

Publisher's Report for

***Comparative and International  
Education Society***

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## Executive Summary

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### Financial Overview

The 2008/2009 fiscal year again reflects the new contract terms and shows \$37,679 in additional income distributed to the CIES under the revised agreement. With the guaranteed income increased to \$75,000 in 2007/2008, the total payment to the CIES was \$112,679 in 2009 compared to \$112,176 in 2008.

### Circulation

At the close of Volume 53 total paid circulation decreased to 2,742 subscriptions (-4.1%). Institutional subscriptions decreased by 6.5% compared to an increase of 5.2% in the prior year. However, institutional subscriptions of 896 are only 1.6% below the 2007 benchmark of 911, which is excellent news given today's economy. Unlimited electronic access continued to increase in 2009 (+9.4%), which greatly increases the reach and potential readership of the journal at those institutions. Individual and student memberships totaled 1,846 and showed a decrease of 2.8% compared to 1,900 in 2008. The circulation ratio between institutions and members remained flat in 2009 (33% and 67%, respectively). Foreign subscriptions essentially remained flat while U.S. subscriptions decreased 6.3%. Foreign subscriptions comprise 40% of total circulation, up slightly from 37% the prior year.

### Membership Structure

Individual rates will be reviewed again in early 2010 after a three-year hold. We completed a migration from a rolling 12-month membership base to a calendar-year base in 2009. Going forward with the calendar-year membership cycle, we should expect to see less fluctuation in membership levels throughout the year since all current members will be on the same renewal cycle. However, there will be a more dramatic dip at the beginning of the year as a result.

### Promotions

*CER* was featured in our updated Education Mini-Catalog that was distributed throughout 2009 at key education and library conferences. Additional direct marketing promotions included three email marketing efforts to members.

### Competitive Standing

*CER* remains competitively priced within its category. The journal's impact factor ranking increased to 44<sup>th</sup> out of 112 journals in 2008 compared to 71/105 in 2007. Appendix A and Appendix B include more detailed information from the impact factor calculations.

## Section One: Financial Overview

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### ***Financial Summary***

In late 2007, the terms of the agreement between the CIES and the Press were renegotiated to include a higher guaranteed payment of \$75,000, plus 50% of total income above \$250,000. Any deficit in the production of *CER* is solely the financial responsibility of the Press and does not affect the guaranteed annual payment to the CIES.

The 2008/2009 fiscal year again reflects these new terms and shows \$37,679 in additional income distributed to the CIES under the revised agreement. With the guaranteed income increased to \$75,000 in 2007/2008, the total payment to the CIES was \$112,679 in 2008/2009 compared to \$112,176 in 2007/2008 and \$71,426 in 2006/2007. The minimal increase in additional income to the CIES this year in relation to the increased total income can be attributed to \$6,300 in page overages being allocated back to the society in addition to a one-time charge of a \$175 permissions fee for an image for an article in the journal.

A financial summary that spans 1997-2009 is included in the Table 1. Table 2 shows the complete *CER* financial statement for the fiscal year 2009 (July 1, 2008—June 30, 2009).

### ***Financial Statements***

**Table 1. *CER* Summary Financial Statement: Fiscal Years 1997-2009**

	Total Income	Total Expenses	Payment to CIES	Net
FY 1997	\$128,026	\$90,512	\$32,713	\$4,801
FY 1998	\$141,427	\$96,476	\$43,857	\$1,094
FY 1999	\$138,647	\$109,251	\$39,097	(\$9,700)
FY 2000	\$143,738	\$131,703	\$48,397	(\$36,362)
FY 2001	\$147,260	\$130,925	\$54,847	(\$38,511)
FY 2002	\$179,720	\$154,514	\$53,150	(\$27,943)
FY 2003	\$182,522	\$151,696	\$57,180	(\$26,354)
FY 2004	\$189,312	\$159,686	\$58,411	(\$28,785)
FY 2005	\$211,702	\$169,201	\$64,351	(\$21,850)
FY 2006	\$250,829	\$173,571	\$73,911	\$3,347
FY 2007	\$284,848	\$181,560	\$71,426	\$31,862
FY 2008	\$324,352	\$205,372	\$112,176	\$6,805
FY 2009	\$338,308	\$206,659	\$112,679	\$18,970

**Table 2. CER Complete Financial Statement: Fiscal Years 2007-2009**

		2007	2008	2009
<b>INCOME</b>	Subscriptions	\$271,532	\$306,668	\$319,995
	Single copy	\$1,036	\$2,625	\$1,501
	Reprints	\$343	\$0	\$0
	Advertising	\$698	\$298	\$1,646
	List rental	\$744	\$397	\$331
	Rights & Permissions	\$10,495	\$13,985	\$13,946
	Single Article Sales	\$0	\$380	\$890
<b>TOTAL INCOME</b>		<b>\$284,848</b>	<b>\$324,352</b>	<b>\$338,308</b>
<b>EXPENSES</b>	Production	\$32,951	\$20,117	\$37,419
	Issue mailing	\$3,520	\$2,765	\$2,670
	Postage	\$12,107	\$13,388	\$13,736
	Editorial office staff	\$0	\$0	\$0
	Staff benefits	\$0	\$0	\$0
	Special payments	\$0	\$0	\$0
	Supplies	\$0	\$0	\$0
	Subscription fulfillment	\$1,747	\$2,572	\$2,009
	Advertising	\$0	\$0	\$0
	Reprint production	\$267	\$0	\$0
	Marketing	\$8,194	\$14,269	\$10,443
	Press business services	\$120,383	\$151,025	\$138,289
	Other	\$2,391	\$1,236	\$2,093
<b>TOTAL EXPENSES</b>		<b>\$181,560</b>	<b>\$205,372</b>	<b>\$206,659</b>
<b>Net Income before Payment</b>		\$103,288	\$118,981	\$131,649
<b>Payment to CIES</b>	Flat Fee	\$70,000	\$75,000	\$74,825 <sup>†</sup>
	25% single copy	\$259	n/a	n/a
	50% rights & perm	\$5,247	n/a	n/a
	LESS page overage	(\$4,080)	\$0	(\$6,300) <sup>††</sup>
	50% of gross income > \$250,000	n/a	\$37,176	\$44,154
<b>TOTAL PAYMENT to CIES</b>		<b>\$71,426</b>	<b>\$112,176</b>	<b>\$112,679</b>
<b>NET INCOME</b>		<b>\$31,862</b>	<b>\$6,805</b>	<b>\$18,970</b>

<sup>†</sup>A \$175 photo permissions fee for the journal was deducted from the third quarterly payment.

<sup>††</sup>Page allotment was 90 pages over the contractual limit; additional pages are charged at \$70/page.

## Section Two: Circulation and Usage

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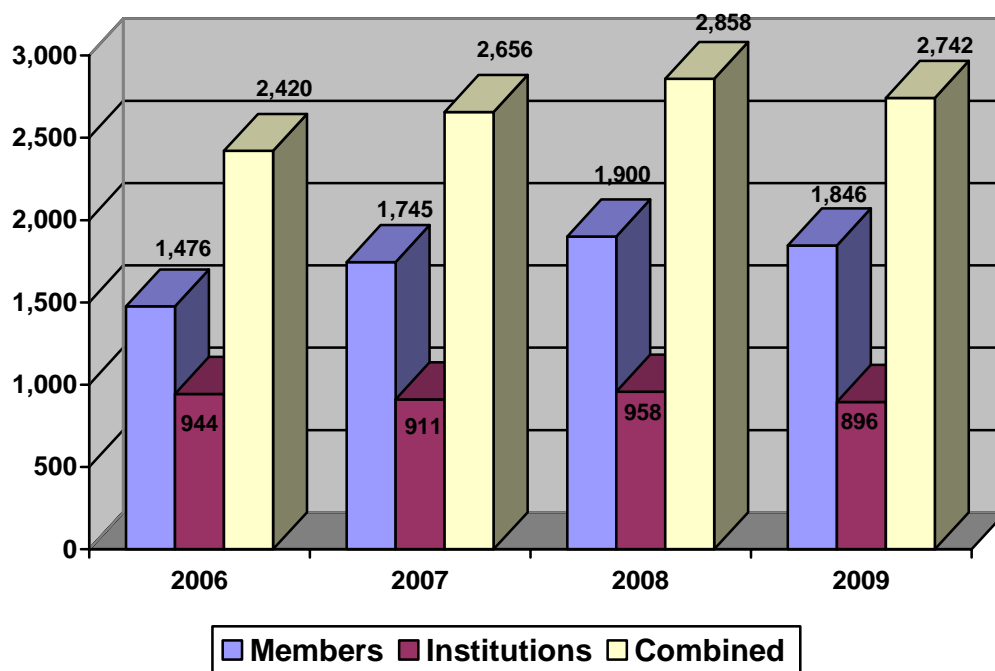
### ***CER Circulation Overview in 2009 (Volume 53)***

At the close of Volume 53, **total circulation** comprised 2,898 subscriptions (-2.4%) and its **total paid circulation** 2,742 subscriptions (-4.1%). Other notable trends include the following:

- Institutional subscriptions exhibited a decrease of 6.5% (-62) compared with an increase of 5.2% in the prior year (+47). A significant portion of the institutional decrease can be attributed to fewer institutional deep discounts (-37).
- Institutional subscriptions of 896 in 2009 are only 1.6% below the 2007 benchmark of 911, which is excellent news given today's economy.
- The number of institutions that chose the print-only option continued to decrease in 2009 (-28; -7.1%) whereas the number that chose some form of electronic access remained flat (519 in 2008 versus 522 in 2009). The proportion between those that chose print-only (41%) versus some form of electronic access (59%) also remained flat between 2008 and 2009.
- Unlimited electronic access continued to increase in 2009 (+9.4%; +21), which greatly increases the reach and potential readership of the journal at those institutions. There are currently 245 institutions that have selected unlimited electronic access versus 193 in 2007 when the new subscription options were introduced (+27%).
- Individual memberships (including students) showed a decrease of 2.8% (-54) compared to an increase of 8.9% in 2008 (+155).
- Student members decreased by 5.9% in 2009 (-48%). Students comprise 41% of all members compared to 43% in 2008.
- The circulation ratio between institutions and members remained flat in 2009: institutions continue to make up 33% of total paid circulation and individual members represent 67%.
- Foreign subscriptions essentially remained flat while U.S. subscriptions decreased 6.3% (-111). Foreign subscriptions comprise 40% of total circulation, up slightly from 37% the prior year.

Tables 3-5 on the following pages offer specific details of the various membership and institutional subscription categories. Table 6 looks at the dollar amount associated with the different institutional subscriptions for a single issue; there were no identifiable patterns or trends beyond what we can see from the circulation figures.

**Chart 1. CER Paid Circulation 2006—2009**



**Table 3. CER Four-Year Circulation Overview 2006—2009**

	Nov. 2006 Vol. 50	Nov. 2007 Vol. 51	Nov. 2008 Vol. 52	Nov. 2009 Vol. 53	# Diff '08 – '09	% Diff '08 – '09
Total U.S. Members	1,068	1,253	1,349	1,265	-84	-6.2%
Total Foreign Members	408	492	551	581	30	5.4%
<b>TOTAL MEMBERS</b>	<b>1,476</b>	<b>1,745</b>	<b>1,900</b>	<b>1,846</b>	<b>-54</b>	<b>-2.8%</b>
Total U.S. Institutions	439	417	417	390	-27	-6.5%
Total Foreign Institutions	498	488	494	496	2	0.0%
Institutional Discount Programs	7	6	47	10	-37	-78.7%
<b>TOTAL INSTITUTIONS</b>	<b>944</b>	<b>911</b>	<b>958</b>	<b>896</b>	<b>-62</b>	<b>-6.5%</b>
Total U.S.	1,507	1,670	1,766	1,655	-111	-6.3%
Total Foreign	913	986	1,092	1,087	-5	0.5%
<b>PAID TOTAL</b>	<b>2,420</b>	<b>2,656</b>	<b>2,858</b>	<b>2,742</b>	<b>-116</b>	<b>-4.1%</b>
Complimentary	80	123	112	156	44	39.3%
<b>GRAND TOTAL</b>	<b>2,500</b>	<b>2,779</b>	<b>2,970</b>	<b>2,898</b>	<b>-72</b>	<b>-2.4%</b>

## **CIES Membership Overview**

**Table 4. CIES Members Four-Year Overview 2006—2009**

	Nov. 2006 Vol. 50	Nov. 2007 Vol. 51	Nov. 2008 Vol. 52	Nov. 2009 Vol. 53	# Diff '08 – '09	% Diff '08 – '09
U.S. Members	570	659	687	661	-26	-3.8%
U.S. Student Members	498	594	662	604	-58	-8.8%
<b>TOTAL U.S. MEMBERS</b>	<b>1,068</b>	<b>1,253</b>	<b>1,349</b>	<b>1,265</b>	<b>-84</b>	<b>-6.2%</b>
Foreign Members	322	347	402	422	20	5.0%
Foreign Student Members	86	145	149	159	10	6.7%
<b>TOTAL FOREIGN MEMBERS</b>	<b>408</b>	<b>492</b>	<b>551</b>	<b>581</b>	<b>30</b>	<b>5.4%</b>
<b>TOTAL MEMBERS</b>	<b>1,476</b>	<b>1,745</b>	<b>1,900</b>	<b>1,846</b>	<b>-54</b>	<b>-2.8%</b>

### **Change to Calendar-Year Memberships in 2009**

After much discussion between the CIES Executive Committee, the Board, and the Press, we transitioned from a rolling, 12-month membership to a calendar-year membership. This means that memberships will be calculated to reflect the current calendar year (January 2010 through December 2010, for example) as opposed to the former practice of reflecting a rolling, 12-month period (June 2009 through May 2010, for example).

We moved to calendar-year system because it had become too cumbersome for individuals to keep track of their membership expiration. A calendar-year system will also facilitate registration for the annual conference. Finally, this plan puts all memberships under the same renewal cycle, which makes it easier to track current membership levels and plan for the future.

#### **Plans for Execution**

Throughout 2009, we took the necessary steps to achieve calendar-year membership beginning in 2010, including issuing prorated renewals in 2009. Members' 2009 renewal notices from the Press were customized to reflect their current status and the appropriate rate required to begin a calendar-year membership in 2010. Because membership expiration dates are directly linked to the issue dates of the journal, the following action plan was implemented to accomplish this migration:

1. The largest membership group expired with the November 2009 issue of the journal. Since these memberships already expired at the end of the calendar year, the migration to a calendar-year membership for 2010 did not affect them in any way.
2. The next largest membership group expired with the August 2009 issue of the journal. These members were renewed in August 2009 at 125% of the standard membership rate. This kept these members current through the remainder of 2009 (September-December) and all of 2010. These members received a 10% discount for renewing early for 2010, and they will not need to renew again until the end of 2010 for the 2011 calendar year.

3. The third largest membership group expired with the May 2009 issue of the journal. These members were renewed at 150% of the standard member rate to keep their memberships current through the remainder of 2009 (June-December) and all of 2010. These members also received a 10% discount for renewing early for 2010, and they will not have to renew again until the end of 2010 for the 2011 calendar year.
4. The smallest membership group expired with the February 2009 issue of the journal. These memberships were renewed at 75% of the standard membership rate in order to keep their memberships current through the end of 2009 (March-December). These memberships had to be renewed at the end of 2009 for the 2010 calendar year.

### **Renewal Results for Prorated 2009 Members**

One of the initial concerns about any conversion to a calendar membership structure is the negative impact it may have on the existing member base. Fortunately, 44% of the CIES member base already expired at the end of the year with the November issue of the journal, and the change to a calendar-year membership had no effect on their renewal rate in 2009 as described above for the February, May, and August expired members. (To clarify, the November issue of the journal is actually the last issue of the journal they receive. For the purposes of our system, their membership technically doesn't expire until the February issue of the following year's mails to ensure that everyone receives a full 12 months of membership. The same holds true for members whose last issue of the journal is August; they technically don't expire until the November issue mails.) We began the prorated renewal process with 2,269 members who expired in August 2008, February 2009, May 2009, and August 2009. Of these members, 77% (1,748) renewed their membership for the following year.

### **Terms for New Members**

Beginning in 2009, new members joined the society for the 2009 calendar year as opposed to a rolling 12-month period. They received back issues for any issues of the journal that already had been mailed that year, and they had to renew their membership at the end of the year for the following calendar year. For example, if someone joined the society in July 2009, they immediately received the February 2009 and May 2009 issues of the journal that already have been mailed along with the August 2009 and November 2009 issues that had yet to be mailed. They began to receive renewal notices in September 2009 for the 2010 calendar year.

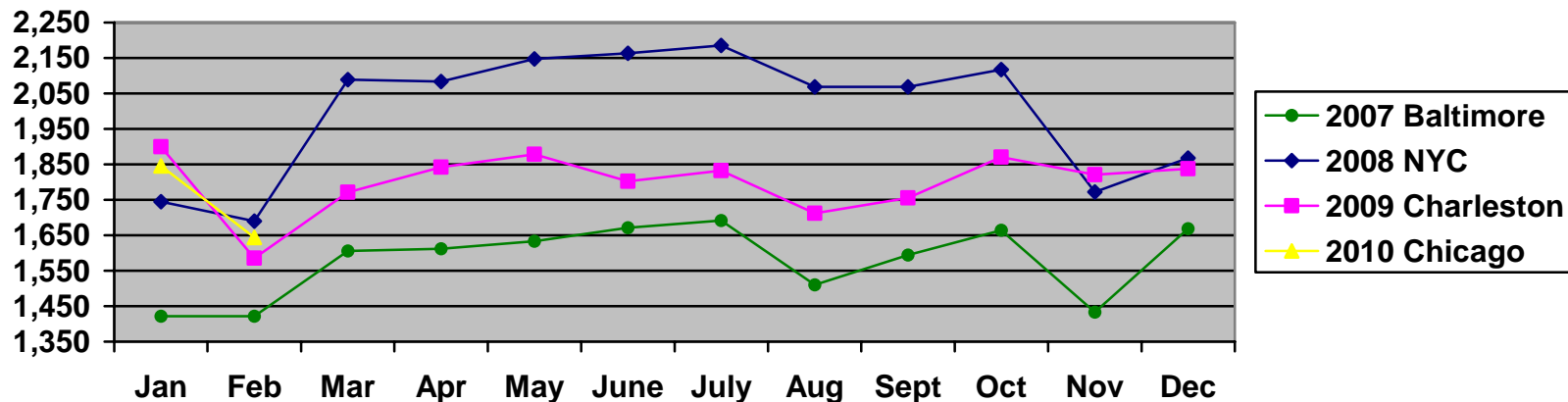
This structure for new members created significant problems during the conference proposal submission timeframe. Many new members and students in particular did not find it equitable that they had to renew their membership so quickly after they initially joined. We were able to alleviate some of the stress by "forcing" new members who joined in the early fall into 2010; on the online membership page, the 2010 option was set as the default rather than the 2009 option. We can do the same this year, but the timing of the conference proposal submissions should be carefully considered in relation to the calendar-year membership (the submission site was opened in June 2009 and was extended twice until it finally closed in early November 2009). Additionally, some of the stress between the new membership format and the conference requirement was also alleviated by the conference planners when the parameters were adjusted so that either a current 2009 or a future 2010 membership fulfilled the conference requirement for membership. This dilemma for new members will continue to exist—it is not a transition-year issue.

## Member Subscription Patterns

Chart 2 below tracks the membership levels throughout the past three-plus years. Over the course of this time period, we see consistent spikes and dips in the membership totals that are instigated by certain milestones throughout the year, including conference participation and months where an issue of the journal shipped. Going forward with the calendar-year membership cycle, we should expect to see less fluctuation throughout the year since all current members will be on the same renewal cycle. However, there will be a more dramatic dip at the beginning of the year as a result. As of February 12, 2010, there were 720 2009 members who had not renewed for 2010, a pattern that is not out of the ordinary for calendar-year membership societies. We most likely won't be able to identify any net gain in membership until after the conference activity levels out and the majority of 2009 expires who had any intention of renewing for 2010 have indeed done so to take advantage of conference discounts or fulfilled their participation requirements.

Please note that the 2008-2010 membership numbers are based off the same distribution system that generates the circulation information in Tables 3-5. The 2007 membership numbers are based off the individual membership lists provided to the Secretariat's office each month. The 2007 method was used below because the reporting feature for the 2008-2010 numbers was not in place prior to the end of 2007. Although the totals can vary between the two methods of data collection for a number of reasons, including the date the information is compiled, we can still note similar levels of fluctuation throughout the calendar year based on the annual milestones mentioned above.

Chart 2. CIES Membership Monthly Totals



## CER Institutional Circulation Overview

**Table 5. CER Institutional Circulation Four-Year Overview 2006—2009**

	Nov. 2006 Vol. 50	Nov. 2007 Vol. 51	Nov. 2008 Vol. 52	Nov. 2009 Vol. 53	# Diff '08 – '09	% Diff '08 – '09
U.S. Institutions Print Only	2	111	103	91	-12	-1.2%
U.S. Institutions Electronic Only						
Basic Access Electronic Only	-	48	55	69	14	25.5%
Unlimited Access Electronic Only	-	47	81	83	2	2.5%
U.S. Institutions Print + Electronic						
Basic Access Print & Elec.	437	131	115	88	-27	-23.5%
Unlimited Access Print & Electronic	-	80	63	59	-4	-6.3%
Foreign Institutions Print Only	-	297	289	273	-16	-5.5%
Foreign Institutions Electronic Only						
Basic Access Electronic Only	-	10	18	25	7	38.9%
Unlimited Access Electronic Only	-	21	40	60	20	50.0%
Foreign Institutions Print + Electronic						
Basic Access Print & Elec.	498	115	107	95	-12	-11.2%
Unlimited Access Print & Electronic	-	45	40	43	3	7.5%
<i>Total of Print Only</i>	<i>2</i>	<i>408</i>	<i>392</i>	<i>364</i>	<i>-28</i>	<i>-7.1%</i>
<i>Total for E-Only (INSTEO, EWLEO)</i>	<i>-</i>	<i>126</i>	<i>194</i>	<i>237</i>	<i>43</i>	<i>22.2%</i>
<i>Total for P&amp;E (INSTPE and EWLPE)</i>	<i>935</i>	<i>371</i>	<i>325</i>	<i>285</i>	<i>-40</i>	<i>-12.3%</i>
<i>Total for Institutional Discount Program</i>	<i>7</i>	<i>6</i>	<i>47</i>	<i>10</i>	<i>-37</i>	<i>-78.7%</i>
<i>Total of Basic Access</i>	<i>935</i>	<i>304</i>	<i>295</i>	<i>277</i>	<i>-18</i>	<i>-6.1%</i>
<i>Total of Unlimited Access</i>	<i>-</i>	<i>193</i>	<i>224</i>	<i>245</i>	<i>21</i>	<i>9.4%</i>
<b>Total U.S. Institutions</b>	<b>439</b>	<b>417</b>	<b>417</b>	<b>390</b>	<b>-27</b>	<b>-6.5%</b>
<b>Total Foreign Institutions</b>	<b>498</b>	<b>488</b>	<b>494</b>	<b>496</b>	<b>2</b>	<b>0.0%</b>
<b>Institutional Discount Program</b>	<b>7</b>	<b>6</b>	<b>47</b>	<b>10</b>	<b>-37</b>	<b>-78.7%</b>
<b>TOTAL INSTITUTIONS</b>	<b>944</b>	<b>911</b>	<b>958</b>	<b>896</b>	<b>-62</b>	<b>-6.5%</b>

**Table 6. CER Institutional Revenue Overview 2007—2009 (Approximate U.S. Dollar Value per Issue)**

INSTITUTIONS	Nov. 2007 Vol 51 CIRC	Nov. 2007 Vol 51 REV	Nov. 2008 Vol 52 CIRC	Nov. 2008 Vol 52 REV	Nov. 2009 Vol 53 CIRC	Nov. 2009 Vol 53 REV	% Diff CIRC	# Diff CIRC	% Diff REV	# Diff REV
U.S. Print Only	111	\$5,468.93	103	\$5,093.19	91	\$4,673.17	-11.7%	-12	-8.2%	-\$420.02
U.S. Basic Access Electronic Only	48	\$2,343.18	55	\$2,779.40	69	\$3,592.40	25.5%	14	29.3%	\$813.00
U.S. Unlimited Access Electronic Only	47	\$3,809.77	81	\$5,798.39	83	\$6,695.90	2.5%	2	15.5%	\$897.51
U.S. Basic Access Print & Electronic	131	\$7,061.40	115	\$6,374.74	88	\$4,947.85	-23.5%	-27	-22.4%	-\$1,426.89
U.S. Unlimited Access Print & Electronic	80	\$6,171.44	63	\$5,389.62	59	\$5,217.86	-6.3%	-4	-3.2%	-\$171.76
Foreign Print Only	297	\$14,487.70	289	\$15,595.44	273	\$14,713.17	-5.5%	-16	-5.7%	-\$882.27
Foreign Basic Access Electronic Only	10	\$481.93	18	\$941.20	25	\$1,344.60	38.9%	7	42.9%	\$403.40
Foreign Unlimited Access Electronic Only	21	\$1,713.78	40	\$3,120.20	60	\$4,433.01	50.0%	20	42.1%	\$1,312.81
Foreign Basic Access Print & Electronic	115	\$6,205.94	107	\$6,309.61	95	\$5,567.46	-11.2%	-12	-11.8%	-\$742.15
Foreign Unlimited Access Print & Electronic	45	\$3,912.56	40	\$3,672.35	43	\$4,557.09	7.5%	3	24.1%	\$884.74
Institutional Discount Programs	6	\$101.24	47	\$106.31	10	\$140.98	-78.7%	-37	32.6%	\$34.67
<i>Sub Total of Print Only</i>	408	\$19,956.63	392	\$20,688.63	364	\$19,386.34	-7.1%	-28	-6.3%	-\$1,302.29
<i>Sub Total for Electronic Only</i>	132	\$8,449.90	241	\$12,745.50	247	\$16,206.89	2.5%	6	27.2%	\$3,461.39
<i>Sub Total for Print &amp; Electronic</i>	371	\$23,351.34	325	\$21,746.32	285	\$20,290.26	-12.3%	-40	-6.7%	-\$1,456.06
<i>Total of Basic Access</i>	304	\$16,092.45	295	\$16,404.95	277	\$15,452.31	-6.1%	-18	-5.8%	-\$952.64
<i>Total of Unlimited Access</i>	193	\$15,607.55	224	\$17,980.56	245	\$20,903.86	9.4%	21	16.3%	\$2,923.30
<i>Total U.S. Institutions</i>	417	\$24,854.72	417	\$25,435.34	390	\$25,127.18	-6.5%	-27	-1.2%	-\$308.16
<i>Total Foreign Institutions (includes IDP)</i>	494	26,903	541	29,745	506	30,756	-6.5%	-35	3.4%	\$1,011.20
<b>TOTAL INSTITUTIONS</b>	<b>911</b>	<b>\$51,757.87</b>	<b>958</b>	<b>\$55,180.45</b>	<b>896</b>	<b>\$55,883.49</b>	<b>-6.5%</b>	<b>-62</b>	<b>1.3%</b>	<b>\$703.04</b>

## Foreign Distribution in 2009

As shown previously in Table 5 on the previous page, there were 496 foreign institutional subscriptions in 2009. Table 7 identifies the country-by-country distribution of foreign subscriptions, while Chart 3 is a graphic representation on a regional basis.

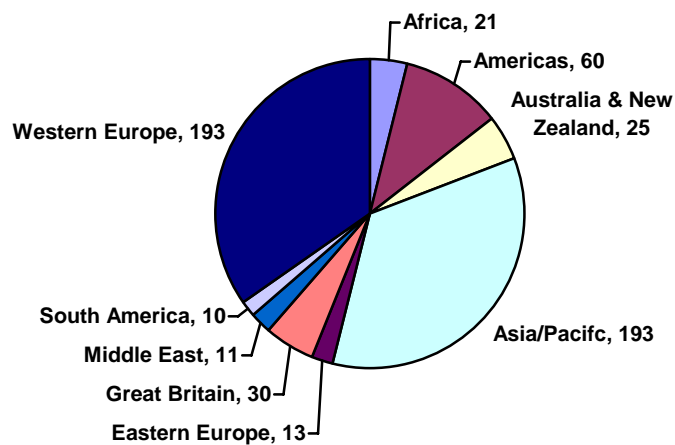
**Table 7. Paid Distribution Counts by Foreign Country in 2009**

COUNTRY	# OF SUBSCRIBERS	COUNTRY	# OF SUBSCRIBERS	COUNTRY	# OF SUBSCRIBERS
<u>AFRICA</u>	<u>21</u>	<u>MIDDLE EAST</u>	<u>11</u>	<u>WESTERN EUROPE</u>	<u>133</u>
Botswana	1	Bahrain	1	Austria	4
Cameroon	1	Israel	4	Belgium	3
Lesotho	1	Kuwait	2	Denmark	2
Namibia	2	Oman	1	Finland	4
South Africa	15	Pakistan	1	France	11
Trinidad-Tobago	1	Saudi Arabia	2	Germany	36
				Greece	6
<u>AMERICAS</u>	<u>60</u>	<u>SOUTH AMERICA</u>	<u>10</u>	Ireland	6
Barbados	1	Argentina	3	Italy	15
Canada	34	Brazil	3	Netherlands	10
Mexico	4	Chile	2	Norway	7
USA--Unknown Consolidators	21	Colombia	1	Portugal	1
		Venezuela	1	Spain	23
<u>AUSTRALIA/NEW ZEALAND</u>	<u>25</u>			Sweden	2
Australia	23	<u>GREAT BRITAIN</u>	<u>30</u>	Switzerland	3
New Zealand	2				

*continued*

COUNTRY	# OF SUBSCRIBERS	COUNTRY	# OF SUBSCRIBERS
<u>ASIA/PACIFIC</u>	<u>193</u>	<u>EASTERN EUROPE</u>	<u>13</u>
China	42	Croatia	1
Hong Kong	5	Cyprus	3
India	11	Czech Republic	1
Indonesia	1	Poland	2
Japan	82	Romania	1
Malaysia	6	Russia	1
Philippines	3	Slovenia	2
Singapore	1		
South Korea	22		
Taiwan	15		
Thailand	3		
Vietnam	2		

**Chart 3. Paid Distribution Counts by Region in 2009**



## **Chicago Emerging Nations Initiative (CENI)**

The Chicago Emerging Nations Initiative (CENI) was developed to support the worldwide community of scholars by ensuring that readers at higher education and research institutions in more than 110 emerging nations receive access to journals published by Chicago, thus fulfilling our mission to disseminate scholarship worldwide; to provide deeper discounts to institutions in developing nations in a more efficient and low-cost manner; and to build goodwill with scholars, librarians, and other key decision makers.

By partnering with a select group of not-for-profit collaborators, CENI provides institutions in emerging nations with print copies and/or full electronic editions—including back issue access, expanded data sets, and other online-only features. Eligibility for enrollment in CENI is based on the World Bank’s tiered classification of nations. This includes institutions in qualifying Low-Income and Lower-Middle Income nations (GNP per capita < \$3,000).

The institution registered with the Association of Commonwealth Universities is from Sri Lanka. Two of the three institutions registered with the Journal Donation Project are from Kenya; the third is from Cuba. We do not have access to specific country counts from the two JSTOR programs.

**Table 8. CENI Program Partners with CER Participation**

Program Partner	Format	Discount Pricing	No. of Participating Countries	No. of Institutions Registered to Access CER
Association of Commonwealth Universities (ACU)	Print	\$75	24	1
Journal Donation Project (JDP)	Print	\$75	32	3
JSTOR African Access Initiative	Electronic	Free	57	460
JSTOR Developing Nations Access Initiative	Electronic	Free or greatly reduced rates	41	222
Int'l Network for the Availability of Scientific Publications (INASP)	Electronic	Free	66	525

As one of UCP’s CENI partners, the International Network for the Availability of Scientific Publications offers free electronic access to UCP journals, including *CER*. Within 66 eligible nations that are part of the INASP network, 525 institutions are registered to access *CER*. INASP focuses on providing researchers in emerging nations with access to international scholarly literature based on electronic delivery - unlimited access to journals, databases, and articles across the widest range of disciplines. Azerbaijan, Guinea, and Uzbekistan are new to INASP in 2010. Table 9 below identifies the current 41 INASP countries that have access to *CER* and their corresponding institutional registration levels.

**Table 9. Current INASP Countries with CER Access**

Country	Registrations	Country	Registrations
Algeria	4	Malawi	13
Armenia	1	Mongolia	8
Bangladesh	36	Mozambique	7
Bolivia	27	Namibia	1
Burkina Faso	3	Nepal	49
Cameroon	1	Nicaragua	9
Colombia	6	Nigeria	10
Congo, Brazzaville	1	Pakistan	85
Congo, Democratic Republic (Kinshasa)	1	Palestine (West Bank & Gaza)	4
Côte d'Ivoire	4	Philippines	21
Cuba	7	Rwanda	16
Ecuador	4	Senegal	1
Egypt	1	Sri Lanka	29
Ethiopia	22	Sudan	1
Georgia	2	Suriname	1
Ghana	16	Tanzania	17
Honduras	10	Tunisia	1
Kenya	44	Uganda	21
Lesotho	1	Vietnam	15
Madagascar	5	Zambia	7
	Zimbabwe	13	

## Subscription Rate History

Table 10 below tracks the rate history for the journal between 2007-2010. Individual rates were increased for 2008 and will hold steady through 2010 as previously agreed, but they will be reviewed again in spring 2010 for the 2011 calendar year.

**Table 10. CER Subscription Rate History 2007—2010**

Subscription Option	2007	2008	2009	2010
US Institution/P +E Basic Access	\$219	\$228	\$237	\$237
US Institution/P-only	\$200	\$208	\$218	\$225
US Institution/E-only Basic Access	\$200	\$208	\$216	\$216
US Institution/Unlimited Concurrency: Tier 1 (1-999 FTE)	\$241	\$251	\$261	\$269
US Institution/Unlimited Concurrency: Tier 2 (1,000-2,999 FTE)	\$285	\$296	\$308	\$317
US Institution/Unlimited Concurrency: Tier 3 (3,000-9,999 FTE)	\$329	\$342	\$356	\$366
US Institution/Unlimited Concurrency: Tier 4 (10,000-19,999 FTE)	Custom Quote	\$410.40	\$427	\$439
US Institution/Unlimited Concurrency: Tier 5 (20,000-29,999 FTE)	Custom Quote	\$478.80	\$498	\$513
US Institution/Unlimited Concurrency: Tier 6 (30,000-39,999 FTE)	Custom Quote	\$547.20	\$569	\$586
US Institution/Unlimited Concurrency: Tier 7 (40,000-49,999 FTE)	Custom Quote	\$615.60	\$640	\$659
US Institution/Unlimited Concurrency: Tier 8 (50,000+ FTE)	Custom Quote	Custom Quote	Custom Quote	Custom Quote
Foreign Institutions* (All levels of P+E)	Add \$8 to U.S. Pricing	Add \$8 to U.S. Pricing	Add \$8 to U.S. Pricing	Add \$10 to U.S. Pricing
Foreign Institution Print-only*	\$208	\$216	\$226	\$235
Foreign Institution Electronic-only*	\$200	\$208	\$216	\$216
US Individual Member	\$60	\$65	\$65	\$65
Foreign Individual Member	\$60	\$65	\$65	\$65
US Student Member	\$30	\$32.50	\$32.50	\$32.50
Foreign Student Member	\$30	\$32.50	\$32.50	\$32.50

\*In 2010, Canadian subscribers apply 5% GST to all subscription rates + \$8 foreign postage surcharge for print-only or print + electronic. All other foreign print-only or print + electronic subscriptions add \$10 for postage.



**Table 12. 2008 Impact Factor Rankings in “Education & Educational Research” Category**

2008	2007	Journal Title	ISSN	2008 Total Cites	Impact Factor	Immediacy Index	2007 Articles	Cited Half-Life
1	4	REVIEW EDU RESEARCH	0034-6543	2,402	3.361	0.133	30	>10.0
2	2	ACAD MANAG LEARN EDU	1537-260X	451	2.889	0.056	36	3.8
3	3	SCI STUDIES OF READING	1088-8438	590	2.625	0.467	15	7.1
4	9	JRNL LEARNING SCIENCES	1050-8406	732	2.433	0.133	15	8.6
5	7	HEALTH EDUC RESEARCH	0268-1153	2,370	2.31	0.34	97	6.7
6	8	COMPUTERS & EDU	0360-1315	1,479	2.19	0.326	230	4.8
7	10	J EDUC BEHAV STATISTICS	1076-9986	610	1.706	0.091	22	9.3
8	14	LANG LEARN TECH	1094-3501	270	1.7	0.214	14	5.1
9	6	AMER EDUC RES JRNL	0002-8312	1,895	1.667	0.243	37	>10.0
10	5	J AMERICAN COLL HEALTH	0744-8481	1,328	1.663	0.104	96	7.5
11	13	SOCIOLOGY OF EDUC	0038-0407	1,414	1.594	0.188	16	>10.0
12	65	LANGUAGE LEARNING	0023-8333	954	1.545	0.091	44	>10.0
13	11	AIDS EDUCATION & PREV	0899-9546	1,228	1.505	0.116	43	6.4
14	15	READING RESEARCH QRT	0034-0553	1,241	1.5	0.167	18	>10.0
15	19	LEARNING & INSTRUCTION	0959-4752	1,054	1.435	0.595	42	6.4
16	39	EARLY CHILD RES QRTLY	0885-2006	881	1.387	0.324	37	8.7
17	25	J EXPERIMENTAL EDUC	0022-0973	467	1.31	0.056	18	>10.0
18	22	JRNL OF SCHOOL HEALTH	0022-4391	1,358	1.273	0.115	78	7.7
19	26	ADV HEALTH SCI EDUC	1382-4996	327	1.254	0.2	50	4.8
20	27	JRNL HIGHER EDUCATION	0022-1546	789	1.25	0	26	>10.0
44	71	COMPARATIVE EDU REV	0010-4086	197	0.388	0.125	16	9.3

## Online Usage – Press Web Site

The UCP web platform provides online usage reports that not only incorporate real-time data but also comply with the international set of standards and protocols developed by the COUNTER Project for reporting online usage statistics. COUNTER (Counting Online Usage of NeTworked Electronic Resources) was established in 2002 to facilitate the recording and exchange of online usage statistics. To have their usage statistics and reports designated COUNTER-compliant, publishers such as the University of Chicago Press must provide usage statistics that conform to the COUNTER Code of Practice, which includes adhering to the data elements to be measured, the definitions of these data elements, the reporting content and format, as well as the data processing and auditing. COUNTER is widely supported by the international community of librarians, publishers and intermediaries, as well as by their professional bodies including the Association of American Publishers, the Association of Research Libraries, and the National Information Standards Organization.

The tables below show that usage of Full-text HTML and Full-text PDFs increased 12% on a year-over-year basis. The trackable categories from the UCP site are defined as follows:

- **Full-Text HTML:** Measures the number of requests per month to the Full Text of all articles for a specific journal. Online-only content is considered part of the HTML version.
- **Full-Text PDF:** Measures the number of requests per month to the Full-Text PDF pages of all articles for a specific journal. The full text PDF mirrors the print journal.

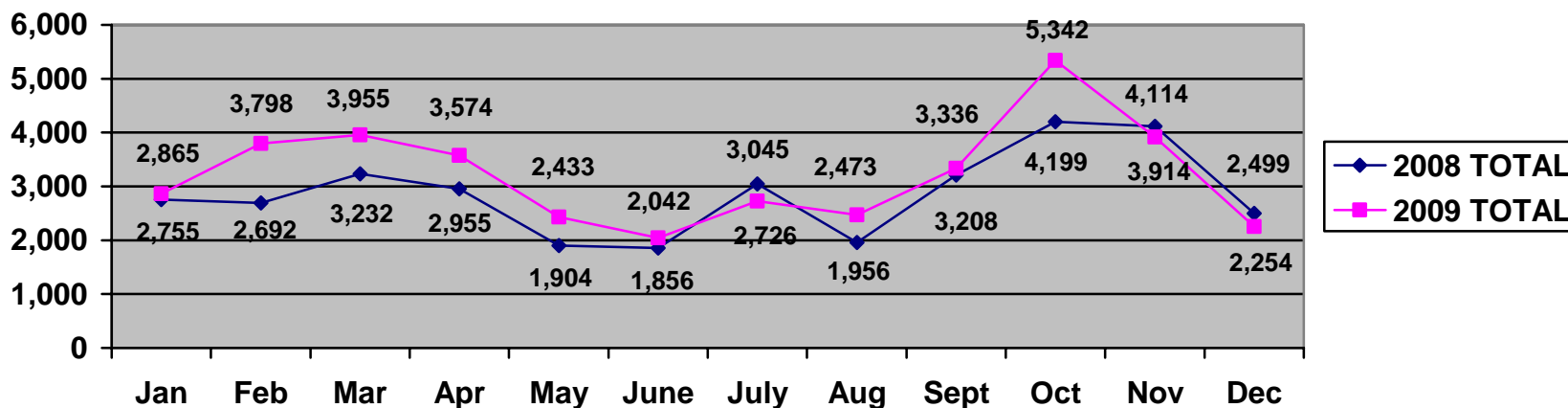
**Table 13. Page-Type Navigation by Month on Press Web site in 2009**

Page Type	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	YTD Total
<i>Full-text HTML Requests</i>	711	1,116	1,073	1,023	664	617	919	778	978	1,428	1,259	610	11,176
<i>Full-text PDF Requests</i>	2,154	2,682	2,882	2,551	1,769	1,425	1,807	1,695	2,358	3,914	2,655	1,644	27,536
<i>Full-text Total Requests</i>	2,865	3,798	3,955	3,574	2,433	2,042	2,726	2,473	3,336	5,342	3,914	2,254	38,712

**Table 14. Page-Type Navigation by Month on Press Web site in 2008**

Page Type	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	YTD Total
<i>Full-text HTML Requests</i>	779	742	846	927	581	514	761	494	899	1,298	1,039	595	9,475
<i>Full-text PDF Requests</i>	1,976	1,950	2,386	2,028	1,323	1,342	2,284	1,462	2,309	2,901	3,075	1,904	24,940
<i>Full-text Total Requests</i>	2,755	2,692	3,232	2,955	1,904	1,856	3,045	1,956	3,208	4,199	4,114	2,499	34,415

**Chart 4. Total Full-Text Requests—2008 & 2009 Monthly Totals**



**Table 15. Top 10 Articles Viewed on Press Web Site in 2009**

Rank	Access	Article Title	Author	Issue
1	1,659	Comparative and International Education: A Bibliography (2008)	Rosalind Latiner Raby	53.S1 Aug 2009
2	1,312	The Comparative Education Preview		53.1 Feb 2009
3	894	The Cost of Corruption in Higher Education	Stephen P. Heyneman, Kathryn H. Anderson, and Nazym Nuraliyeva	52.1 Feb 2008
4	670	High Hopes, Grim Reality: Reintegration and the Education of Former Child Soldiers in Sierra Leone	Theresa S. Betancourt, et. al.	52.4 Nov 2008
5	506	Positioning Education in the Information Society: The Transnational Diffusion of the Information and Communication Technology Curriculum	Seung-Hwan Ham and Yun-Kyung Cha	53.4 Nov 2009
6	502	Within-School Gender Gaps in Reading, Mathematics, and Science Literacy	Xin Ma	52.3 Aug 2008
7	480	Preschool in Three Cultures Revisited	Christopher Bjork	53.2 May 2009
8	471	Constructing Citizenship: Comparing the Views of Students in Australia, Hong Kong, and the United States	Kerry J. Kennedy, Carole L. Hahn, and Wing-on Lee	52.1 Feb 2008
9	444	Encountering an American Self: Study Abroad and National Identity	Nadine Dolby	48.2 May 2004
10	443	To Segregate or to Separate? Special Education Expansion and Divergence in the United States and Germany	Justin J. W. Powell	53.2 May 2009

## Top Web Site Users

The table below shows the top 10 sources of traffic to the *CER* Web site in 2009. The list is composed of Referring Users and Institution Users.

**Table 16. Web Site Users**

Rank	User	User Type	Access
1	Google Referrer ( <a href="http://www.google">http://www.google</a> )	Referrer User	583
2	Google Scholar ( <a href="http://scholar.google">http://scholar.google</a> )	Referrer User	290
3	George Mason University	Institution User	245
4	California Digital Library	Institution User	138
5	EBSCO Online ( <a href="http://ejournals.ebsco.com">http://ejournals.ebsco.com</a> )	Referrer User	95
6	Council of Australian University Libraries (CAUL)	Institution User	89
7	University of California at Los Angeles	Institution User	75
8	University of Hong Kong	Institution User	67
9	Indiana University	Institution User	66
10	JSTOR ( <a href="http://www.jstor.org">http://www.jstor.org</a> )	Referrer User	59

## Online Usage – JSTOR

*CER* is included in one JSTOR discipline, “Education,” with 88 journals. Access to *CER* accounted for about 1.2% of all Education articles viewed/printed by JSTOR users in 2009 (Table 17) and 0.9% of all unique Education articles viewed/printed by JSTOR users in 2009 (Table 18). Table 19 shows the top articles in JSTOR for 2009.

**Table 17. Total Articles Viewed/ Printed in JSTOR in 2009**

Journal Group	Article Views	% from your journal	Article Printings	% from your journal
Comparative Education Review	67,001	100.0%	43,101	100.0%
All 88 Education Titles	7,471,096	0.9%	3,456,447	1.2%
All 1,684 JSTOR Titles	118,865,697	0.06%	63,380,819	0.07%

**Table 18. Unique Articles Viewed/ Printed in JSTOR in 2009**

Journal Group	Available in JSTOR during 2009	Unique Articles Viewed		Unique Articles Printed	
	Titles	Count	% of Journal Group	Count	% of Journal Group
<i>Comparative Education Review</i>	1	2,743	n/a	2,712	n/a
All Education Titles	88	375,589	0.7%	297,739	0.9%
All JSTOR Titles	1,684	6,732,621	0.04%	5,739,750	0.05%

**Table 19. Top Articles in JSTOR in 2009**

Rank	Issue	Article	Views	%	Printings	%
1	Nov 1998 (42:4)	"Beyond Mystification: Reconnecting World-System Theory for Comparative Education" Thomas Clayton	264	0.4%	3,234	7.5%
2	Feb 1994 (38:1)	"Success and Education in South Korea" Clark W. Sorensen	669	1.0%	365	0.8%
3	Nov 1998 (42:4)	"Democracy, Education, and Multiculturalism: Dilemmas of Citizenship in a Global World" Carlos Alberto Torres	541	0.8%	333	0.8%
4	May 1999 (43:2)	"Political Change and the Urban-Rural Gap in Basic Education in China, 1949-1990" Emily Hannum	497	0.7%	256	0.6%
5	Feb 2002 (46:1)	"What Does Globalization Mean for Educational Change? A Comparative Approach" Martin Carnoy; Diana Rhoten	404	0.6%	315	0.7%
6	Jun 1970 14:2	"The Cuban Revolutionary Offensive in Education" Gerald H. Read	480	0.7%	141	0.3%
7	Aug 2003 (47:3)	"Comparative and International Education: A Bibliography (2002)" Rosalind Latiner Raby	429	0.6%	187	0.4%
8	Feb 1990 (34:1)	"Women and Illiteracy: The Interplay of Gender Subordination and Poverty" Nelly P. Stromquist	382	0.6%	158	0.4%
9	Feb 1996 (40:1)	"Pedagogy, Power, and Discourse: Transformation of Islamic Education" Aziz Talbani	289	0.4%	227	0.5%
10	May 1990 (34:2)	"The Effects of Single-Sex Schooling on Achievement and Attitudes in Nigeria" Valerie E. Lee; Marlane E. Lockheed	392	0.6%	121	0.3%

## Section Three: Marketing Overview

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The aim of our marketing for *CER* is to maximize the journal's circulation potential, to expand its reach, and to boost its readership online. In 2009, *CER's* marketing efforts included direct mail, print advertising, online promotions, and exhibits at conferences.

### **Print Promotions**

*CER* was again featured in an updated Education Mini-Catalog. The catalog was distributed throughout 2009 at key education and library conferences and is available for 2010 as well.

The 2010 Journals subscription catalog featured a half-page entry for *CER*. In August 2009, we printed 1,200 copies of the 2010 catalog and 300 were mailed to worldwide subscription agents. The catalog is also available at every conference where the Press's journals and books are exhibited. It is also readily available online as we shift our preferred method of communication toward electronic correspondence to gain greater efficiencies.

### **Advertising**

*CER* advertisements were placed in a number of publications in 2009:

- **Paid Advertising.** An ad for *CER* (as well as other Chicago Education journals) ran in the American Educational Research Association's 2009 Annual Meeting program. *CER* also appeared in an ad in the CIES 2009 Conference brochure.
- **Exchange Advertising.** There was an advertising exchange arrangement with *Learning and Teaching*, which is published by Berghahn Journals, NYC.
- **In-House Advertising.** *CER* was advertised in relevant Press publications, including the *Elementary School Journal*, *American Journal of Education*, and *Schools: Studies in Education*.
- **Advertising Sales.** In 2009, *CER* generated \$2,656.30 in paid print advertising revenue. Organizations placing ads in the journal included the Korean Educational Development Institute, Princeton University Press, Stanford University Press, and Teachers College Press. The 2009 ad revenue total was a substantial improvement over 2008, when the journal generated \$370.

### **Online Promotions**

The Press uses an e-mail marketing vendor, Quotient, to send customized e-mail communications in HTML format. In the last 12 months, we used the service three times to send promotional e-mail messages to CIES members.

- May 2009—The message informed recipients that prospective presenters at the 2010 CIES conference must be current members of CIES in order to submit proposals for consideration in the program. The message provided a link to the CIES conference website as well as to each member's username and password for logging on to the conference site.
- September 2009—A follow-up e-mail was sent to CIES members telling them that the planning committee for the 2010 CIES Annual Meeting had extended the deadline for

proposal submissions by two weeks. An additional username/password reminder was included.

- November 2009—CIES members received a 30% discount offer on *Preschool in Three Cultures Revisited*, an updating of a landmark text published by the University of Chicago Press that has proven to have great appeal among CIES members.

In each e-mail campaign, over 99% of the messages were successfully delivered and more than 20% of the recipients opened each message. Both of these numbers are on the high end of direct marketing benchmarks.

### **Content Alerts**

The Press’s free content alerting services (e-mail Tables of Contents and RSS feeds) increase usage of the *CER* electronic edition by drawing readers directly to the website.

e-TOCs. As of January 2010, 4,296 *CER* readers had elected to receive notification of new tables of contents via e-mail. All current subscribers with e-mail addresses automatically receive e-TOC alerts, unless they opt out. This is a substantial increase over the 3,333 readers in 2008.

RSS Feeds. Readers can access *CER*’s “Table of Contents” RSS feed by visiting the University of Chicago Press Journals Web site. The RSS feed includes abstracts as well as title, author, and issue information. During 2009, *CER*’s RSS feed was accessed 8,850 times compared to 1,305 in 2008.

### **Exhibits**

*CER* was exhibited at the following conferences in 2009. Exhibit materials typically included sample issues, a poster, and postcards offering conference attendees a 20% discount.

**Table 20. Exhibits in 2009**

Exhibit	Start Date	Location
American Library Association	January 23-26, 2009	Denver, CO
International Studies Association	February 15-19, 2009	New York, NY
Annual Winter Roundtable on Cultural Psychology and Education	February 20-21, 2009	New York, NY
National Association of Independent Schools	February 25-28, 2009	Chicago, IL
Association of College and Research Libraries	March 12-19, 2009	Seattle, WA
Philosophy of Education Society	March 20-23, 2009	Montreal, Quebec

American Society for Public Administration Annual Conference	March 20-24, 2009	Miami, FL
Comparative and International Education Society	March 22-26, 2009	Charleston, SC
Association for Asian Studies	March 26-29, 2009	Chicago, IL
American Educational Research Association	April 13-17, 2009	San Diego, CA
American Library Association	July 9-15, 2009	Chicago, IL
UK Forum for International Education and Training	September 15-17, 2009	Oxford, UK
Frankfurt Book Fair	October 14-18, 2009	Frankfurt, Germany

### **Publicity**

The Press brings *CER* to the attention of a wider audience by pursuing media coverage of the journal, the research it publishes, and its editor and authors. Press releases and notable media mentions are archived in the Journals Division's online newsroom. Working with the journal office to identify news items and articles of interest, the Press's Publicity Manager can send press releases to reporters and editors at appropriate media outlets.

### **Competitive Standing**

Table 21 on the next page, which ranks *CER* and its competitors by subscription rates (using the print-plus-electronic rate as a base price), shows that *CER* is the 3rd-lowest-priced journal for institutions, and the 2nd-lowest-priced journal for individuals. Table 22 provides more detail on *CER*'s competitors, including impact factor rankings, issue frequency, the page allotment, and available formats.

**Table 21. Base Price Ranking of CER and Its Competitors**

Journal	Base Price INST
<i>The Journal of Experimental Education</i>	\$194
<i>Review of Higher Education</i>	\$231
<i>Comparative Education Review</i>	\$237
<i>Harvard Educational Review</i>	\$260
<i>Pedagogy, Culture &amp; Society</i>	\$516
<i>Theory and Research in Education</i>	\$520
<i>International Journal of Disability, Development &amp; Education</i>	\$597
<i>Educational Research and Evaluation</i>	\$679
<i>Educational Policy</i>	\$841
<i>International Journal of Inclusive Education</i>	\$955
<i>International Journal of Educational Development</i>	\$1,156
<i>Comparative Education</i>	\$1,781
<i>Compare</i>	\$2,679
<i>Women in Higher Education</i>	N/A

Journal	Base Price IND
<i>Harvard Educational Review</i>	\$59
<i>Comparative Education Review</i>	\$65
<i>Women in Higher Education</i>	\$66
<i>The Journal of Experimental Education</i>	\$68
<i>Review of Higher Education</i>	\$70
<i>Pedagogy, Culture &amp; Society</i>	\$82
<i>Theory and Research in Education</i>	\$83
<i>Educational Policy</i>	\$169
<i>International Journal of Disability, Development &amp; Education</i>	\$216
<i>International Journal of Educational Development</i>	\$219
<i>Educational Research and Evaluation</i>	\$264
<i>International Journal of Inclusive Education</i>	\$471
<i>Comparative Education</i>	\$498
<i>Compare</i>	\$522

**Table 22. Journals Related to or Competing with CER**

Sorted in alphabetical order.

Journal	Publisher	Annual Issues/Pages		Circ	Subscription Rates			2008 ISI Rank*	Impact Factor
					Print & Online		E-Only		
					Ind	Inst	Inst		
<i>Comparative Education</i> <sup>1</sup>	Routledge (T&F)	4	579	NA	\$498	\$1,781	\$1,692	54	0.741
<i>Comparative Education Review</i> <sup>2</sup>	University of Chicago Press	4	605	2,773	\$65	\$237	\$216	44	0.860
<i>Compare</i>	Routledge (T&F)	6	823	NA	\$522	\$2,679	\$2,545	NA	NA
<i>Educational Policy</i> <sup>3</sup>	Corwin (Sage Pubs)	6	875	NA	\$169	\$841	\$757	84	0.400
<i>Educational Research and Evaluation</i>	Routledge (Taylor & Francis)	6	590	NA	\$264	\$679	\$645	NA	NA
<i>Harvard Educational Review</i>	Harvard Education Publishing Group	4	688	2,530	\$59	\$260	\$238	65	0.619
<i>International Journal of Disability, Development &amp; Education</i>	Routledge (T&F)	4	435	NA	\$216	\$597	\$567	NA	NA
<i>International Journal of Educational Development</i>	Elsevier	6	634	NA	\$219	\$1,156	\$1,156	72	0.573
<i>International Journal of Inclusive Education</i>	Routledge (T&F)	8	860	NA	\$471	\$955	\$908	NA	NA
<i>Pedagogy, Culture &amp; Society</i>	Routledge (T&F)	3	410	NA	\$82	\$516	\$491	NA	NA
<i>Review of Higher Education</i> <sup>4</sup>	Johns Hopkins	4	565	2,034	\$70	\$231	\$165	66	0.613
<i>The Journal of Experimental Education</i>	Heldref Publications	4	444	1,066	\$68	\$194	\$185	17	1.310
<i>Theory and Research in Education</i> <sup>5</sup>	Sage Pubs	3	381	NA	\$83	\$520	\$468	NA	NA
<i>Women in Higher Education</i> <sup>6</sup>	WIHE/ Wenniger Company	12	530	NA	\$66	NA	NA	NA	NA

**Notes:**

- \* ISI Impact Factor rank is out of 112 journals in the "Education & Educational Research" Social Science edition.
- 1 Discounted rate of \$60 for BAICE members.
- 2 Chicago online subscriptions are for online concurrency of one.
- 3 Individual price is Print Only.
- 4 Individual price and Institution price are Print Only.
- 5 Individual price is Print Only.
- 6 Student/ Retiree rate is \$40.

## **Custom & Consortia Sales**

The primary goal of Consortia and Custom Sales is to sell institutions the Press's full collection of journals rather than subscriptions to individual titles. The Press employs three tactics:

The COMPLETE CHICAGO Package offers a 20% discount to individual institutions for subscribing to the full collection of titles. In 2009 we have 27 subscribers to the COMPLETE CHICAGO Package including renewals from all previous subscribers. All 2009 subscribers have renewed and five new institutions have opted in for 2010. The COMPLETE CHICAGO Package benefits *CER* by gaining institutional subscriptions that it may not have had previously.

Consortia partnerships offer significant subscription growth potential to *CER* because generally the full collection of journal titles is sold in these arrangements. Consortia are a key element of circulation vitality and exposure in that they encompass large memberships that have historically held minimal subscriptions to Press journals. During the current economic challenges many institutions are viewing purchasing through a consortium as the most economical way to maintain or grow their subscription holdings. In 2010 UCP renewed contracts with the following:

- State University Libraries of Florida – 6 participating members representing 9 campuses
- California Digital Library – all 10 campuses of the University of California
- CAUL – Consortium of Australian University Librarians – 11 participating members with 3 new members joining in 2010.
- KESLI - Korean Electronic Site License Initiative Consortium, 4 members.
- CSIC -- Council for Scientific Research, the largest multidisciplinary research body in Spain to serve cultural and technological development Spain; 136 research sites.

The Press added the following consortia in 2010 as new subscribers:

- SCELIC – Statewide California Electronic Library Consortium – 11 private institutions and universities

The Press will continue to negotiate with these groups for 2011:

- OCUL – Ontario Council of University Libraries; 20 institutions.
- CALIS – China Academic Library & Information System; 500 institutions.
- Keystone Library Network – 17 public university libraries

Other expanding partnerships are domestic and international campus or health center 'networks'. These differ from consortia in that they define large, single universities or healthcare institutions with multiple campus locations or multi-site medical groups. The University of Colorado is one example. In 2008 this network obtained the full collection of titles for their four campuses introducing access of titles to campuses that had not previously subscribed. They continue to renew annually.

More traditional "institutional" subscriptions remain available with electronic access set to a concurrency of one and the option to add a print copy. These basic institutional subscriptions will continue to address the needs of departments within universities and similar smaller groups of users.