

Publisher's Report for

***Comparative and International
Education Society***

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THE UNIVERSITY
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JOURNALS DIVISION

WWW.JOURNALS.UCHICAGO.EDU

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Executive Summary

Financial Overview

The 2007/2008 fiscal year reflects these new terms and shows \$37,176 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 \$112,176 compared to \$71,426 in 2006/2007.

Circulation

Overall, paid circulation for *Comparative Education Review* increased by 7.6% in 2008. Institutional subscriptions increased by 5.2% in 2008 and eclipsed levels not seen since 2005; increases in foreign institutions were the driver behind this gain. The institutional selection of the print-only option saw a 4.1% decrease, whereas the selection of some form of electronic access increased by 4.4%. Enterprise-wide electronic access increased by 16%, thus greatly increasing the reach of the journal. Member enrollment increased by 8.9% to 1,900 (from 1,745 in 2007), including a 9.7% increase in students to 811 (from 739 in 2007).

Subscription Rates

Individual rates were increased for 2008 and will hold steady through 2010 as previously agreed, but they will be reviewed again for the 2011 calendar year. After much discussion between the Executive Committee and Board of CIES and the Press, we will be transitioning from a rolling, 12-month membership throughout 2009 to a calendar-year membership in 2010. The advantages of calendar-year membership include ease of record-keeping for members, an expeditious registration process for the annual conference, better forecasting of membership levels to plan for the future.

Promotions

CER was featured in our updated 2009 Education Mini-Catalog that was distributed throughout 2008 at key education and library conferences and mailed to 1,100 subscription agents. Additional direct marketing promotions included two email marketing efforts to members. An ad for the journal ran in the AERA's 2008 Annual Meeting program. Additionally, there was an advertising exchange with *Learning and Teaching*. Finally, the journal was advertised in five relevant Press publications.

Competitive Standing

CER remains competitively priced within its category. The journal's impact factor ranking slid to 71st out of 105 journals in 2007 compared to 57/100 in 2006 and 36/98 journals in 2005.



Section One
Financial Overview

Section One: Financial Overview

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 2007/2008 fiscal year reflects these new terms and shows \$37,176 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 \$112,176 compared to \$71,426 in 2006/2007.

A financial summary that spans 1997-2008 is included in the Table 1. Table 2 on page 5 shows the complete *CER* financial statement for the Press's fiscal year 2008 (July 1, 2007—June 30, 2008).

Financial Statements

Table 1. *CER* Summary Financial Statement: Fiscal Years 1997-2008

	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

Table 2. CER Complete Financial Statement: Fiscal Years 2004-2008

		2004	2005	2006	2007	2008
INCOME	Subscriptions	\$178,225	\$200,066	\$237,141	\$271,532	\$306,668
	Single copy	\$2,944	\$309	\$1,406	\$1,036	\$2,625
	Reprints	\$854	\$686	\$595	\$343	\$0
	Advertising	\$390	\$1,383	\$0	\$698	\$298
	List rental	\$550	\$710	\$580	\$744	\$397
	Rights	\$3,935	\$6,379	\$7,227	\$10,495	\$13,985
	Permissions	\$2,414	\$2,169	\$3,730	\$0*	\$0*
	Membership dues	\$0	\$0	\$150	\$0	\$0
	Single Article Sales	\$0	\$0	\$0	\$0	\$380
TOTAL INCOME		\$189,312	\$211,702	\$250,829	\$284,848	\$324,352
EXPENSES	Production	\$26,315	\$29,394	\$30,143	\$32,951	\$20,117
	Issue mailing	\$2,693	\$2,901	\$3,416	\$3,520	\$2,765
	Postage	\$7,221	\$6,972	\$8,867	\$12,107**	\$13,388**
	Editorial office staff	\$0	\$0	\$0	\$0	\$0
	Staff benefits	\$0	\$0	\$0	\$0	\$0
	Special payments	\$0	\$1,215	\$2,403	\$0	\$0
	Supplies	\$323	\$317	\$1,164	\$0	\$0
	Subscription fulfillment	\$4,840	\$6,091	\$7,565	\$1,747	\$2,572
	Advertising	\$658	\$300	\$727	\$0	\$0
	Reprint production	\$138	\$819	\$615	\$267	\$0
	Marketing	\$6,651	\$3,709	\$5,473	\$8,194	\$14,269
	Press business services	\$110,847	\$115,646	\$113,172	\$120,383	\$151,025
	Other	\$0	\$1,837	\$26	\$2,391***	\$1,236****
TOTAL EXPENSES		\$159,686	\$169,201	\$173,571	\$181,560	\$205,372
Net Income before Payment		\$29,626	\$42,501	\$77,258	\$103,288	\$118,981
Payment to CIES	Flat Fee	\$54,500	\$60,000	\$70,000	\$70,000	\$75,000
	25% single copy	\$736	\$77	\$352	\$259	\$0
	50% rights & perm	\$3,175	\$4,274	\$5,479	\$5,247	\$0
	LESS page overage	\$0	\$0	(\$1,920)	(\$4,080)	\$0
	50% of gross income > \$250,000	n/a	n/a	n/a	n/a	\$37,176
TOTAL PAYMENT to CIES		\$58,411	\$64,351	\$73,911	\$71,426	\$112,176
NET INCOME		(\$28,785)	(\$21,850)	\$3,347	\$31,862	\$6,805

*Rights and Permissions income are now combined into the Rights line item.

**The Postage line now includes postage for Subscription Fulfillment.

***OTHER includes convention expenses (\$820), software licenses (\$57), and other miscellaneous expenses (\$1,514—supplies, travel, postage, etc.)

****OTHER includes Space/Lease/Rental/Repairs (\$193), Postage (\$190), Supplies (\$90), Travel (\$621), Misc. (\$141).

Subscription Rates

Subscription Rate History

Table 3 below tracks the rate history for the journal between 2006-2009. 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 3. CER Subscription Rate History 2006—2009

Subscription Option	2006	2007	2008	2009
US Institution	\$209	--	--	--
US Institution/P +E Concurrency of 1	--	\$219	\$228	\$237
US Institution/P-only	--	\$200	\$208	\$218
US Institution/E-only Concurrency of 1	--	\$200	\$208	\$216
US Institution/Unlimited Concurrency: Tier 1 (1-999 FTE)	--	\$241	\$251	\$261
US Institution/Unlimited Concurrency: Tier 2 (1,000-2,999 FTE)	--	\$285	\$296	\$308
US Institution/Unlimited Concurrency: Tier 3 (3,000-9,999 FTE)	--	\$329	\$342	\$356
US Institution/Unlimited Concurrency: Tier 4 (10,000-19,999 FTE)	--	Custom Quote	\$410.40	\$427
US Institution/Unlimited Concurrency: Tier 5 (20,000-29,999 FTE)	--	Custom Quote	\$478.80	\$498
US Institution/Unlimited Concurrency: Tier 6 (30,000-39,999 FTE)	--	Custom Quote	\$547.20	\$569
US Institution/Unlimited Concurrency: Tier 7 (40,000-49,999 FTE)	--	Custom Quote	\$615.60	\$640
US Institution/Unlimited Concurrency: Tier 8 (50,000+ FTE)	--	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
Foreign Institution Print-only*	--	\$208	\$216	\$226
Foreign Institution Electronic-only*	--	\$200	\$208	\$216
Foreign A	\$215	--	--	--
Foreign B	\$169	--	--	--
US Individual	\$60	\$60	\$65	\$65
Foreign Individual	\$66	\$68	\$73	\$73
US Student	\$30	\$30	\$32.50	\$32.50
Foreign Student	\$36	\$38	\$40.50	\$40.50

*Canadian subscribers apply 5% GST to all subscription rates + \$8 foreign postage surcharge for print-only.

Change to Calendar-Year Memberships

After much discussion between the CIES Executive Committee, the Board, and the Press, we will be transitioning 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 2009 through December 2009, for example) as opposed to the current practice of reflecting a rolling, 12-month period (June 2008 through May 2009, for example).

We are moving to calendar-year system because it has become 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

We will be taking the necessary steps throughout 2009 to achieve calendar-year membership beginning in 2010, including issuing prorated renewals in 2009. Members' 2009 renewal notices from the Press will be 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 action plan to accomplish this migration is as follows:

1. The largest membership group will expire with the November 2009 issue of the journal. Since these memberships already expire at the end of the year, the migration to a calendar-year membership for 2010 will not affect them in any way.
2. The next largest membership group expires with the August 2009 issue of the journal. These members will be renewed in August 2009 at 125 percent of the standard membership rate. This will keep these members current through the remainder of 2009 (September-December) and all of 2010. These members will receive a 10 percent 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 expires with the May 2009 issue of the journal. These members will be renewed at 150 percent of the standard member rate to keep their memberships current through the remainder of 2009 (June-December) and all of 2010. These members also will receive a 10 percent 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 last membership group expires with the February 2009 issue of the journal. These memberships will be renewed at 75 percent of the standard membership rate in order to keep their memberships current through the end of 2009 (March-December). These memberships will have to be renewed at the end of 2009 for the 2010 calendar year.

Terms for New Members

Beginning in 2009, new members will be joining the society for that calendar year as opposed to a rolling 12-month period. They will receive back issues for any issues of the journal that already have been mailed that year, and they will have to renew their membership at the end of the year for the following calendar year. For example, if someone joins the society in July 2009, they will immediately receive 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 have yet to be mailed. They will begin to receive renewal notices in October 2009 for the 2010 calendar year.



Section Two
Circulation and Usage

Section Two: Circulation and Usage

CER Circulation in 2008 (Volume 52)

At the close of Volume 52, **total circulation** comprised 2,970 subscriptions (+6.9%) and its total **paid circulation** 2,858 subscriptions (+7.6%). Other notable trends include the following:

- Institutional subscriptions exhibited an increase of 5.2% compared with a decrease in 2007 of 3.3%.
- Institutions that chose the print-only option decreased by 4.1%, whereas their selection of some form of electronic access increased by 4.4%.
- Enterprise-wide electronic access increased by 16%, which greatly increases the reach and potential readership of the journal at those institutions.
- Individual memberships (including students) showed an increase of 8.9%, whereas last year they had an increase of 18.2%.
- Student members increased by 9.7% in 2008. Students comprise 42.7% of all members.
- Institutions comprised 33.5% of total paid circulation; individuals comprised 66.5%.
- Foreign subscriptions increased 10.8%, while U.S. subscriptions increased 5.7%. Foreign subscriptions comprise 37% of total circulation.

Table 4. CER Four-Year Circulation Overview

	Nov. 2005 Vol. 49	Nov. 2006 Vol. 50	Nov. 2007 Vol. 51	Nov. 2008 Vol. 52	# Diff 07 – 08	% Diff 07 – 08
<i>Total U.S. Members</i>	945	1,068	1,253	1,349	96	7.7%
<i>Total Foreign Members</i>	381	408	492	551	59	12%
TOTAL MEMBERS	1,326	1,476	1,745	1,900	155	8.9%
<i>Total U.S. Institutions</i>	457	439	417	417	0	0%
<i>Total Foreign Institutions</i>	515	505	494	541	47	9.5%
TOTAL INSTITUTIONS	972	944	911	958	47	5.2%
Total U.S.	1,402	1,507	1,670	1,766	96	5.7%
Total Foreign	896	913	986	1,092	106	10.8%
PAID TOTAL	2,298	2,420	2,656	2,858	202	7.6%
Complimentary	123	77	123	112	-11	-8.9%
Graced Copies	1	3	0	0	0	0%
GRAND TOTAL	2,422	2,500	2,779	2,970	191	6.9%

Table 5. Individuals/Members Four-Year Overview

	Nov. 2005 Vol. 49	Nov. 2006 Vol. 50	Nov. 2007 Vol. 51	Nov. 2008 Vol. 52	# Diff 07 – 08	% Diff 07 – 08
INDIVIDUALS						
U.S. Individuals	30	n/a	n/a	n/a	n/a	n/a
Foreign Individuals	7	n/a	n/a	n/a	n/a	n/a
TOTAL INDIVIDUALS	37	n/a	n/a	n/a	n/a	n/a
MEMBERS						
U.S. Members	501	570	659	687	28	4.2%
U.S. Student Members	414	498	594	662	68	11.4%
<i>TOTAL U.S. MEMBERS</i>	<i>915</i>	<i>1,068</i>	<i>1,253</i>	<i>1,349</i>	<i>96</i>	<i>7.7%</i>
Foreign Members	291	322	347	402	55	15.9%
Foreign Students	83	86	145	149	4	2.8%
<i>TOTAL FOREIGN MEMBERS</i>	<i>374</i>	<i>408</i>	<i>492</i>	<i>551</i>	<i>59</i>	<i>12.0%</i>
TOTAL MEMBERS/STUDENTS	1,289	1,476	1,745	1,900	155	8.9%
TOTAL INDIVIDUALS/ MEMBERS/STUDENTS	1,326	1,476	1,745	1,900	155	8.9%

Table 6. Institutional Circulation Four-Year Overview

	Nov. 2005 Vol. 49	Nov. 2006 Vol. 50	Nov. 2007 Vol. 51	Nov. 2008 Vol. 52	# Diff 07 – 08	% Diff 07 – 08
U.S. Institutions Print Only	-	2	111	103	-8	-7.8%
U.S. Institutions Electronic Only						
Concurrency of One Electronic Only	-	-	48	55	7	14.6%
EWL Electronic Only	-	-	47	81	34	72.3%
U.S. Institutions Print + Electronic						
Concurrency of One Print & Elec.	457	437	131	115	-16	-12.2%
EWL Print & Electronic	-	-	80	63	-17	-21.3%
Foreign Institutions Print Only	-	-	297	289	-8	-2.7%
Foreign Institutions Electronic Only						
Concurrency of One Electronic Only	-	-	10	18	8	80.0%
EWL Electronic Only	-	-	21	40	19	90.5%
Foreign Institutions Print + Electronic						
Concurrency of One Print & Elec.	514	498	115	107	-8	-7.0%
EWL Print & Electronic	-	-	45	40	-5	-11.1%
Institutional Discount Program—CENI	1	7	6	47	41	683.3%
<i>Total of Print Only</i>	-	2	408	392	-16	-3.9%
<i>Total for E-Only (INSTEEO, EWLEO)</i>	-	-	126	194	68	54.4%
<i>Total for P&E (INSTPE and EWLPE)</i>	971	935	371	325	-46	-12.4%
<i>Total for Institutional Discount Program</i>	1	7	6	47	41	683.3%
<i>Total of Concurrency of One</i>	971	935	304	295	-9	-3.0%
<i>Total of EWL</i>	-	-	193	224	31	16.1%
Total U.S. Institutions	457	439	417	417	0	0%
Total Foreign Institutions	515	505	494	541	47	9.5%
TOTAL INSTITUTIONS	972	944	911	958	47	5.2%

Table 8. 2007 Impact Factor Rankings in “Education & Educational Research” Category

2007	2006	Journal Title	ISSN	2007 Total Cites	Impact Factor	Immediacy Index	2007 Articles	Cited Half-Life
1	8	<i>JRL OF ENGINEERING EDUCATION</i>	1069-4730	638	3.000	0.143	28	5.7
2	N/A	<i>ACADEMY MGMT LEARNING & EDUCATION</i>	1537-260X	338	2.796	0.750	20	3.3
3	2	<i>SCIENTIFIC STUDIES OF READING</i>	1088-8438	427	2.676	0.333	15	6.2
4	3	<i>REVIEW OF ED. RESEARCH</i>	0034-6543	1760	2.600	0.562	16	>10.0
5	7	<i>JRL OF AMERICAN COLLEGE HEALTH</i>	0744-8481	1059	1.940	0.085	59	7.3
6	10	<i>AMER EDUCATIONAL RESEARCH JOURNAL</i>	0002-8312	1501	1.930	0.103	29	>10.0
7	6	<i>HEALTH ED. RESEARCH</i>	0268-1153	1801	1.786	0.210	81	6.7
8	16	<i>COMPUTERS & EDUCATION</i>	0360-1315	773	1.602	0.228	123	5.3
9	1	<i>JRL OF THE LEARNING SCIENCES</i>	1050-8406	567	1.571	0.067	15	9.0
10	33	<i>JOURNAL OF EDUCATIONAL AND BEHAVIORAL STATISTICS</i>	1076-9986	519	1.361	0.188	16	8.7
11	9	<i>AIDS ED. AND PREVENTION</i>	0899-9546	1217	1.359	0.048	42	6.1
12	37	<i>JRL OF RESEARCH IN READING</i>	0141-0423	262	1.340	0.074	27	5.8
13	15	<i>SOCIOLOGY OF EDUCATION</i>	0038-0407	1249	1.290	0.000	16	>10.0
14	13	<i>LANGUAGE LEARNING & TECH.</i>	1094-3501	169	1.222	0.111	18	5.1
15	20	<i>JRL OF RESEARCH IN SCIENCE TEACHING</i>	0022-4308	1754	1.148	0.197	61	9.4
16	14	<i>READING RESEARCH QUARTERLY</i>	0034-0553	1167	1.148	0.037	27	>10.0
17	21	<i>EDUCATIONAL EVAL & POLICY ANALYSIS</i>	0162-3737	653	1.062	0.500	14	8.7
18	41	<i>ELEMENTARY SCHOOL JOURNAL</i>	0013-594	651	1.062	0.200	20	>10.0
19	5	<i>LEARNING AND INSTRUCTION</i>	0959-4752	795	1.029	0.385	52	6.5
20	29	<i>HARVARD ED. REVIEW</i>	0017-8055	844	1.000	0.000	25	>10.0
71	57	<i>CER</i>	0010-4086	197	0.388	0.125	16	9.3

Online Usage – Press Web Site

The new Journals Division web site was launched at the end of November 2007, so we can present a full year’s worth of usage for 2008. All data comply with the standards and protocols developed by the international COUNTER Project for reporting online usage statistics. Because the data below were compiled using a different method, we cannot compare the 2008 figures to any prior usage and make a reliable evaluation. We will be able to compare to future web usage data in the future, however. Table 10 on the following page lists the top 10 articles viewed on the Press web site.

Table 9. Page-Type Navigation by Month on Press Web site in 2008

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>List of Issues</i>	1,307	1,383	1,424	1,766	1,241	1,130	1,474	1,317	1,821	1,615	1,884	1,083	17,445
<i>Table of Contents</i>	3,426	2,877	3,638	3,422	2,923	2,469	3,286	2,382	4,027	3,971	3,863	2,829	39,113
<i>Abstracts</i>	8,714	9,868	9,773	10,610	18,786	11,579	12,474	14,357	10,968	14,381	12,836	9,234	143,580
<i>Full-text HTML Requests</i>	779	1,404	2,152	1,861	1,638	1,389	1,786	1,202	1,815	3,106	2,253	1,388	20,773
<i>Full-text PDF Requests</i>	1,980	833	4,034	3,377	2,680	2,627	3,891	2,641	3,735	5,479	4,852	3,210	41,339
<i>Full-text Total Requests</i>	2,759	4,237	6,186	5,238	4,318	4,016	5,677	3,843	5,550	8,585	7,105	4,598	62,112

Table 10. Top 10 Articles Viewed on Press Web Site

Rank	Access	Article Title	Author	Issue
1	102	Reflections on Theory, Method, and Practice in Comparative and International Education	Steven J. Klees	Vol. 52, #3, August 2008
2	101	Educating for Peace? Citizenship Education in Quebec and Northern Ireland	Ulrike Niens and Marie-Hélène Chastenay	Vol. 52, #4, Nov. 2008
3	90	Learning in Conflict and Postconflict Contexts	Lynn Davies and Christopher Talbot	Vol. 52, #4, Nov. 2008
4	78	High Hopes, Grim Reality: Reintegration and the Education of Former Child Soldiers in Sierra Leone	Theresa S. Betancourt, et. al.	Vol. 52, #4, Nov. 2008
5	77	Education, Diversity, and Inclusion in Burmese Refugee Camps in Thailand	Su-Ann Oh and Marc van der Stouwe	Vol. 52, #4, Nov. 2008
6	69	The Cost of Corruption in Higher Education	Stephen P. Heyneman, Kathryn H. Anderson, and Nazym Nuraliyeva	Vol. 52, #1, Feb. 2008
7	60	Teaching History after Identity-Based Conflicts: The Rwanda Experience	Sarah Warshauer Freedman, et. al.	Vol. 52, #4, Nov. 2008
8	53	Learning for a Bright Future: Schooling, Armed Conflict, and Children's Well-Being	Rebecca Winthrop and Jackie Kirk	Vol. 52, #4, Nov. 2008
9	52	Within-School Gender Gaps in Reading, Mathematics, and Science Literacy	Xin Ma	Vol. 52, #3, Aug. 2008
10	48	Learning, War, and Emergencies: A Study of the Learner's Perspective	Julia Dicum	Vol. 52, #4, Nov. 2008

Web Site Traffic by Country

In August 2008, the Press installed Google's Web Analytics service on the *CER Web* site. This service records Web site traffic data that shows where visitors are coming from, how visitors found the *CER* site, and how they interact with it. The reports provided by the service are an excellent supplement to the Web reports generated by Atypon. Table 11 on the following page below breaks down *CER* Web site traffic according to visits by the top 25 countries.

Table 11. Web Site Traffic by Country

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
United States	6,736	6.11	0:05:25
United Kingdom	1,193	3.25	0:02:22
Canada	697	6.29	0:04:53
China	403	4.23	0:04:50
Australia	385	3.71	0:03:37
India	330	3.06	0:03:19
Philippines	312	4.24	0:04:03
Germany	293	9.13	0:03:33
Turkey	275	4.53	0:05:15
Japan	238	5.00	0:03:47
France	220	3.50	0:02:43
Nigeria	220	5.50	0:03:43
Thailand	183	1.50	0:00:27
Hong Kong	183	4.80	0:01:20
Malaysia	146	7.88	0:05:37
Greece	146	3.13	0:01:07
Portugal	146	6.00	0:06:43
Spain	128	1.29	0:00:07
South Korea	128	4.29	0:02:27
Romania	128	17.00	0:17:20
Italy	110	10.67	0:04:56
Mexico	110	1.17	0:01:42
Israel	110	2.17	0:01:53
Poland	110	3.00	0:00:51
Taiwan	91	8.80	0:06:01

Source: Google Analytics

Web Site Traffic Source

The table below shows the top 10 sources of traffic to the *CER* Web site in 2008. (direct) traffic indicates visits from individuals who clicked a bookmark to the *CER* site or who typed a *CER* URL directly into their browser. All other sources listed are URLs of search engines or referring sites.

Table 12. Web Site Traffic Sources

Source	Visits	Pages/Visit	Avg. Time on Site
Google	8,736	4.16	0:03:19
(direct)	1,908	8.03	0:07:07
cies.us	550	5.1	0:04:12
sfx.hul.harvard.edu	183	5.1	0:02:54
en.wikipedia.org	146	5.12	0:12:13
Yahoo	110	7.83	0:03:53
sfx.wrlc.org	110	4.83	0:01:32
tc.liblink.umn.edu	91	3.6	0:01:29
JSTOR	73	2.75	0:03:29
rzblx1.uni-regensburg.de	55	15	0:02:47

Source: Google Analytics

Online Usage – JSTOR

Comparative Education Review is included in one JSTOR discipline, “Education,” with 66 journals. Access to *CER* accounted for about 1.1% of all Education articles viewed/printed by JSTOR users in 2008 (Table 13). A high percentage (88.1%) of the articles in the *CER* archive were viewed at least once in 2008, and most of these (86.9%) were printed at least once (Table 14). Table 15 shows the top articles in JSTOR for 2008.

Table 13. Total Articles Viewed/ Printed in JSTOR in 2008

Journal Group	Article Views	% from your journal	Article Printings	% from your journal
<i>Comparative Education Review</i>	99,621	100.0%	42,471	100.0%
All 66 Education Titles	9,200,665	1.1%	3,469,559	1.2%
All 1254 JSTOR Titles	136,151,581	0.1%	60,069,446	0.1%

Table 14. Unique Articles Viewed/ Printed in JSTOR in 2008

Journal Group	Available in JSTOR during 2008		Unique Articles Viewed		Unique Articles Printed	
	Titles	Articles	Count	% of Journal Group	Count	% of Journal Group
<i>Comparative Education Review</i>	1	3,616	3,187	88.1%	3,144	86.9%
All Education Titles	66	218,175	176,556	80.9%	148,431	68.0%
All JSTOR Titles	1,254	4,587,672	3,624,588	79.0%	3,376,797	73.6%

Table 15. Top Articles in JSTOR in 2008

Rank	Issue	Article	Views	%	Printings	%
1	Feb 1994 (38:1)	"Success and Education in South Korea" Clark W. Sorensen.	610	0.6%	400	0.9%
2	Feb 2002 (46:1)	"What Does Globalization Mean for Educational Change? A Comparative Approach" Martin Carnoy; D	540	0.5%	341	0.8%
3	Feb 1990 (34:1)	"Women and Illiteracy: The Interplay of Gender Subordination and Poverty" Nelly P. Stromquist.	595	0.6%	191	0.4%
4	Nov 1998 (42:4)	"Adolescent Suicide and Academic Competition in East Asia" Kangmin Zeng; Gerald Le Tendre.	567	0.6%	183	0.4%
5	May 1999 (43:2)	"Political Change and the Urban-Rural Gap in Basic Education in China, 1949-1990" Emily Hannum.	437	0.4%	247	0.6%
6	Feb 2001 (45:1)	"Transnational Advocacy, Global Civil Society? Emerging Evidence from the Field of Education" Karen Mundy; Lynn Murphy.	437	0.4%	226	0.5%
7	Feb 1996 (40:1)	"Pedagogy, Power, and Discourse: Transformation of Islamic Education" Aziz Talbani.	407	0.4%	218	0.5%
8	Nov 2000 (44:4)	"Tradition, Modernity, and the Development of Education in Cambodia" David M. Ayres.	386	0.4%	228	0.5%
9	Jun 1971 (15:2)	"Education and Colonialism in Africa: An Annotated Bibliography" Stafford Kay; Bradley Nystrom.	465	0.5%	143	0.3%
10	May 1984 (28:2)	"The Economic and Political Impact of Study Abroad" Gerald W. Fry.	447	0.4%	146	0.3%



Section Three
Marketing Overview

Section Three: Marketing Overview

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 2008, *Comparative Education Review's* marketing efforts included direct mail, print advertising, online promotions, and exhibits at conferences.

CER's primary audience is members of the Comparative and International Education Society, scholars and practitioners in education and government, and educational agency workers.

Print Promotions

CER was featured in our updated 2009 Education Mini-Catalog. The catalog was distributed throughout 2008 at key education and library conferences.

The 2009 Journals subscription catalog featured a half-page entry for *CER*. The catalog was printed in summer 2008 and was sent to UCP exhibits throughout the year. We also mailed 1,100 copies to subscription agents worldwide.

Advertising

CER advertisements were placed in a number of publications in 2008:

- **Paid Advertising.** An ad for *CER* (as well as other Chicago Education journals) ran in the American Educational Research Association's 2008 Annual Meeting program. *CER* also appeared in an ad in the CIES 2008 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*, *Schools: Studies in Education*, *Economic Development and Cultural Change*, and *Signs*.
- **Advertising Sales.** In 2008, *CER* generated \$370 in paid print advertising revenue. The full amount came from the Association for Public Policy Analysis and Management (APPAM) which ran one half-page ad. There was \$298 generated in 2007.

Online Promotions

The Press uses an e-mail marketing vendor, Quotient, to send customized e-mail communications in HTML format. In June 2008, we emailed members and reminded them that their membership entitles them to not only a print subscription to *CER* but also electronic access to the journal; this promotion included a reminder of their unique usernames and passwords. In December 2008, we sent a message regarding the transition to a calendar-year CIES membership. With over 90% of the messages being delivered, the integrity of the member database continues to be very high.

Usage of the Press's free content alerting services (e-mail tables-of-contents and RSS feeds) continued to increase during the past year. With the move to our new online hosting platform, subscribers were required to reactivate their login information ensuring subscribers did want to remain active in our system. These alert services increase usage of the journal's electronic edition by drawing readers directly to the Web site.

During 2008, 3,333 *CER* readers had elected to receive notification of electronic tables of contents (e-TOCs) via e-mail. This compares to 3,126 at the end of 2006/beginning of 2007. As of November 2008, 1,305 individuals had clicked on *CER*'s RSS feed link. The previous benchmark was 1,063 in 2007.

Exhibits

CER was exhibited at the following conferences in 2008. Exhibit materials typically included sample issues, a poster, and postcards offering conference attendees a 20% discount.

Table 16. Exhibits in 2008

Meeting	Dates	Venue
American Library Association - Midwinter	January 11-16, 2008	Philadelphia, PA
Annual Winter Roundtable on Cultural Psychology and Education	February 15-16, 2008	New York, NY
Comparative and International Education Society	March 18-21, 2008	New York, NY
American Educational Research Association	March 24-28, 2008	New York, NY
International Studies Association	March 26-29, 2008	San Francisco, CA
Association of Asian Studies	April 3-6, 2008	Atlanta, GA
Philosophy of Education Society	April 11-14, 2008	Cambridge, MA
Special Libraries Association	June 15-18, 2008	Seattle, WA
American Library Association	June 26 – July 2, 2008	Anaheim, CA
Frankfurt Book Fair	October 15-19, 2008	Frankfurt, Germany
National Association for the Education of Young Children	November 5-8, 2008	Dallas, TX
FutureForum 2008 National MultiCultural Institute	November 6-9, 2008	Alexandria, VA
African Studies Association	November 13-16, 2008	Chicago, IL
Annual State Department Book Fair	December 10-12, 2008	Washington, D.C.

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 17, which ranks *CER* and its competitors by subscription rates (using the print-plus-electronic rate as a base price), shows that *CER* is the 4th-lowest-priced journal for institutions, and the 2nd-lowest-priced journal for individuals. Table 18 provides more detail on *CER*'s competitors, including issue frequency, the page allotment, and available formats.

Table 17. Base Price Ranking of CER and Its Competitors

Journal	Base Price INST
<i>The Journal of Experimental Education</i>	\$185
<i>Harvard Educational Review</i>	\$217
<i>Review of Higher Education</i>	\$231
<i>Comparative Education Review</i>	\$237
<i>Pedagogy, Culture & Society</i>	\$499
<i>Theory and Research in Education</i>	\$500
<i>International Journal of Disability, Development & Education</i>	\$577
<i>Educational Research and Evaluation</i>	\$656
<i>Educational Policy</i>	\$809
<i>International Journal of Inclusive Education</i>	\$923
<i>International Journal of Educational Development</i>	\$1,112
<i>Comparative Education</i>	\$1,635
<i>Compare</i>	\$2,588
<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>The Journal of Experimental Education</i>	\$65
<i>Women in Higher Education</i>	\$66
<i>Review of Higher Education</i>	\$68
<i>Pedagogy, Culture & Society</i>	\$79
<i>Theory and Research in Education</i>	\$81
<i>Educational Policy</i>	\$164
<i>International Journal of Disability, Development & Education</i>	\$209
<i>International Journal of Educational Development</i>	\$211
<i>Educational Research and Evaluation</i>	\$255
<i>International Journal of Inclusive Education</i>	\$455
<i>Comparative Education</i>	\$481
<i>Compare</i>	\$504

Table 18. Journals Competing with CER

Sorted in alphabetical order.

Journal	Publisher	Annual Issues/Pages		Circ	Subscription Rates			ISI Rank*	Impact Factor
					Print & Online		E-Only		
					Ind	Inst	Inst		
<i>Comparative Education</i> ¹	Routledge (T&F)	4	600	1,200	\$481	\$1,635	\$1,721	64	0.435
<i>Comparative Education Review</i> ²	University of Chicago Press	4	695	2,498	\$65	\$237	\$216	71	0.388
<i>Compare</i>	Routledge (T&F)	5	515	700	\$504	\$2,588	\$2,459	NA	NA
<i>Educational Policy</i> ³	Corwin (Sage Pubs)	5	930	500	\$164	\$809	\$728	63	0.439
<i>Educational Research and Evaluation</i>	Routledge (Taylor & Francis)	6	605	500	\$255	\$656	\$623	NA	NA
<i>Harvard Educational Review</i> ⁴	Harvard Education Publishing Group	4	505	6,250	\$59	\$217	NA	20	1.000
<i>International Journal of Disability, Development & Education</i>	Routledge (T&F)	4	445	1,400	\$209	\$577	\$548	NA	NA
<i>International Journal of Educational Development</i>	Elsevier	4	775	NA	\$211	\$1,112	\$1,112	72	0.375
<i>International Journal of Inclusive Education</i>	Routledge (T&F)	4	645	400	\$455	\$923	\$877	NA	NA
<i>Pedagogy, Culture & Society</i>	Routledge (T&F)	3	325	NA	\$79	\$499	\$474	NA	NA
<i>Review of Higher Education</i> ⁵	Johns Hopkins	4	510	2,052	\$68	\$231	\$165	44	0.595
<i>The Journal of Experimental Education</i>	Hadref Publications	4	430	1,066	\$65	\$185	\$154	25	0.931
<i>Theory and Research in Education</i> ⁶	Sage Pubs	3	375	NA	\$81	\$500	\$450	NA	NA
<i>Women in Higher Education</i> ⁷	WIHE/ Wenniger Company	12	530	2500	\$66	NA	NA	NA	NA

Notes:

- * ISI Impact Factor rank is out of 105 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 Student rate is \$29.
- 5 Individual price is Print Only. Electronic access is \$68. Student Print rate is \$63.
- 6 Individual price is Print Only.
- 7 Student/ Retiree rate is \$40.

Custom & Consortia Sales

The primary goal of Custom & Consortia Sales is to sell to institutions the University of Chicago Press's full collection of titles, rather than individual journal subscriptions. To this end, three tactics are employed: selling the entire portfolio of Press journals, pursuing consortia partnerships, and approaching network institutions.

The Complete Chicago Package offers a 20% discount to individual institutions if they subscribe to the Press's full collection. In 2008, 20 universities opted for this package, which was acceptable since we introduced the offer very late in 2007. The 2008 offer generated a great deal of interest from agents and institutions who anticipated the 2009 offer: the 2009 offer duplicates the discount for subscribing to the full collection, but has the value-added incentive of full access to the *Chicago Manual of Style Online*. The Complete Chicago Package benefits *CER* by acquiring new institutional subscribers.

The Press's aggressive pursuit of consortia partnerships also offers significant subscription growth potential to *CER*. The full collection of titles is being proposed to the various consortia groups. Consortia are a key element in circulation vitality and exposure because they encompass a wide community that historically has held minimal subscriptions to Press journals. Consortia agreements often take several months to finalize. In 2008 the Press signed contracts with the following:

- State University Libraries of Florida — six participating members representing nine campuses.
- California Digital Library — all 10 campuses of the University of California.
- CAUL — Consortium of Australian University Librarians with nine participating members.
- KESLI — Korean Electronic Site License Initiative Consortium, a 370 member organization.

We will continue to negotiate into 2009 with the following consortium:

- ASERL — Association of Southeastern Research Libraries, the largest regional research library consortium in the US, with 30 members.
- Spain — Open Consortia, with approximately 80 universities.
- CSIC — Council for Scientific Research, Spain, with 136 research sites.
- OCUL — Ontario Council of University Libraries, with 20 institutions.
- Max Planck Institute — A consortium of 80 research units in Germany.
- HeBIS — A regional higher education consortium for Hessen, Germany, with 14 state libraries.
- CALIS — China Academic Library & Information System, with 500 institutions.
- CAPES — A US/Brazil Higher Education Consortia Program with 175 members.

Finally, another desirable partnership is campus networks. These differ from consortia in that they define one university that has multiple campus locations. For example, in 2008, the University of Colorado obtained full access to the complete collection of titles for their four campuses, introducing titles to campuses that had not previously subscribed.

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.

Chicago Emerging Nations Initiative (CENI)

The Chicago Emerging Nations Initiative consists of partnerships with select non-profit organizations that provide print copies of *CER* and/or electronic access to research institutions in economically disadvantaged countries, either for free or for a nominal fee.

Eligibility for enrollment in CENI is based on the World Bank’s tiered classification of nations, with institutions in qualifying low-income and lower-middle-income nations (GNP per capita <\$3,000) allowed to enroll. CENI currently comprises seven partner programs. Table 19 reflects the current partners offering *CER*.

Table 19. Institutions in Programs for Emerging Nations — 2008

Program Partner	Access Type	No. of Eligible Countries
The JSTOR African Access Initiative	Electronic	57
Journal Donation Project	Print	109
JSTOR Developing Nations and African Access Initiatives (archive only)	Electronic	98
The Association of Commonwealth Universities	Print	23
Int'l Network for the Availability of Scientific Publications (INASP)	Electronic	63