

PUBLISHING YOUR JOURNAL WITH POLICY PRESS

About Policy Press

Policy Press (PP) is a not-for-profit university press committed to influencing social change through international research and scholarship. We are proud to be an independent publisher and our social mission is just one of a number of reasons why we are unique.

Whilst we are committed to expanding the journals programme at PP we have an explicitly different approach to journal publishing from that of the large commercial publishers. As a publisher who cares more about quality than quantity we aim to build a strong portfolio of complementary journals that align with our subject areas and which we can devote our time and attention to. It is an approach much-appreciated by the scholars and partners we work with.

As publishing partner for many social science organisations we are proud of our reputation for cooperative working, quality products and strong marketing and sales reach.

What we offer

High academic quality standards: as an academically-focused publishing house PP produces work to a very high academic standard using rigorous peer review systems. It is acknowledged by librarians and academics that university presses have such high standards and this helps sales.

Specialist knowledge: as a specialist social science publishing house, our staff have a sound knowledge of the academic issues in our publications and have particularly strong relationships with many academics and professionals within the field.

Excellent support and advice: contributors, editors, reviewers and board members receive a supportive, knowledgeable and highly organised service from us. PP is flexible and accommodating which is valued greatly by academics and professionals and is a significant competitive advantage.

Top quality, UK-based production services: PP's production services are of an exceptionally high standard at a time when many publishers are cutting back on such provision. PP's in-house quality checking standards ensure an accurate and well-produced journal and the level of copy-editing provided also assists international scholars for whom English is not their first language.

Impact beyond academia: PP has a unique reputation for reaching policy and practice audiences as well as academic ones, an important USP for academics working in the social sciences. We can facilitate all forms of Open Access, and often make sections of our journals aimed at practitioners permanently free to access. PP also partners with [INASP](#)'s PERI project to make our journals free to access for eligible developing countries.

Hosting and discoverability: our journals are hosted on IngentaConnect – the world's largest resource for scholarly publications with 1.4 million users a month. Having content on the platform greatly enhances discoverability and new innovative features are continuously introduced.

Innovative digital marketing, social media and online presence: we provide tailored marketing for each of our journals whilst maintaining a global reach and cross-marketing our products effectively and sympathetically. We have heard from the experience of other Editors how hard it is for journals in large publishers to get individual marketing attention. At PP we draw up a detailed marketing strategy for each journal which includes: additional online content, time-limited free thematic selections, article level marketing, content marketing through blogposts and our website, digital marketing campaigns and a focus on SEO and discoverability.

Sales and licensing reach: We work with partners and agents to sell and license our journals internationally. We also run desk-based marketing and sales campaigns when we judge these to be an effective way of driving usage and a growth in sales.