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

![Graphs showing four-year usage comparison between Gold OA and Subscription models in History Journals.](image-url)
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
- Make choosing Gold OA logistically simpler for authors.
- ...but also protect sustainability.
- Promote green OA as a stepping stone not a long-term model.
The OA advantage: 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
- 7 OA
- OA usage is approximately 3 times higher than non-OA usage for Elements
OA vs non-OA book usage on Cambridge Core
OA vs non-OA book usage on Cambridge Core in different subjects
Open Access vs Non-Open Access Elements

1st few months of Core downloads

- Behavioural Sc (non-OA)
- Machine Learning (non-OA)
- P-B Professors (OA)
- Making Global Policy (OA)

- First 2 wks
- Next 2 wks
- Next 3 months
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
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

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.

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

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