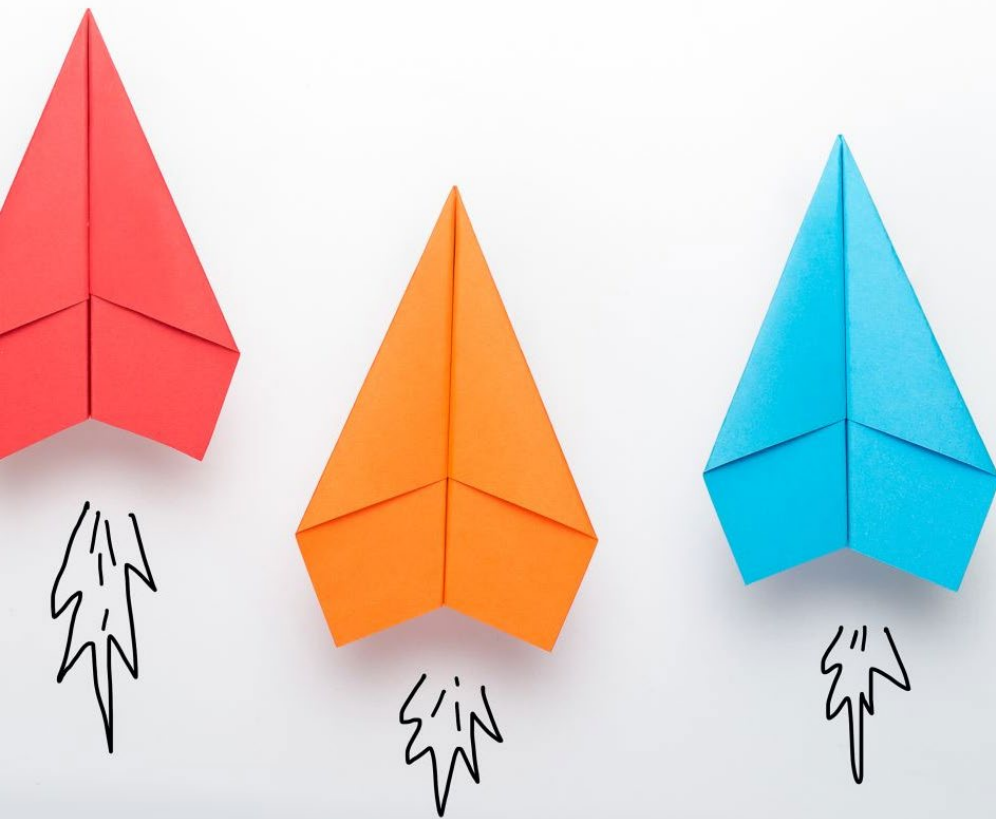
**Andri  
Johnston**

Digital & Open Access  
Projects Editor - Books  
Cambridge University Press



**Andrew  
Sykes**

Journals Marketing Director  
Cambridge University Press



The OA advantage: Journals



The OA advantage: Books & Elements



OA Myths



The Cambridge University agreement



Q&A

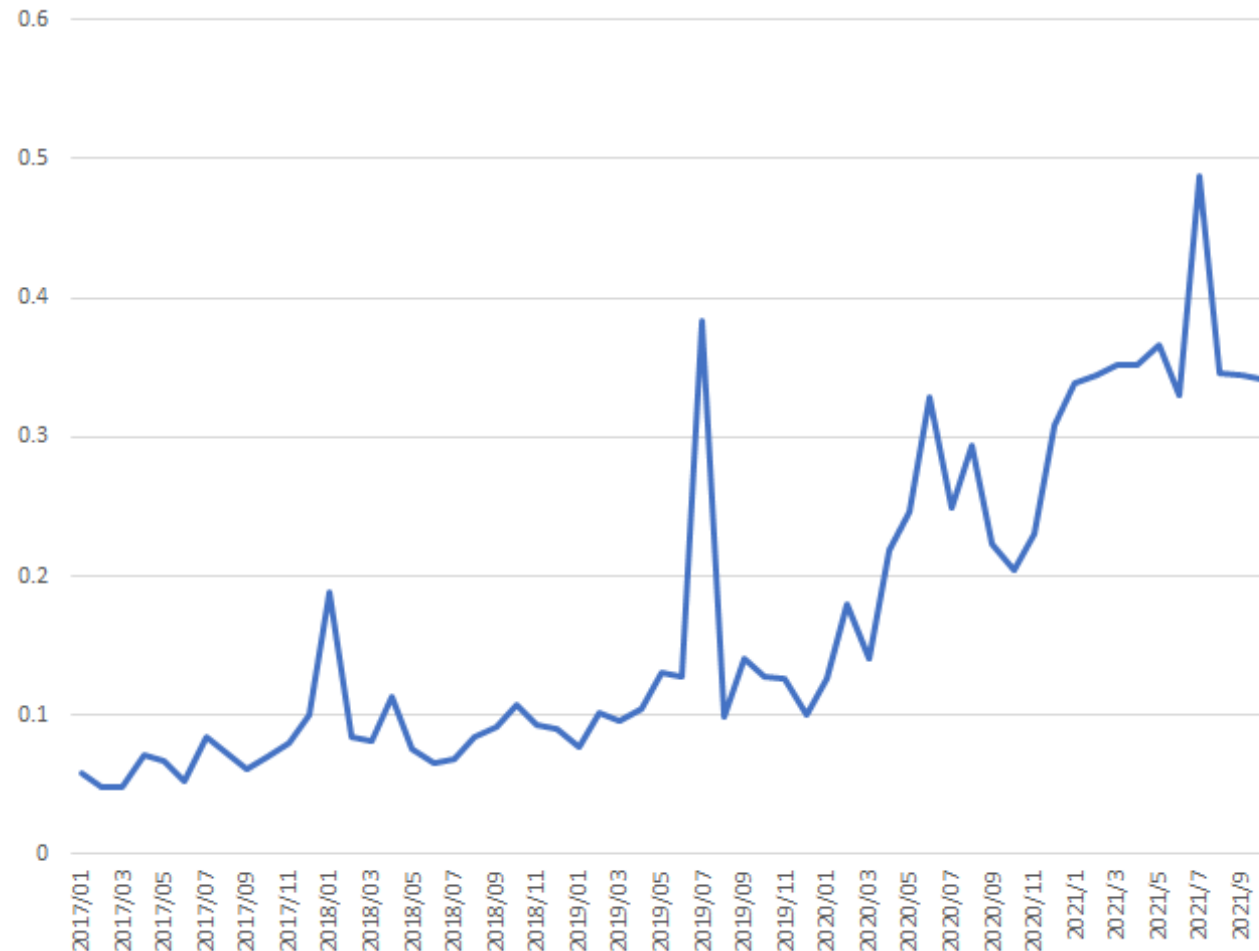




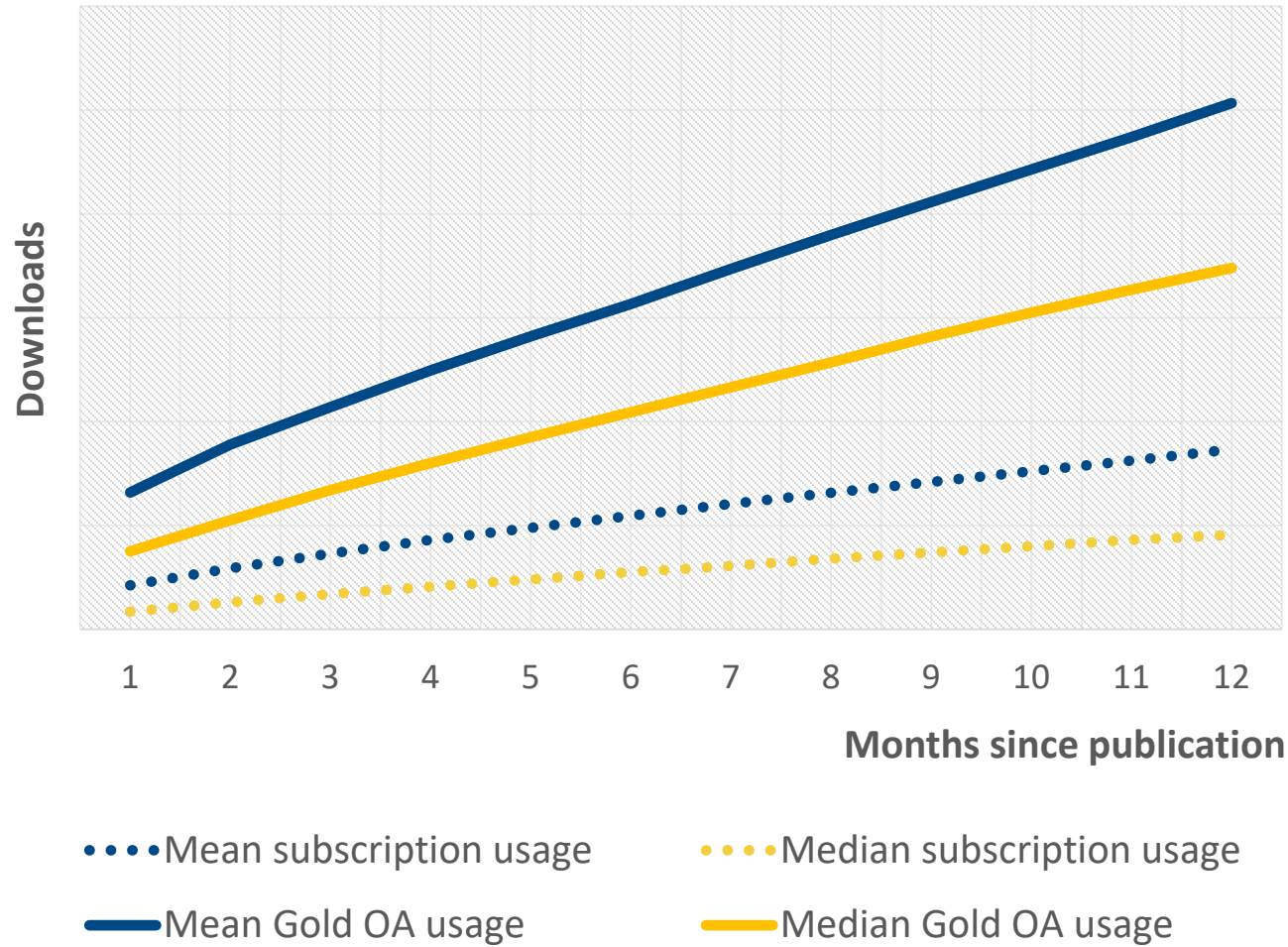
# The OA advantage: Journals



Do authors gain an  
advantage by  
publishing Gold OA?

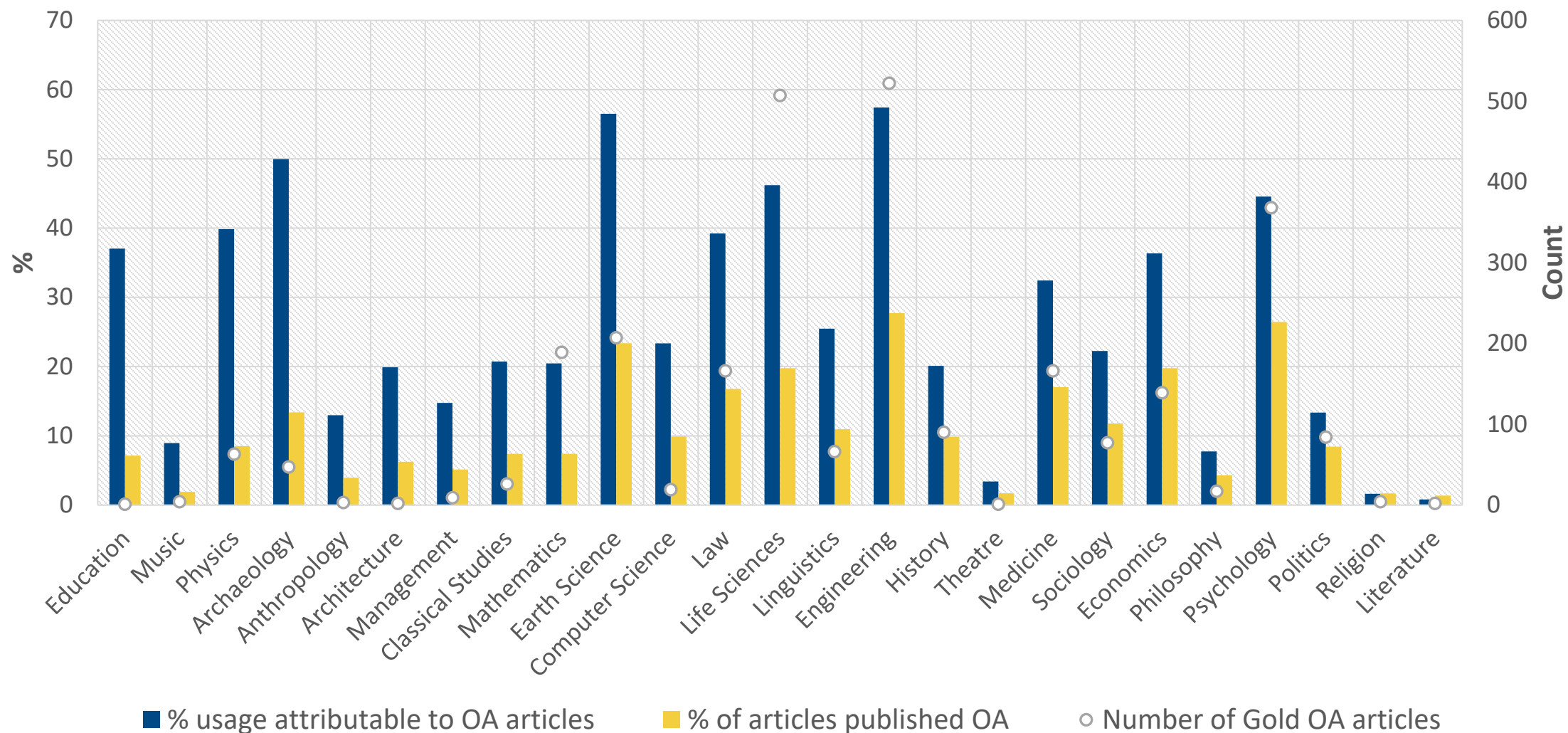


Gold OA has accounted for 36% of our article publishing in 2021 to date, and is steadily growing.



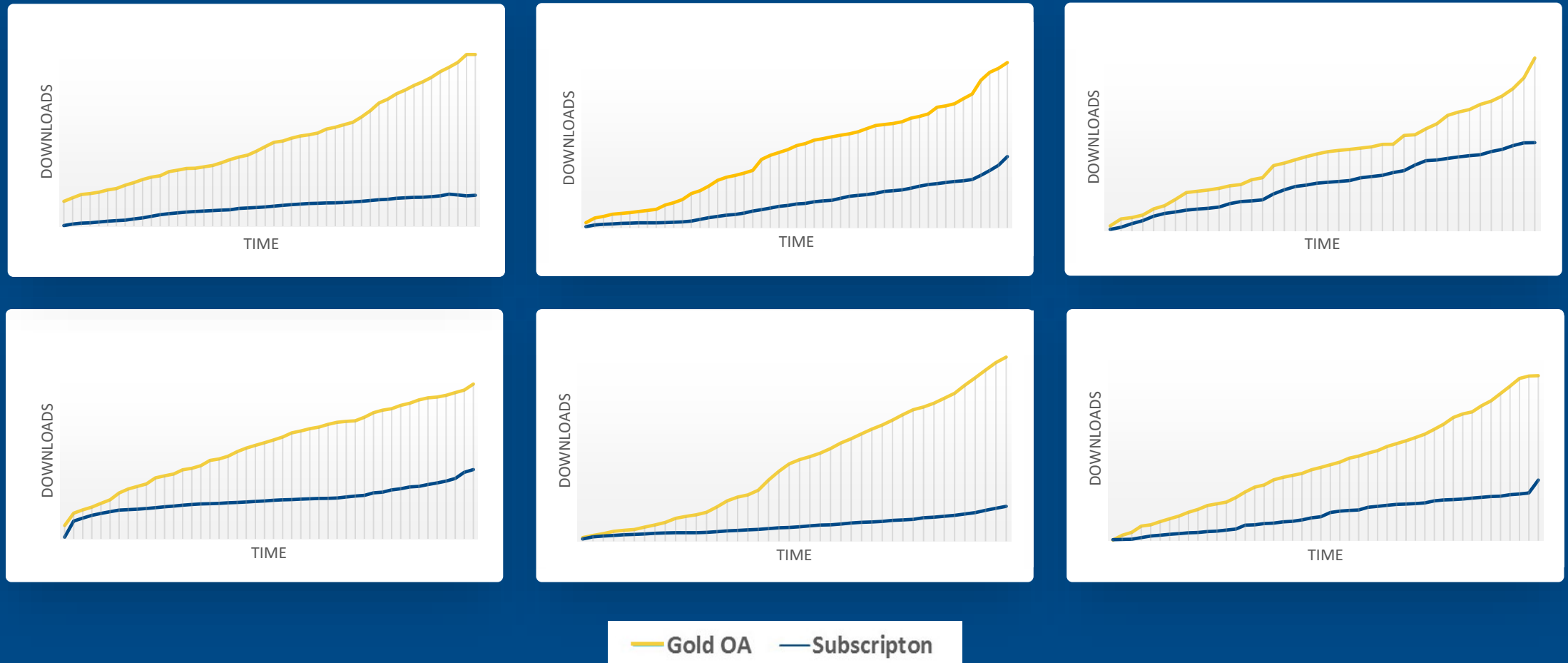
Gold OA articles are, on average, receiving three times the usage of subscription articles within their first year.





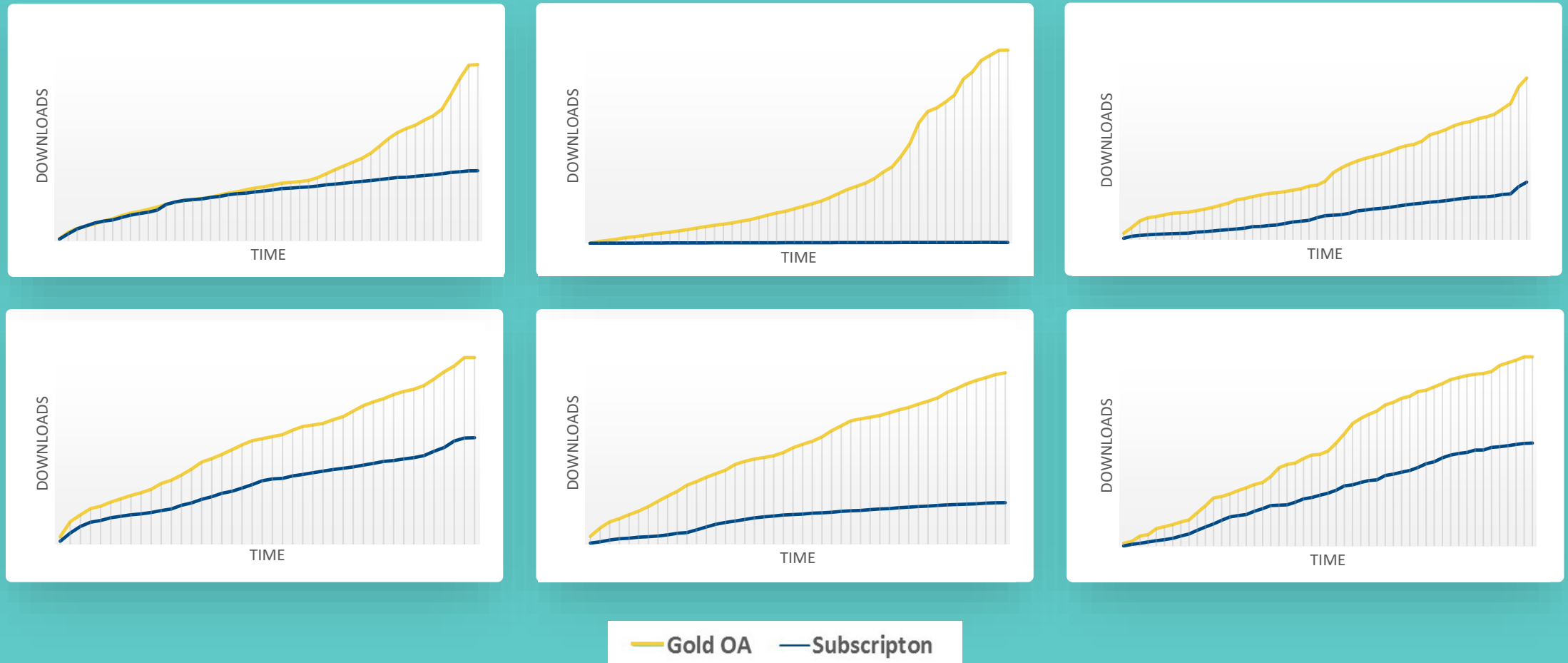
# Four Year Usage: Gold OA vs. Subscription

## History Journals



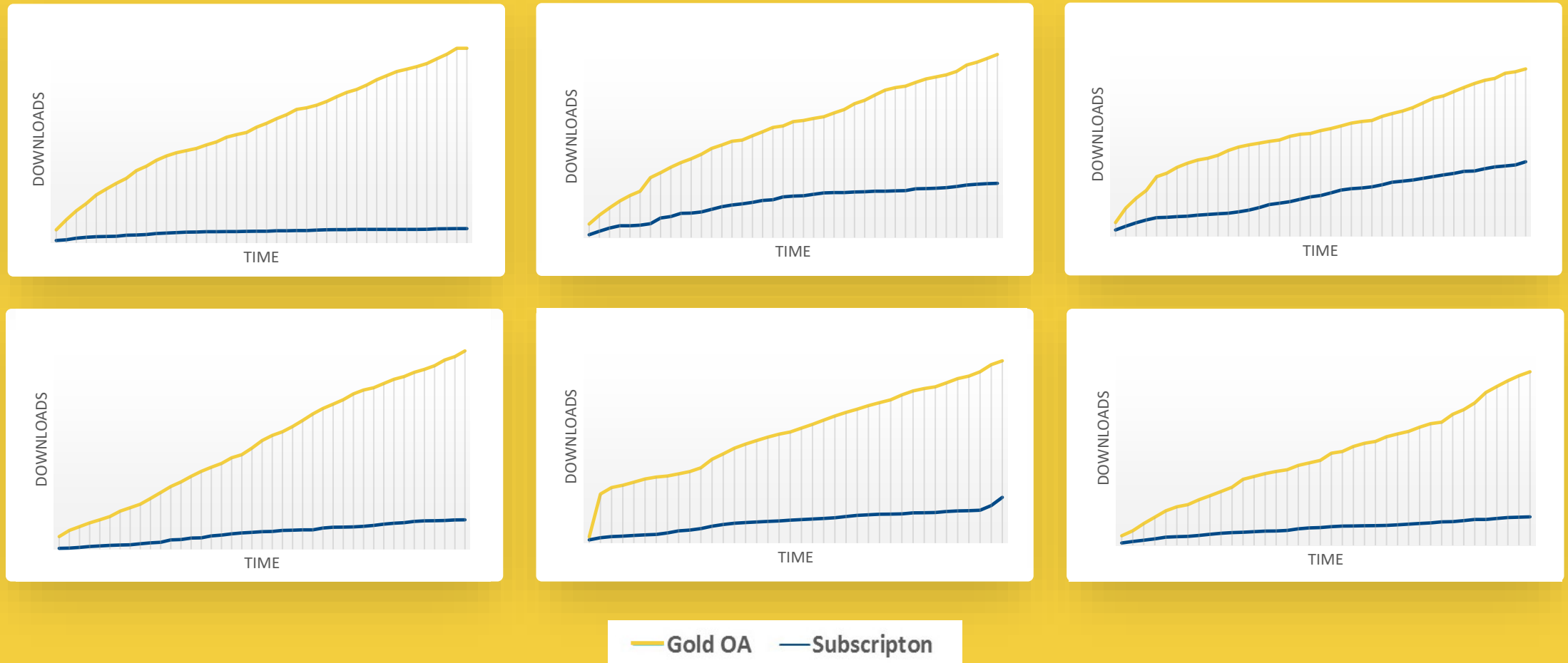
# Four Year Usage: Gold OA vs. Subscription

## Political Science Journals

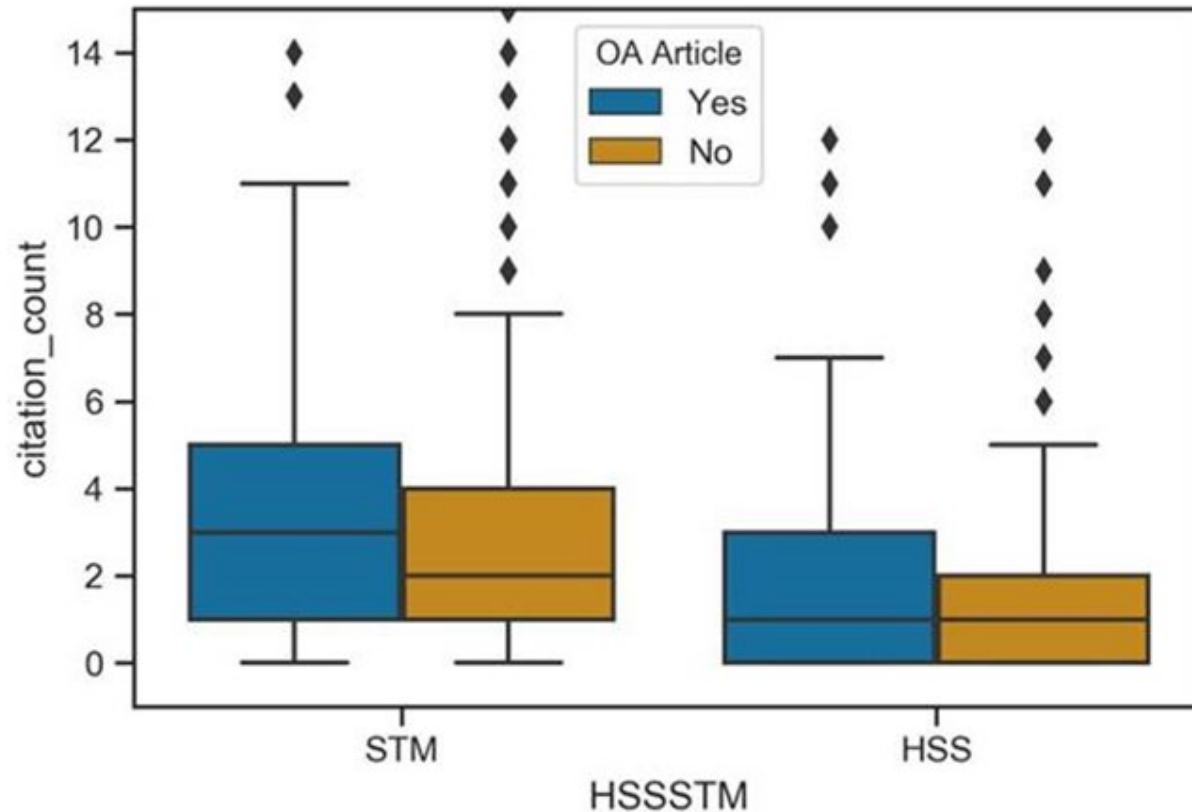


# Four Year Usage: Gold OA vs. Subscription

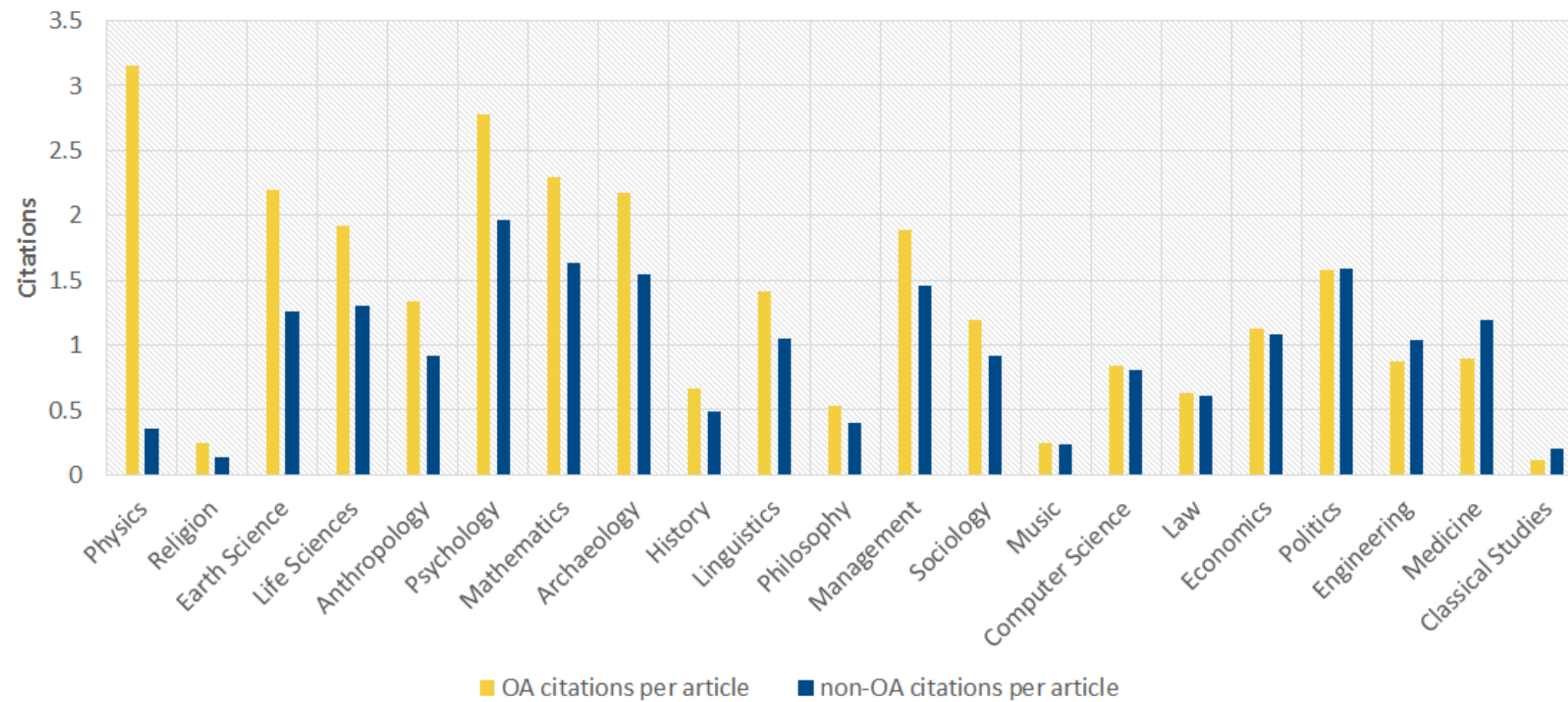
## Life Science Journals







Gold OA articles are receiving more citations within two years of publication, across both HSS and STM disciplines



# Non-Academic Citation



61%

...more mentions on  
**social media**

185%

...more likely to be  
referenced in the **news  
media or on blogs**

52%

...more likely to be referenced  
in a **policy paper**

Source: Altmetric, all CUP articles published in 2020



# Evidence of an OA advantage is mounting

- ✓ Across all disciplines
- ✓ Substantial in scale
- ✓ Material in respect to impact
- ✓ Prolonged over time



# How can we make OA work for *all* authors?



Develop OA sales  
models that promote  
author equity



...but also protect  
sustainability.



Promote green OA as  
a stepping stone not  
a long-term model.



Make choosing Gold  
OA  
logistically simpler for  
authors.



# The OA advantage: Books & Elements

# Gold Open Access Books & Elements

First 12 months of usage for all titles published  
between November 2017 and November 2020

## Books

6,566  
Published

OA usage is between **11** and  
**66 times higher** than  
non-OA

59 OA

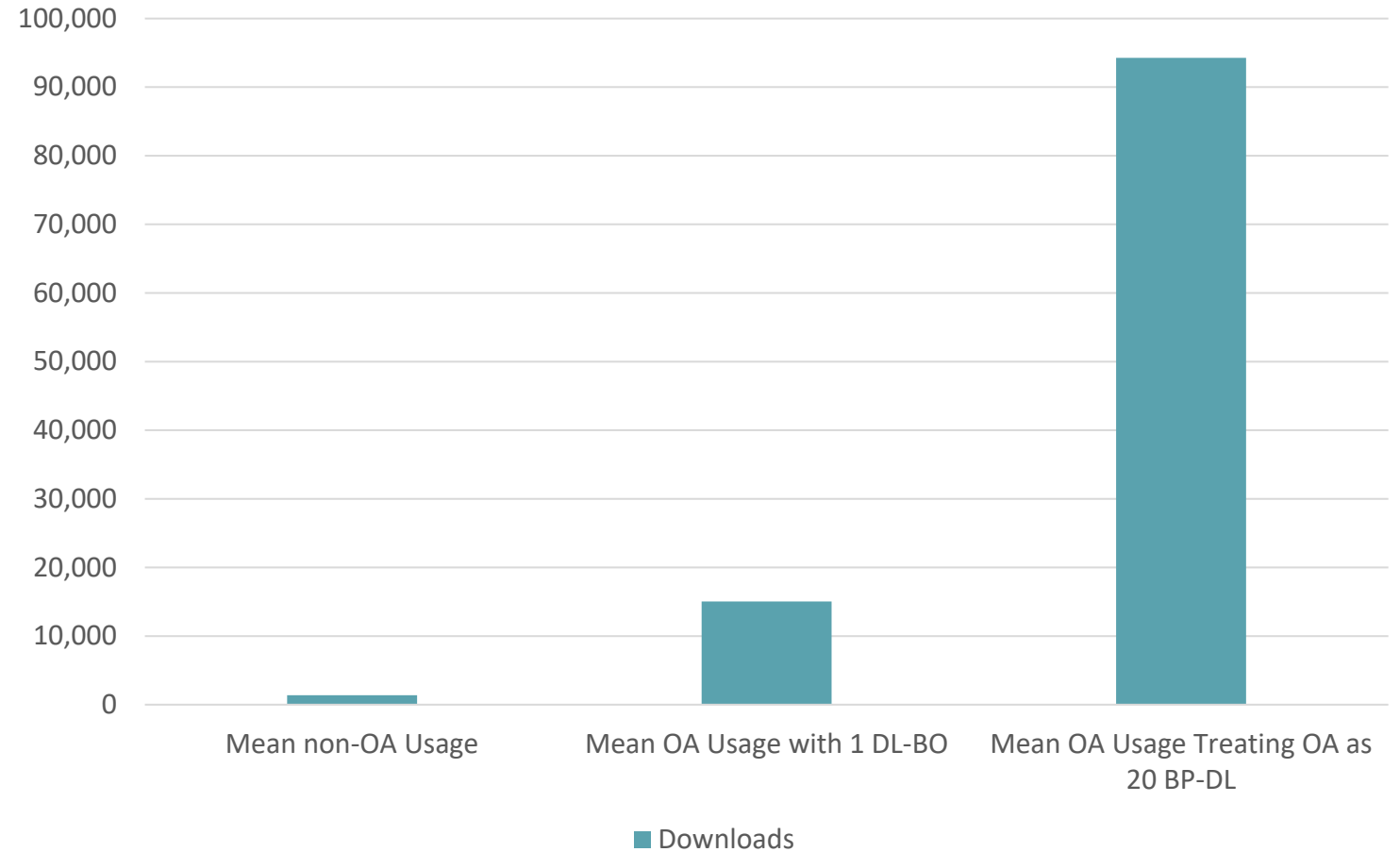
## Elements

289  
Published

OA usage is  
approximately **3**  
**times higher**  
than non-OA  
usage for  
Elements

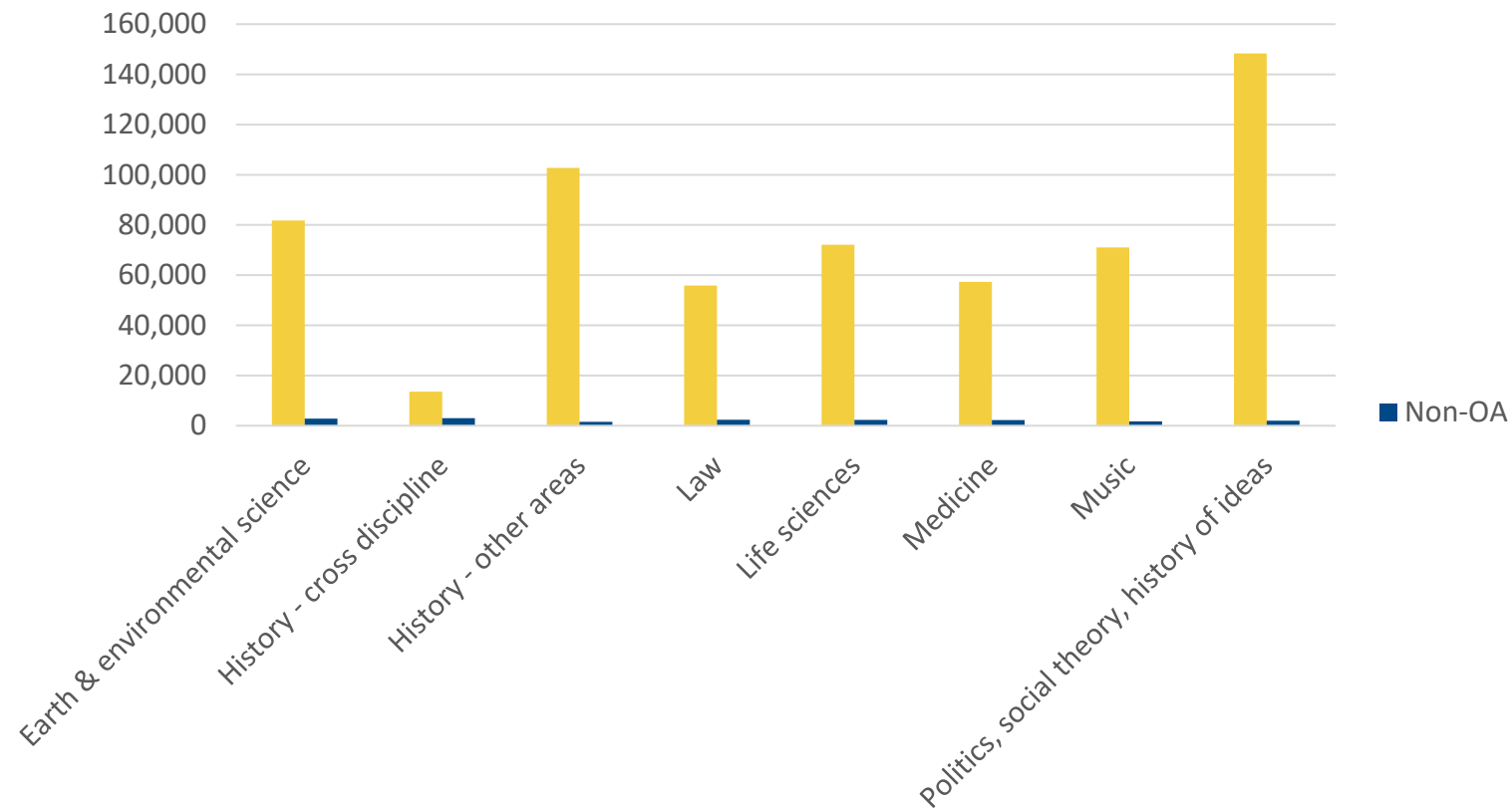
7 OA

# OA vs non-OA book usage on Cambridge Core

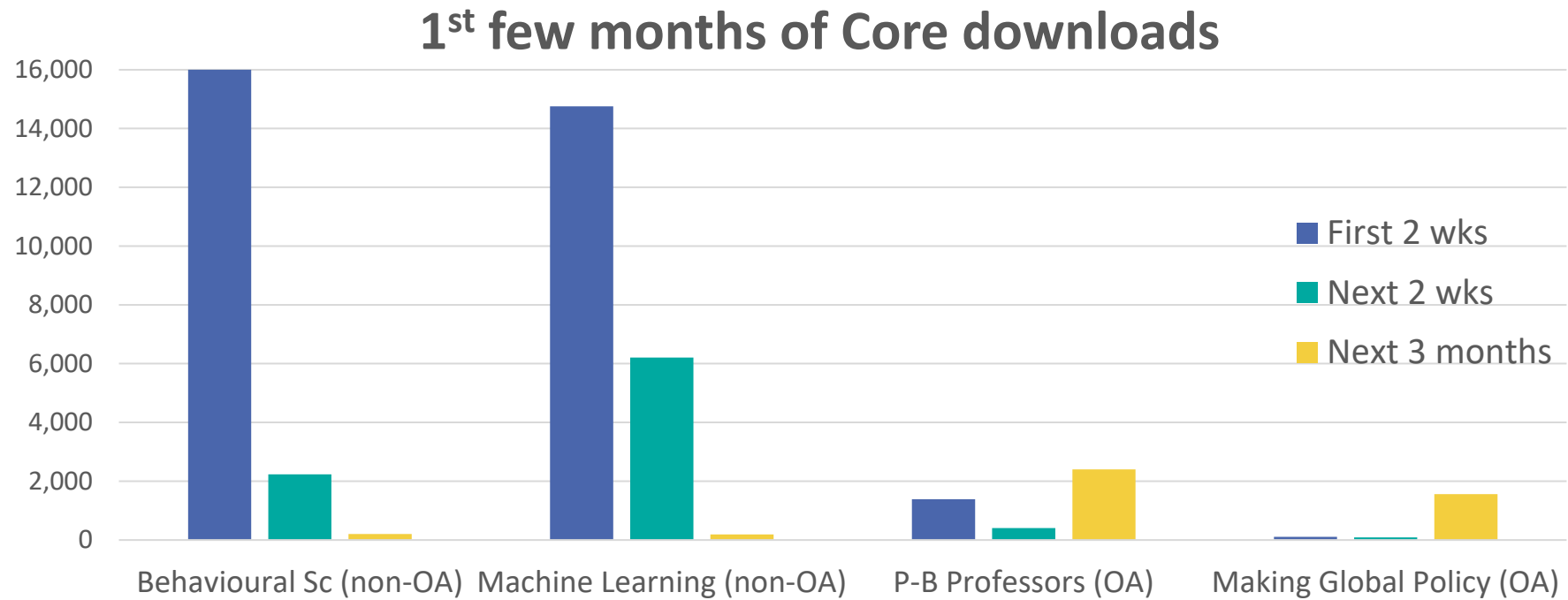




# OA vs non-OA book usage on Cambridge Core in difference subjects

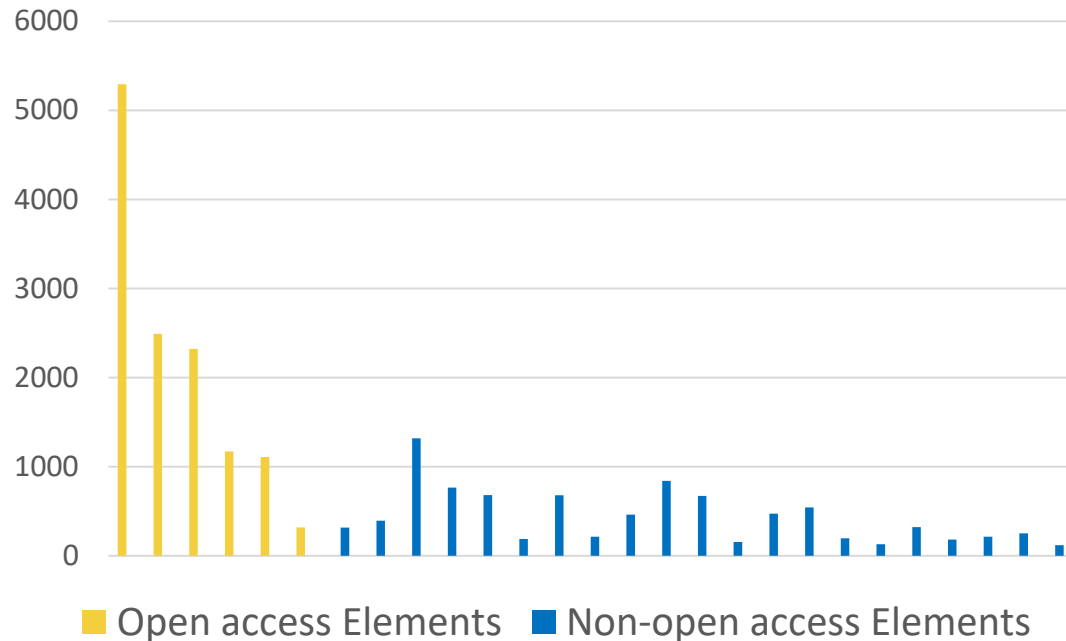


# Open Access vs Non-Open Access Elements

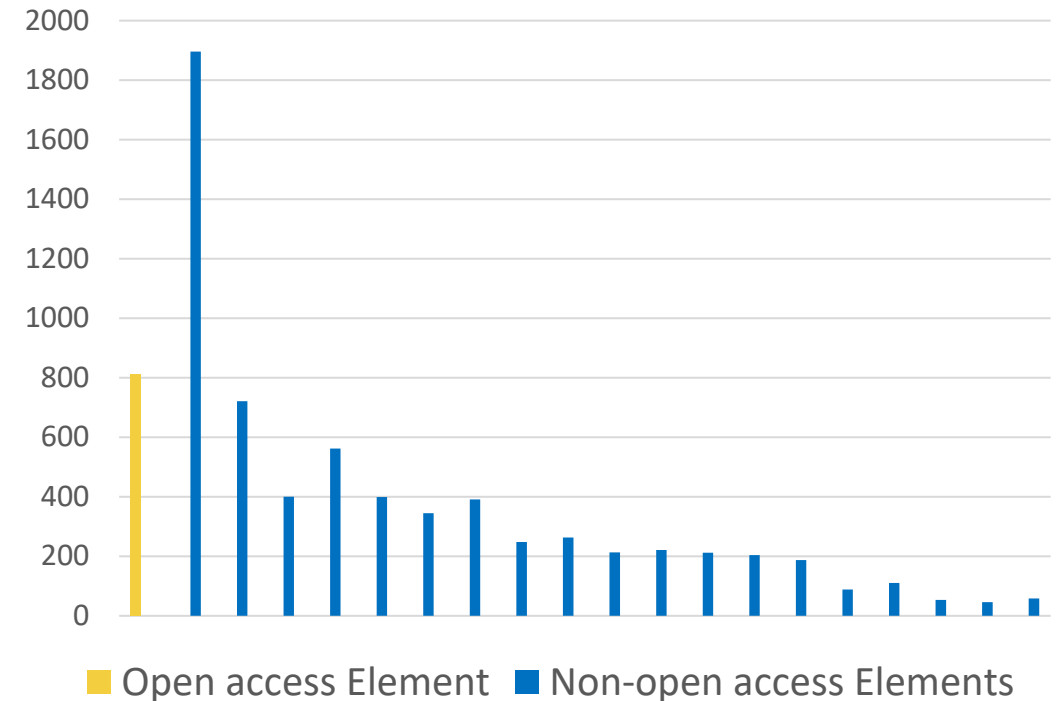


# Comparison Between OA and Non-OA Elements by series

**Publishing and Book Culture Series**  
 downloads from Core for the first 6  
 months of publication



**Paleontology Series** downloads from  
 Core for the first 6 months of publication





# FLIP IT

# OPEN

Funding the publication  
of Open Access books

- Pilot to flip standard monographs to open access
- Revenue generated via institutional sales
- 28 monographs

**To hear more:**

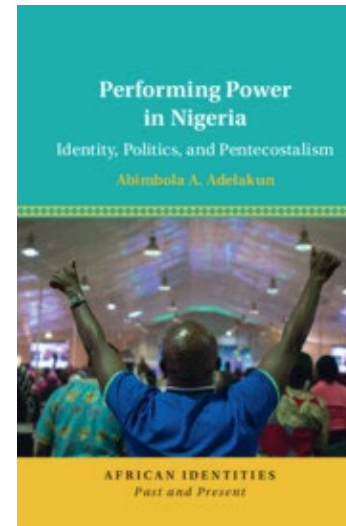
Open access book publishing without  
author payments?

Wednesday, 4pm



# Case Study: **Abimbola A. Adelakun**

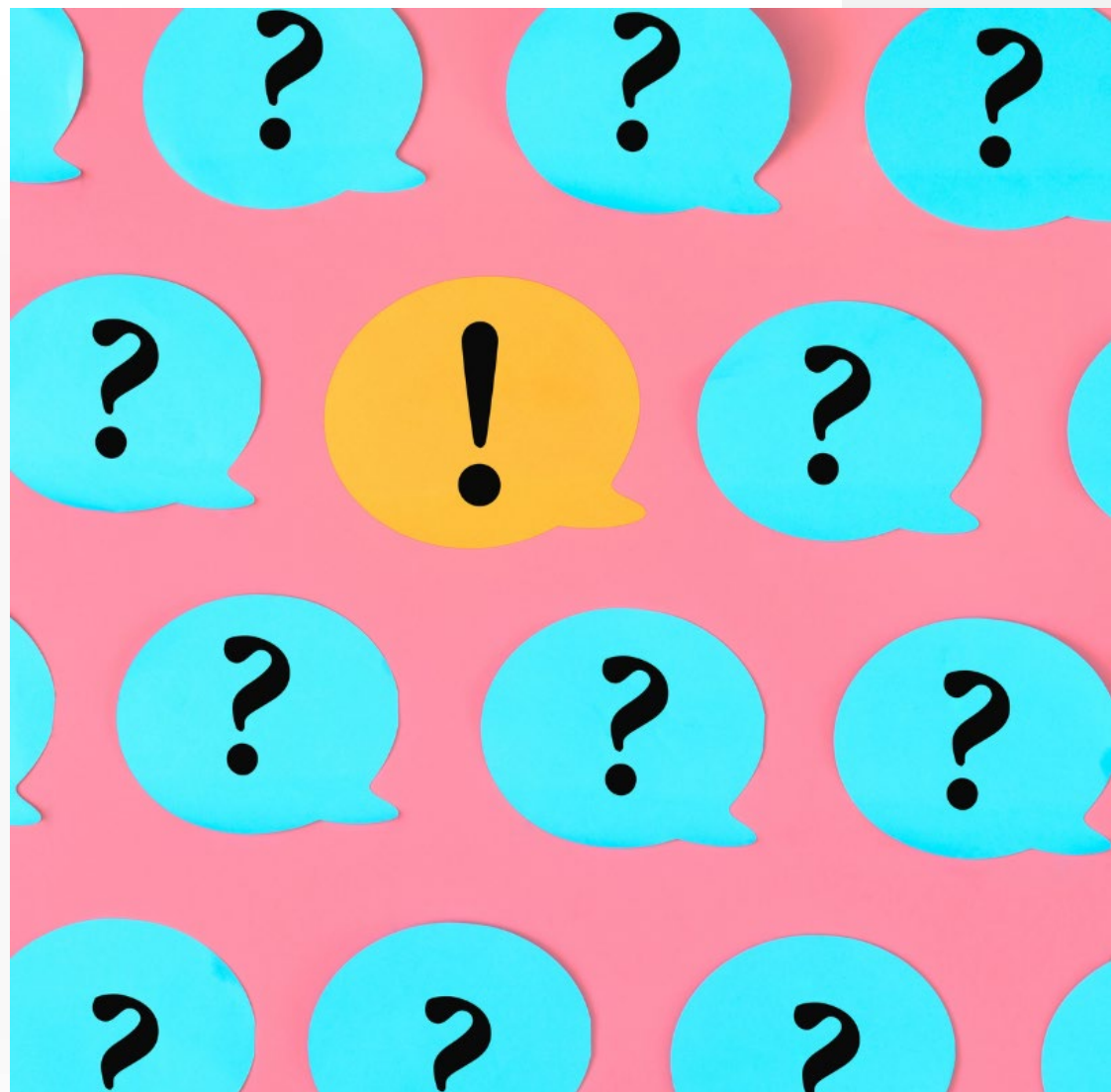
- Disparities of foreign currency exchange and the differentials of income
- Publicly –funded research inaccessible
- Intellectual exclusion



We will not be  
buying your book  
– colleagues and researchers in Nigeria

Kudos! Will look  
forward to reading  
the book – comment on blog

The walls that separate people from the books that potentially enrich them need to go. That is why I look forward to you accessing my book, barrier-free.



# OA Myths



## Myth one: There's no benefit to me

OA content is freely available online, not hidden behind a paywall, meaning increased discoverability, usage, and higher citations and downloads for your work.

A horizontal row of five yellow, three-dimensional stars is positioned on the left side of the slide, set against a light blue background.

## Myth two: Open Access means low quality

All OA article and book submissions to Cambridge go through the same peer review and publication process as non-OA submissions.



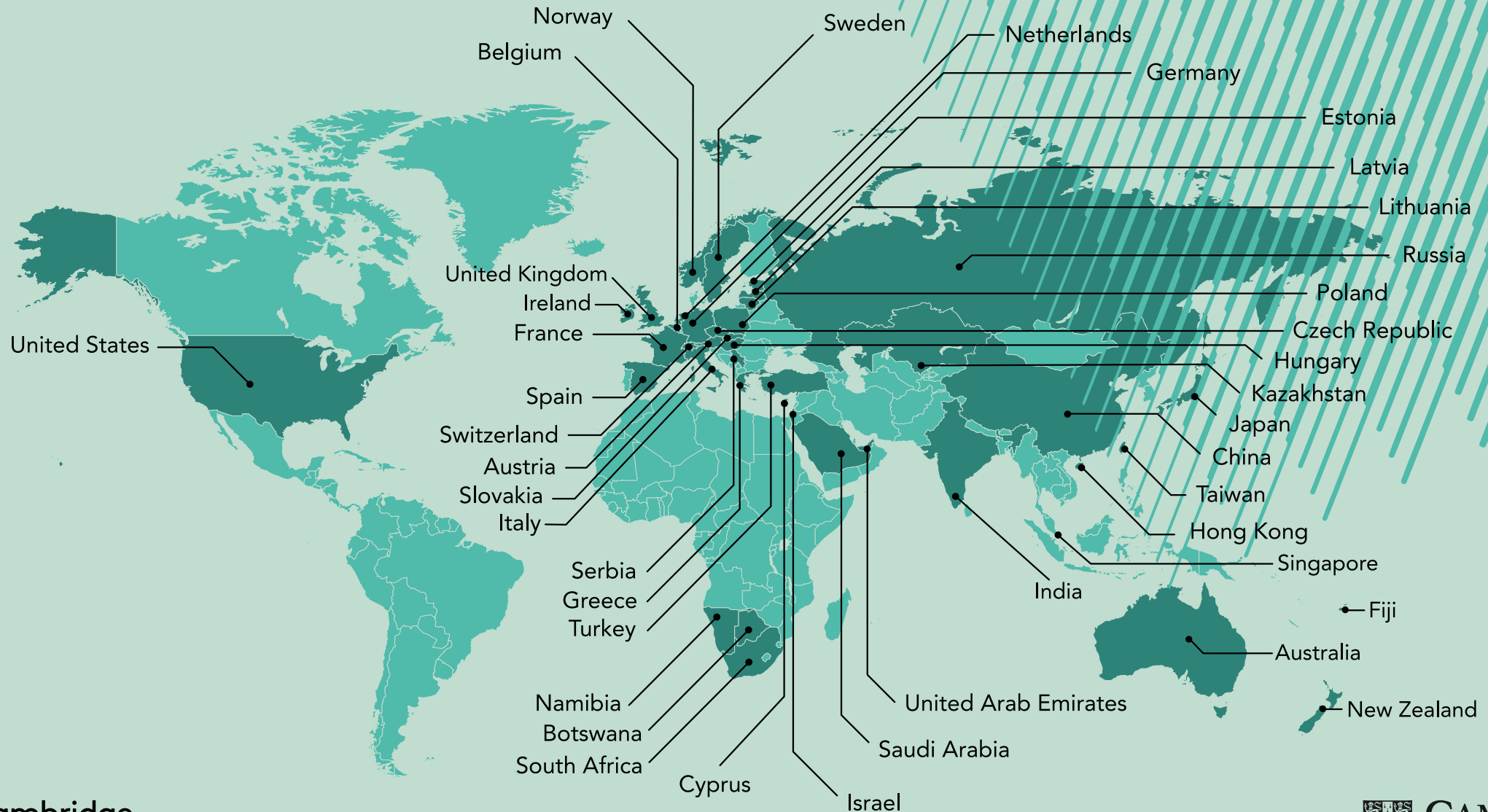
## Myth three: Open Access is too expensive for me

We have publishing agreements with many institutions that mean you may be able to submit your work OA without paying a fee. Journals may also waive OA fees if you are unable to pay.



# OA Publishing Agreements

By country (Autumn 2021)





# Your publishing agreement

Publish your research article OA in over **360** CUP journals and benefit from broader dissemination

Your APC will be fully covered by our agreement with the UL

Find out more [from the UL](#), or [from CUP](#)

# Pathways to publication

The costs of publishing Open Access are typically met through an Article Processing Charge (APC) that is paid by the author or author's funding body or institution. Your APC might be waived or discounted:



## Read & Publish

We've partnered with over 1000 institutions across the globe to help you publish Open Access with support from your institution. This means you can publish OA at no cost.



## Research4Life

We operate a waiver policy to papers based in Research4Life countries. Countries in Group A are eligible for a fully waived APC. Countries in Group B are eligible for a 50% waiver.



## Discretionary waivers

Discretionary waivers may also be available in Gold OA journals. Please check the journals information page or contact the editorial team.



Q&A



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