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INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

www.stm-assoc.org

The voice of research publishing for 40 years

What do I get from STM?

- Publisher Advocacy
- Legal & Legislative Efforts
- STM Permissions Guidelines
- Standards & Technology Programme
- Industry Collaboration
- Training & Education, Conferences and Seminars
- Member Communication and Information
- Networking Opportunities
- Board Representation for Large & Small Organisations
- Committees



See inside for member benefits

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What is STM?

STM is a broad and welcoming international association of about 100 scholarly publishers in 22 countries – scientific, technical, medical, social science and humanities publishers. Collectively our member publishers are responsible for:

- more than 60% of the global annual output of research articles
- over half the active research journals
- publication of tens of thousands of print and electronic books, reference works and databases.

We are the **only** international trade association representing **all** types of **STM** publishers – large and small companies, not-for-profit organisations, learned societies, traditional, primary, secondary publishers and new entrants to global publishing.

As the **only** international trade association representing **all** types of publishers, we carry a significant responsibility for engaging with key stakeholder groups in promoting publisher advocacy through expert research and opinion.

STM's Mission

Supporting publishers and their authors in the dissemination of scholarly information by representing and advocating their best interests around the globe.

www.stm-assoc.org

What are the benefits of STM membership?

The main benefit is **expert** and **vigorous representation** on issues crucial to our members – helping them adapt and thrive in the changing global environment.

Members have the opportunity to play a part in an organisation central to the well-being of our industry.

Publisher Advocacy

- Advocating public policies that recognise the importance of publishers' legitimate intellectual property rights.
- Helping those outside the scholarly publishing community understand the key role our members play in the usage, preservation, discovery, and dissemination of global scientific knowledge.
- Working with national and international organisations, industries, governmental, professional and regulatory bodies, research communities, and opinion formers, to promote awareness of publisher innovation and the value that publishers add to the scholarly communication process.

Legal & Legislative Efforts

- Defence of publisher and rights-holder positions in precedent-setting copyright disputes and proposed government legislation
- Publishing valuable statements and position papers on copyright issues
- Coordinating important industry guidelines on permissions policies and rights administration
- Training on copyright matters

STM Permissions Guidelines

- Concern the granting of permission to re-use limited amounts of material from print and electronic publications.
- Have helped STM member signatories facilitate the publishing process in many cases where delays and costs would have otherwise been incurred.
- The Guidelines set out general principles for working practice based upon historical practice, common decency and fairness.

Standards & Technology Programme

- Driving the development of standards for the scholarly publishing industry and beyond
- Members benefit from joint forward thinking, exchange of best practices and joint action, especially on standards and codes-of-conduct
- Innovations seminars attract a wide and enthusiastic member audience each year

Publishing Partnership Programmes

Participating in collective publishing activities - bringing content to developing countries

- **HINARI - Health InterNetwork Access to Research Initiative**
- **AGORA - Access to Global Online Research in Agriculture**
- **OARE - Online Access to Research in the Environment**

Industry Collaboration

- Working with the broader community of STM stakeholders
- Joining forces with other organisations including: International Publishers Association (IPA), Automated Content Access Protocol (ACAP), International DOI Foundation (IDF); Federation of European Publishers (FEP), International Federation of Reproduction Rights Organizations (IFRRO), Association of American Publishers/Professional & Scholarly Division (AAP/PSP), CrossRef and others

Member Communication and Information

- Exclusive access to the STM Members Only area of the website for: briefing papers, updates, confidential reports, and Members Directory
- STM keeps members up-to-date on important issues and STM activities via newsletters, the website, events calendar, and other communications
- Monthly 'STM News' for members only reporting on current STM activities and initiatives, industry news and updates

Networking Opportunities

- Participating in member conferences, seminars and courses
- Volunteering for standing committee
- Participating on programme committees for conference, seminars and courses

Board Representation

- STM is run by and for our members and members irrespective of size and for or not for profit status are eligible **to vote** and be **full** members of STM's Governing Board.
- Board members represent the spectrum of STM publishers – small and large, for profit and not-for-profit



TRAINING & EDUCATION, CONFERENCES AND SEMINARS

Europe, North America, Asia

Proven, Valuable & Successful

MEMBER CONFERENCES

- Significant member discounts for conferences, seminars and courses
- Free admission at the annual STM Frankfurt conference, representing €350 value per attendee
- Networking with high level registrants at meetings focusing on strategic issues
- **The Frankfurt Conference**
The premiere pre-Frankfurt Book Fair meeting – up-to-the-minute topics and discussions and day long networking
- **The Spring Conference**
Strategic issues emphasised at this annual 1½ day conference in Cambridge, Massachusetts. Senior managers and executives participate.

“COMMENTS FROM RECENT CONFERENCES. . .

STM Frankfurt Conference

'Big turn out. Always good'

'Wonderful get together meeting with the opportunity to learn more about the business'

STM Spring Conference

'It was extremely informative to hear so many presentations from outside the publishing industry'

'Best STM programme in years!'

SEMINARS

- Networking and high level information for executives and senior managers
- **Innovations**
 - o Provides all types of scholarly publishers with a broad, strategic view on innovations in online publishing. For technical and non-technical people
- **E-Production**
 - o Developed for publishing managers updating them on trends in journal publishing.
- **E-Book 2.0**
 - o Colleagues, competitors, experts and users provide current experiences with e-books and predictions for the future

“COMMENTS FROM RECENT SEMINARS. . .

E-Books - Book 2.01 & Book. 2.02

'Great mixture of practical experience, forward-looking presentations, business models...'

'Excellent range of topics'

Innovations

'It is pitched at a high enough level of knowledge, so that it is very informative'

'High level of presenter quality'

E-Production

'Good mix of speakers and topics.'

'Practical advice moving forward, new buzzwords, where is the industry moving'

Network with the leaders of today and the future!

TRAINING & EDUCATION COURSES

- Developed for middle management in all types of publishing organisations
- Courses now available in Europe, Asia, and the US
- **STM Master Class** training tomorrow's senior managers
 - o An intensive 3-day residential course, providing future senior managers with a greater strategic understanding of scholarly publishing
 - o **STM Intensive Course** in Journal Publishing
 - Provides a serious grounding of all facets of the learned journal publishing business - emphasising in-depth understanding of all the publishing functions

COMMENTS FROM RECENT COURSES. . .

Master Class: Developing Strategic Business Skills

' . . . The Master Class was a valuable experience . . . made some good professional connections. I hope to take advantage of other events sponsored by STM in the future.'

'Enjoyed the debates very much.'

Intensive Course in Journal Publishing

'A big challenge, but the case study was an excellent lesson for me'

'Extremely valuable exercise in thinking strategically and the teamwork emphasised the importance of team work to pitching a proposal to a society'



STM Committees

Members benefit from participation in these committees. Meet with colleagues and industry leaders, exchange ideas, share experiences and collaborate for the benefit of the industry.

Copyright & Legal Affairs

Helping protect members' rights and improve awareness and knowledge of copyright and related rights among publishers as well as all other members of the information transfer community.

Public Affairs

Focusing on government relations, strategy and policy communications issues.

Defining the message we want to send to key stakeholders about the publishing industry and its role in access, dissemination, and preservation of scholarly information worldwide.

Future Lab

A high level brainstorming group on 'Technology Trends'. Working on behalf of the membership, monitors new technology trends and their impact on the STM publishing industry, proposing joint STM strategies wherever useful or necessary.

Library Relations

The remit of the group is to explore common ground between the publishing and library communities, what lies behind policy positions and statements, joint announcements and initiatives.

Communications

Assisting STM with its press releases and communications activities.

Conference and Seminar Programme Committees

Annual Frankfurt conference, Spring conference, seminars and panels

STM – a coalition of interests

What type of membership is right for my organisation?

Regular members

Regular members have voting rights and pay standard dues.

Regular members consist of:

- * STM publishing houses
- * Professional (legal) and scholarly publishers
- * Learned societies with publishing activities
- * Secondary publishers

Associate members

Associate membership is a non-voting membership open to subscription agents, consultancies and any publishing related company which is not itself a publisher.

- * Subscription agents
- * Consultancies
- * Publishing related companies

Corresponding members

Corresponding members can take active part as observers in the STM Standing Committees. Corresponding members have no voting rights. No dues are payable, since basically the members exchange information.

- * User Groups
- * National PA's

Introductory membership

Introductory membership enables small publishers to acquaint themselves with the association and join STM at an reduced rate of 50%.

STM invites your membership!

- Online at www.stm-assoc.org
- Fax: +32-2-761-16-99
- E-mail: info@stm-assoc.org

For more information, please feel free to contact Janice Kuta, Director of Marketing & Membership at kuta@stm-assoc.org

STM Members Publish

- ◆ **Astronomy** ◆ **History** ◆ Biomedical Sciences
- ◆ **Economics** ◆ **Medicine - Clinical & Research** ◆
- ◆ **Mathematics** ◆ Sociology ◆ **Chemistry** ◆
- ◆ **Environmental Sciences** ◆ Linguistics ◆ **Computer Science** ◆
- ◆ **Engineering** ◆ Law ◆ **Political Science** ◆
- ◆ **Education** ◆ Life Sciences ◆
- ◆ **Social Work** ◆ **Earth Science** ◆ **Psychology** ◆ **Philosophy** ◆
- ◆ **Materials** ◆ **Geography** ◆ **Languages** ◆ **Literature** ◆
- ◆ **Religion** ◆ Classics ◆ **Business & Management** ◆
- ◆ **Physics** ◆ **Literature** ◆