GOING TO TENDER: CHOOSING YOUR PUBLISHER

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WHY CONSIDER GOING TO TENDER?

- Revenues have been declining
- You are being pushed to “be lean,” do more with less
- Costs are increasing
- Institutional distribution and licensing are becoming increasingly complex and time consuming
- You want to expand your offerings, but can’t manage the risk
- You realize that publishing is not the society’s core competency

What will a commercial publisher offer?

What would we really “lose” if we partnered?
COMMON CONCERNS AND (some) MISCONCEPTIONS

- **Ownership**
  The journal name and all content is owned by the society

- **Editorial Control**
  Remains with the society (via the Editor-in-Chief)

- **Mission Control**
  Strategic planning remains with the society

- **Brand Identity Online**
  Journal becomes part of a collection of content

- **Nimbleness and Flexibility**
  Loss of Control (perceived or actual)

- **Loss of revenue**
  Revenue or Profit (surplus)
The RFP

Match.com

The RFP must include accurate and complete information about the journal and the business it represents.
THE TYPICAL DEAL

• Publisher Provides Services
  Peer Review System; Copyediting; Composition; Production; PP&B; Online Platform; Postage; Fulfillment; Storage & Handling; Distribution; Marketing; Global Sales; Journal Management.

• Publisher Provides Financial Support to Society
  Royalty on revenue; Grants to underwrite expenses of content development (staff, EIC, etc); Annual Editorial Board or Strategy Meeting.

There is no one-size fits all financial arrangement.
MAKING THE DECISION

It’s NOT just about the money

• Culture and Personality
• For Profit or Not for Profit
• Big fish in a little pond or little fish in a big pond
• Presence in market (discipline and related disciplines)
• Platform & Technology – In house or outsourced
• Communication Style
• Guaranteed Return or Shared Risk
**WORKING WITH A COMMERCIAL PUBLISHER IS A PARTNERSHIP**

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<tr>
<th>VENDOR</th>
<th>Business Partner</th>
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<td>• Service providers, such as a payroll service of cleaning service. Suppliers, such as office supply store or specialty supply house.</td>
<td>• Does business on behalf of you.</td>
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<td>• A “relational contract” that may evolve to address new problems and opportunities over time.</td>
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<td><em>Meet often to coordinate and make joint decisions.</em></td>
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A SUCCESSFUL RELATIONSHIP

- Speak a common language.
- Share your experience and expertise.
- Familiarity breeds benign neglect, inattention, casualness.
- Mistakes happen: Acknowledge them, fix them.
- Have a business discussion more than once a year.
- Have a strategy discussion more than once a year.
- Remember what you promised.
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