



# Marketing Reprints

## INTRODUCTION

Is your reprint program invisible—or a substantial revenue stream for your publications? Marketing reprints using an organized and knowledgeable approach can make the difference. Previously published materials or existing editorial content may have great appeal for corporate and special sales; with more attention to marketing reprints a small side account can turn into an extremely profitable venture.

At the opposite end of the spectrum, reprints may be provided primarily as a service to authors, who welcome any additional sales you acquire. A more systematic—but likely very low cost—marketing program can make the difference between loss and profit. For all reprint programs, simply making a conscious effort to heighten visibility can result in better returns.

Reprints marketing is a multi-billion dollar industry in the United States today. With more and more opportunities for re-marketing, this figure should only continue to increase. Reprints marketing continues to become increasingly sophisticated with advancing technologies.

To help you enhance your own reprint marketing program, we present this white paper in three main parts. In the first section you will find an overview of reprints—their history, the types of reprints, and the manufacturing process. The second section reviews the administrative issues involved in establishing a successful reprints marketing program.

And finally, the third section covers the nitty-gritty issues of marketing reprints with

hints for all publishers—for those publishers whose reprint programs rival or exceed their subscription sales, as well as for those who provide reprints primarily as a service to their authors.

## A BRIEF HISTORY

Reprints have provided substantial and dependable additional revenue to publishers since the 17<sup>th</sup> century. Wells, whose historical coverage of reprints is more comprehensive than any other source located, dated the formal development of the reprint to the mid-1600s (1986). At that time, publishers were manufacturing offprints from monograph chapters. They also reprinted book chapters and distributed them as pamphlets.

In 1665, journal publishing began with the *Journal des Sçavans* issued by the Academie des Sciences and the *Philosophical Transactions of the Royal Society of London* (Bishop, 1984). Authors, who had a long tradition of corresponding with colleagues to share scientific discoveries, found it a natural progression to circulate reprints of their published journal articles. However, as journal publishing lag times increased, authors grew impatient. They negotiated with printers to produce copies of their page proofs, and they circulated them before their articles were published (Knight, as reported in Wells 1986). These copies of proofs could be considered the first preprints. Later authors gathered their journal articles to produce anthologies in book form.

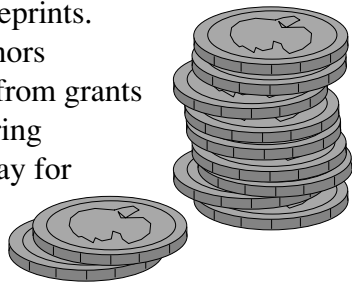


According to Merriam-Webster Online (2001), the word *reprint* was first used as a transitive verb meaning “to print again” in

1551. Then 60 years later it was first used as a noun to mean “a reproduction of printed matter.” As nouns the words *offprint* and *preprints* came into use in the 1800s, with *tear sheet* a recent addition to the descriptive vocabulary of publishing circa 1924. Finally, in 1926, *preprint*, used as a transitive verb, was defined as “to print in advance for later use.”

The responsibility for paying for reprints has shifted over time. In the 18<sup>th</sup> century, authors, not the readers or publishers, paid for them. As time went on, publishers began to offer a set quantity of reprints gratis to authors as an inducement to publish with them. By the end of the 20<sup>th</sup> century, however, many publishers concerned with the cost of containment had abandoned the practice of providing free reprints.

Eventually, authors obtained funds from grants or from sponsoring institutions to pay for reprints. The focus of responsibility



apparently had come full circle. However, the proliferation of journals has created a competitive market for authors, and it appears that many publishers are once again offering some quantity of reprints or offprints to authors gratis.

### Commercial Use of Reprints

Businesses are the number one customers for reprints from a wide variety of publications, particularly magazines and journals. Buyers of reprints in large quantities find reprints to be a great source of information for clients and customers. Because reprints communicate substantive and objective information from an external source, they are a better promotional tool than advertisements or brochures developed internally. Companies draw on the credibility of commercial, as well as technical magazines

and scholarly journals when they use their reprints to enhance their own corporate information materials. Reprints are credible because they are an unbiased source of information.

Among the many ways corporate customers use reprints are the following:

- ❖ Advertisements.
- ❖ Annual reports.
- ❖ Customer relations.
- ❖ Direct mail campaigns.
- ❖ Distributor education tools.
- ❖ Exhibit and meeting collaterals.
- ❖ Internal education.
- ❖ Media kits & press release packages.
- ❖ New business development.
- ❖ Employee education and recruitment.
- ❖ Sales proposals.
- ❖ Seminar literature.
- ❖ Shareholder prospectuses.
- ❖ Training and consultation tools.

Articles that feature a single company or product have the greatest potential for use as a reprint. However, corporations look to the entire body of editorial content to support their sales and public information goals. Consequently, vast numbers of articles, both printed and electronically transmitted, as well as book chapters, are candidates for reprints.

Many publishers are increasing their abilities to cater to the needs of the reprints market. For example, the BMJ Publishing Group, a division of the BMA (British Medical Association), highlights on their website the sale of reprints for use by corporations and advises potential customers to note that “Reprints are an ideal way to:

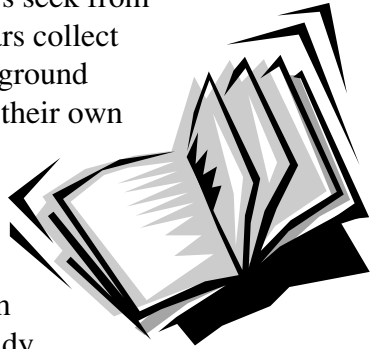
- ❖ Support new product launches and product development.
- ❖ Update target audiences with important developments in medicine.
- ❖ Endorse your product to a wider audience.

❖ Distribute information to conference delegates and visitors at exhibitions.”  
(See [www.bmjpg.com/template.cfm?name=reprints](http://www.bmjpg.com/template.cfm?name=reprints))

### Authors' Use of Reprints

Knowledge dissemination among all interested scholars and practitioners in their field is a major goal of any author. Both altruism and professional avarice fuel an author's motivation to distribute preprints or reprints. In a display of altruism, academic and research writers use reprints to share their published work with colleagues who may not have access to the original book or journal publication, particularly fellow professionals in developing parts of the world. Many, including these authors, believe that authors of scholarly works have a responsibility to the community to distribute reprints to others upon request.

In nearly all scholarly journals, footnotes to articles cite a corresponding author who can provide additional information about the article. Reprints are high on the list of materials readers seek from authors. Scholars collect reprints as background information for their own research and writing and to stay abreast of advancements in their field of study. With the proliferation of the literature and declining library purchasing power, there is less likelihood that scholars' libraries will have all the publications they seek. Therefore, practitioners and scholars often rely on an author's response to their reprint request as an alternative to acquire a desired article or book chapter.



Authors use both preprints and reprints to establish their priority claims to research, and

they often include them in their academic tenure file. To substantiate their credentials, researchers need to append reprints to their grant applications. Reprints are also especially useful in disseminating published materials across disciplines and helping to share research findings among the members of an interdisciplinary team.

### DEFINITIONS—OFFPRINTS & REPRINTS

Although people often use the term reprint to mean any copy of an original document, that reproduction may be an offprint, a reprint, an electronic print (or e-print), or a copy received via electronic document delivery, depending on the timing and number of copies. The most common materials to be copied and distributed in this way are journal articles, magazine articles, chapters from books, proceedings from symposiums, and reports produced in series. The use and distribution of reprints varies widely from business to academic or scientific discipline, but the definitions and the participants remain the same.

#### Offprints

Offprints are copies of articles manufactured at the time the original journal or magazine is printed. They are simply planned overruns. Publishers generally give authors and editors an opportunity when they approve page proofs or edited manuscripts to order offprints in quantities ranging from 25 to several thousand for a fee. Some publishers also provide the author with a certain number of free offprints, generally between 25 and 50 copies. When the journal or magazine goes on press, the printer has been given all the quantities for offprints, as well as the print run for the issue.

Offprints are the most economical to produce, and there is no question that they are identical to the original. However, they offer little opportunity for customization. The article appears just as it does in the parent publication with the same dimensions, paper, colors, running heads or feet, and page numbers. The only addition is the attribution for the publication and possibly a cover. Offprints are most suitable for authors. Reprints better serve other customers who require customization or time to understand the importance of a specific article.

## Reprints

Once a serial publication has been distributed, the publisher may obtain orders for bulk copies of various articles from authors, advertisers, companies featured in the articles, and so forth. Because the reprint is a new printing, customization is possible—and useful. The following are some examples of ways reprints can be customized:

- ❖ Add a company logo and contact information.
- ❖ Expand on the company description.
- ❖ Add other auxiliary information.
- ❖ Create a personalized introduction.
- ❖ Enclose in custom covers.
- ❖ Reprint editorial content without advertising.
- ❖ Correct mistakes in the original, such as errors in computation or a wrong table.

Customized reprints are excellent marketing and public relations tools for companies. Several industries also select book chapters for customized reprints.

Although some publishers offer reprints in quantities as low as 50 or fewer, quantities generally range from 100 to more than 100,000. Quantities for reprints from scholarly journals often are in the lower range, and many of these reprints are black and white printed on 60 or 70 pound paper.

In addition to authors, buyers include advertisers and service providers.

Reprints from magazines and medical journals, on the other hand, tend to be printed four-color on 70 pound glossy paper, and the quantities are more likely to be between 1,000 and 5,000. Buyers include the subjects of company or product profiles, pharmaceutical companies, and other advertisers and sponsors.

## Electronic Reprints

We have been accustomed to thinking of reprints in print form only, but customers have begun to ask for electronic reprints, or e-reprints, which they can post to their own website. Kirby (1998) noted at least two reprint services who invite clients to pay for a link from their website to a server in the service's offices and others have emerged since then. The service maintains and monitors the link, with the reprint posted in either PDF or HTML format. Reprint collections are also being offered on CD-ROM. Anticipating that their journals will be delivered only in electronic form, some authors have cited the need for electronic reprints.



Reprints posted on the Web may not satisfy many readers. Although readers may use an electronic journal to search and find an article, most prefer to read a printed format, that is, an exact replica including the color of the original print journal. For special sales, print reprints are likely to be the preference for many years.

Straddling both print and Web markets, the American Banker (publisher of *American*

*Banker, Future Banker, and Financial Services Marketing*) offers custom print reprints and opportunities for articles from their publications to be included on companies' websites.

Customers receive the ability to provide "timely, cost efficient and global distribution of news" via reprints that are reformatted with the American Banker's logo and other photos or graphics to maximize an article's visual impact when made available on a website. (See [www.americanbanker.com/PSUser/user.html?type=reprints](http://www.americanbanker.com/PSUser/user.html?type=reprints))

### Document Delivery

Researchers often find they need a single copy of an article, but they do not have access to the original publication or a reprint. If their library has the original publication, they can take the time to find and copy the article, or—if they have staff or graduate students—they can ask someone else to do so. Failing all of these options, they can turn to document delivery services offered by the publisher or by a third party such as Ingenta or Infotrieve. Generally, these services deliver articles within 24 hours either by fax or on the desktop. The copies are reprints produced on demand, usually in single copies.

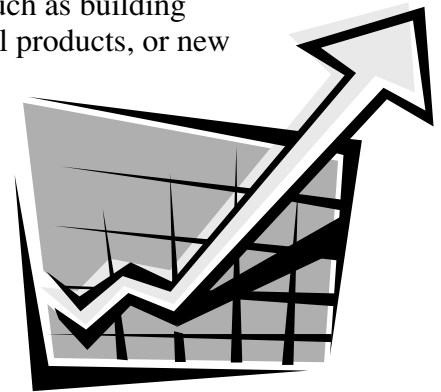
Publishers have several options for document delivery. They may provide copies of their journals to as many document delivery services as possible and wait for the royalty checks to come in. They may deliver documents from their own website for a fee, or they, like the *British Medical Journal*, may make journal articles available on their website free of charge. Publishers sometimes combine the latter two options. For example, *The Washington Post* maintains current articles that may be downloaded free of charge for two weeks; articles published previously may be downloaded for a fee.

Document delivery services are a fast, efficient means of providing single copies of an article; however, they are generally not a source for multiple copies. And, like electronic copies, they are a passive means of distribution for the publisher. Although they may generate additional revenues, they do not offer any opportunity to partner with authors and advertisers to create ancillary products.

### OPPORTUNITIES FOR REPRINTS

Many publishers see reprints as one of their most cost-effective ways of producing additional profits from existing editorial content. *Ancillary Profits* (1998) interviewed publishers in different market segments and found that sales of reprints were among their top ancillary products. Overall, the only ancillary products that consistently outdrew reprints were print inserts for advertisers for a fee. List rentals, Web products, and conferences were also frequently mentioned in the top 10 products generating additional revenues.

Some publications are clearly natural candidates for reprint programs. For example, there is a very large market for reprints of articles from biomedical journals and from chapters in medical texts. Likewise, publishers of journals and magazines that address subjects such as building materials, financial products, or new technologies can expect significant sales of reprints. Publishers in all disciplines need to consider whether their publications are appropriate for a large reprint program that requires more of an investment in marketing, or whether they just want to benefit from some efficiencies and some increase in sales of their reprints.



Rouse (1996) noted that some types of articles have more potential for reprint sales than others do. For example, longer articles sell better (and generate more revenues per article) than very brief ones. Articles printed in four-color are more enticing, she said, than those printed in black and white. Magazines that run multi-page company profiles have a large potential for reprint sales, and any article that addresses what she called “big issues” is a likely candidate because many companies are likely to be interested in distributing the editorial content. These advantages persist into the 21<sup>st</sup> century, along with an emerging market for shorter magazine articles reprinted using new technological processes that increase their profitability.

Knowledge dissemination and potential markets vary significantly. Whereas four-color may be essential for consumer products, professionals in many fields are accustomed to reading their literature in black and white. It is often possible to add color to a reprint, by replicating a publication’s cover if nothing else.

Although the potential for reprint sales appears to be lower in some disciplines, such as humanities and social sciences, any publication with good editorial content and a broad audience can generate reprint sales. Publications that serve a multi-disciplinary audience may have untapped potential. The key to any successful reprint program is efficient processing and good marketing, no matter what level of effort is justified by the potential return.

When marketing reprints, publishers can emphasize the value-added features derived from using literature directly from the original source. For the scientific, technical and medical fields these include:

- ❖ Peer reviewed editorial content.
- ❖ The prestige engendered by publication covers that identify

a well-known imprint.

- ❖ Assurance of copyright.
- ❖ Full bibliographic citations.
- ❖ Top quality customer service.

Commercial publishers can realize these additional benefits:

- ❖ Reaching a broader audience than with the initial publication.
- ❖ Providing tools to specific groups of customers.

## REPRINT SUPPLIERS & PRODUCERS

Some publishers have the capacity to market and produce reprints within their company. Most publishers, however, partner with another company to deliver reprints from their publications. Either they work with a printer—who may or may not provide services in addition to printing and delivering the reprints—or a reprint management service.

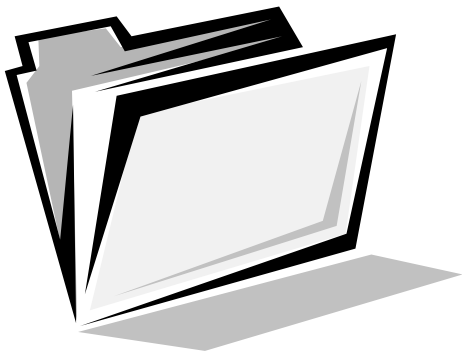
### Printers

If the printer of the original publication also specializes in reprints, that printer is the natural partner for the publisher. However, some publishers print the parent publication with a printer who does not offer full reprint services and then turn to a printer who is a reprint specialist for their reprints. In addition to producing and shipping the reprints, printers usually can provide other printing-related services such as typesetting, layout, preparation of halftones or changes in copy size, and different types of binding. When a buyer wants customized reprints with new or deleted content, printers will carry out the necessary production work to resize or move copy around. They may also convert color to black and white.

*Delivery Schedule Options.* Sometimes speed is an essential ingredient for customer satisfaction; at other times, cost is a greater

consideration. Printers usually offer at least two options for delivery times with different per unit costs. The time required for the more expensive rush delivery is generally three to six days, whereas the less expensive schedule ranges from eight to 15 working days.

*Ordering and Billing Services.* Publishers who want to minimize their processing and eliminate administrative headaches can supply order forms to authors who return them directly to the printer. The printer provides customer service to the authors through a toll-free number. Once the order and payment have been supplied, the printer produces and ships the reprints. (Advance payment is generally required, particularly for international orders, which have a higher rate of collection problems.) The printer collects the monies on behalf of the publisher and provides scheduled reports and payments. Depending on volume, those reports and payments may be issued monthly or quarterly. In return for their services, the printer charges a small fee per order, which is incorporated into the price of the reprints so that the publisher has no direct costs associated with the service.



### **Article Reprint Management Services**

These companies assume all of the responsibilities for a publisher's reprint program, and they take in all of the revenues. Either the service maintains electronic files of the publisher's publications so they are prepared to deliver reprints quickly, or they obtain content from the publisher when an

order is received. They do all of the marketing, process the orders, invoice the customers, and receive payments. In return, they usually pay the publisher some agreed-upon percentage of the revenues, although some work on a for-fee basis. If they are working with a service on a for-fee basis, a publisher retains some control over setting prices, but assumes some risk in terms of bad debt or credit. A reprint management service may be a very viable option for a publisher with limited resources such as budget and staff constraints.

## **THE MANUFACTURING PROCESS**

Producing reprints is relatively straightforward. The printer must have in-house the content in some format. The format may be tear sheets taken from the original printed publication. The content may also be on film as a by-product of the original printing process. Or it may exist as digital files in different formats, such as PostScript, PDF files, or application files, and on different media, such as diskettes, Zip disks, or FTP transmission. More and more, printers are receiving files in digital form, and they expect that the trend toward electronic delivery will continue to increase.

Fully digital files always constitute the most economical source for reprints. If the original is black and white text and the reprint producer is not the original manufacturer, using tear sheets is easy and economical. Film from the original printing can be economical if the original contains halftones and screens. However, the economics change if the content is to be altered in any significant way or if there is no film. Having the content in digital form is particularly useful when the printer will be customizing reprints, as it is much easier to move, delete, or add content with a digital file—and therefore less expensive.

Proofs are not always created for exact reprints of articles. However, proofs are often used for special color or customized reprints. Instead of the traditional film-based blue-line proof, many customers are now accepting laser proofs or electronic file proofs to check reprints before final manufacture.

The presses used vary according to the type of format received and the number of copies required. Printers may use digital presses when digital files are received, the print run is small, and the turnaround time is short. Although high-quality sheet-fed presses are used for the majority of reprints, ranging in quantities from 50 to several hundred thousand, some printers are using web presses for as few as 5,000 to 10,000 copies.

## **ESTABLISHING AN EFFECTIVE PROGRAM**

### **Administration**

As is true of any other function in a publishing operation, reprint programs, regardless of size, require sound administration with attention to detail. Good administration, sound policies, and clear procedures are needed to run an effective reprint program, whether they are operated internally or outsourced.

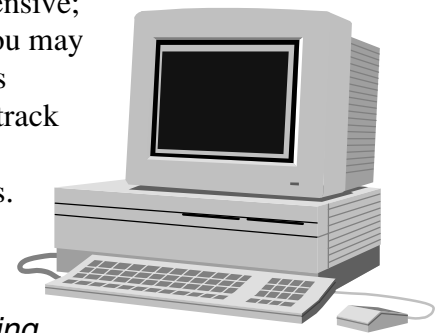
*Reprint Policies for Authors and Commercial Customers.* Establishing policies in the beginning will improve customer service and help assure smooth operations. You may not have considered the complexities that can arise from marketing customized reprints. The American Medical Association (AMA), for example, has established “Standards for Commercial Reprints” that cover such issues as publisher control, verbatim reprints, percentage of AMA material in a compilation, and so forth (American Medical Association, 1998).

The following are examples of the issues for which you may want policies.

- ❖ Collections of reprints—what is the type of sponsorship and content?
- ❖ Excerpts—are they permitted or must all material be reprinted *in toto*?
- ❖ Additional content—what, if any, is acceptable?
- ❖ Product and service ads—are any not acceptable?
- ❖ Author permission—will the author receive courtesy notice even if the publisher owns copyright?

Issues and policies will vary depending on the sensitivities of the publisher’s constituencies and the market for reprints.

*Content Management.* You will need to track the content you have available for reprints, particularly if that content is pulled from many different sources. For a small program, the tracking system may be a rudimentary database. A large program with content in digital form, on the other hand, requires a more sophisticated digital assets management program. High-level systems can be very expensive; consequently, you may look for business partners to help track your content for potential reprints.



*Order Processing and Billing.* Efficient and effective systems for processing orders and for billing are critical for a successful reprint program. To maximize sales, direct contact with prospects is ideal, with the various ordering options summarized after the initial commitment. Today customers want ordering options—printed forms that they can mail or fax back are still important, but online ordering

systems will most likely generate more sales. All order forms should be complete, include clear instructions, and be easy to understand.

The real question is whether you will perform these functions internally or outsource them. For many publishers, outsourcing frees staff time and reduces paper work with no reduction in revenue, as the outsourcing costs can be built into the pricing. If these functions are maintained internally, they must be assigned the same priority level as any other customer service function in your operation.

**Originals Available for Reprinting.** If the printer who produces your parent publication also manufactures the reprints, there is likely to be no problem in assuring that the content will be available for reprinting. If your reprint producer and publication printer are different, you must establish mechanisms to get the tear sheets, film, or digital file to the reprint producer.

The key to success is to develop archives and systems so that there are no delays or glitches in the process. In a successful reprints marketing program, time is of the essence.

**Communications.** Assure that everyone who might come into contact with customers understands the processes and policies related to the reprint program. For instance, reprints are an excellent tool for advertising sales representatives. Staff in marketing, editorial, customer service, and reception must all be able to answer questions and direct customers to the right place. There must be designated contact people and clear channels of communication between your operations and all outside suppliers.

**Evaluation.** Yet another aspect of administering an effective reprints program is systematic evaluation. Profit and loss

statements are obvious beginnings, but you will also want to see some of the following: analyses of the customer list, the authors whose articles are most frequently reprinted, topics most in demand, comparisons of quantities ordered for different topics, and intended use of reprint. The reprint program can yield invaluable market information that can be used in planning for your overall publishing program.

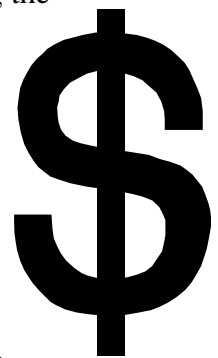
### **Pricing**

You want to set your reprint prices considering four factors:

1. The costs of administering the program.
2. The expenses incurred in producing the reprints.
3. A mark-up that is sufficient to assure your desired return on investment.
4. Current market pricing.

Printers generally establish a price matrix with the number of pages along one axis and the quantity desired on the other.

In line with other pricing models in printing and publishing, the price per copy decreases as the quantities ordered increase. Shipping is often priced using the same type of matrix. Other variables will include the trim size and whether the reprint is black and white, two-color, or four-color. In addition, the printer will have a “laundry list” of prices for composition, file conversion, additional halftones, covers, and so forth.



You determine the level of mark-up needed to cover costs and profit, then use that percentage to create your own matrix, which is the price sheet for the customer. It is important to consider all of the costs involved in running the program, including marketing

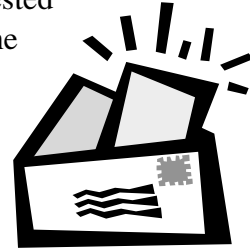
and overhead. Sometimes publishers who outsource the ordering and billing forget that they still have internal administrative costs, albeit lower ones. Competitive analysis is another tool in establishing prices. If your reprint fees are considerably higher or lower than other publishers of like materials, you may not be getting maximum value from your reprint program.

Pricing varies with the type of publication. Many publishers see sales of reprints to authors as a service they provide rather than a profit center; consequently they price author reprints lower than commercial ones. Depending on the discipline and the market for commercial reprints, the price for commercial reprints could be higher than it is for author reprints. Some publishers also differentiate prices for academic and corporate markets. That is, the corporate per copy price, at least for larger quantities, may be higher than the academic per copy price.

## Services

Reprint programs offer an opportunity to provide service to authors and commercial customers. The preferential pricing for author reprints noted above is one example. A certain number of free author reprints is another. Because so many potential readers may have access only to an abstract of journal articles, the willingness of authors to provide reprints to them is essential to the full dissemination of the work (Ligon, Thyer, & Isaac, 1998). And authors are likely to be more responsive to requests when they receive a quantity of free reprints. The *British Journal of Radiology* offers coupons to referees of published journal articles that entitle them to an extra 25 free reprints of the next article they publish with the journal. (See page 7 of “Instructions to Authors” available on the *BJR* website at [bjr.birjournals.org/misc/ifora.pdf](http://bjr.birjournals.org/misc/ifora.pdf).)

As noted earlier, being published carries an implicit obligation for the author to share information about their work. Ligon, Thyer, and Isaac (1998) suggested that publishers make the obligation to share reprints explicit to authors in acceptance letters and style guides. As a service to readers, the



American Medical Association (AMA) prints the message “Reprints not available from the authors” in a footnote to articles for which the authors have not ordered reprints (Cheryl Iverson, Managing Editor, Archives Journals, AMA, personal communication, July 17, 2001).

Services for commercial customers will vary with the publisher and the specialty. These services might include differential pricing for regular and accelerated delivery schedules, options for covers, and customizations such as a special meeting issue, links to websites, and others. How effectively extra services contribute to the success of reprint programs depends on how clearly publishers describe them and how aggressively they promote them to customers and potential customers.

## MARKETING REPRINTS EFFECTIVELY

For publishers who manage their own reprint sales programs, this section provides a brief review of the major marketing issues. In terms of market segments, any business, corporation, or consumer, is a potential reprints customer. All companies whose services or products are featured in your publication or whose businesses are related to your content should be contacted.

A proactive effort is the most important step you can take to increase reprint revenues. Many publishers function in a completely passive, in-bound mode of communication and expect authors, readers, and companies to initiate the order. That “build it and they will come” attitude is a sure prescription for low sales. Instead, take the following steps to increase your reprint revenues:

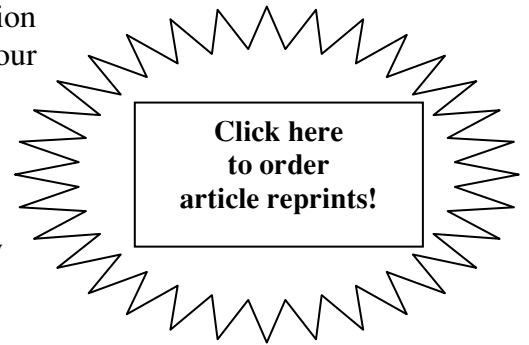
1. Commit the resources, both people and budget. Often reprints are an afterthought, and the task of managing them is given to someone with several other responsibilities so the commitment just isn't there.
2. Select the right staff or business partner. You need someone who understands the content of your publication—often complex, who can communicate its benefit to others, and who can extract good leads. For commercial sales, you need a sales person who will be actively selling and following-up on leads.
3. Develop a system that will (a) track leads; (b) accumulate contact information for future orders; and (c) support a systematic transition if a new person steps in.
4. Create effective marketing materials and use them properly. If your reprint business is mostly a service to authors and readers, then promotional materials may be quite simple. Commercial sales will probably require more attention and creativity.
5. Survey comparable publications to determine what price level is appropriate for your content and potential market. Often scholarly publishers fail to realize the market value of their content and sell their commercial reprints at much too low a price.
6. Outsource to a knowledgeable reprint marketing firm.

Highlight the availability of your reprints in the publication itself and on your website. Be

sure to make the click-through option visually attractive. Put an illustration,

graphic, or photo that represents your reprints program on your front page where it is easy to see.

Even when they are visiting for a specific reason, people typically scan websites. Graphics and pictures are usually the first elements they scan, even before any of the section titles. So you may attract some purchasers who had not thought of your publishing program for reprints.



Publishers with flourishing reprint programs design information and services specifically for each of their reprint market segments – from authors to companies. Reprints of medical literature, from magazine or journal articles and book chapters, may be one of the largest and most lucrative segments of the market. Creative and energetic marketing will help you succeed in selling reprints to the industries in your subject area. Here are some ideas for you to try with your reprints program.

### **Getting Started**

There are several ways to get your Commercial Reprint Marketing Program started. First, you will need to decide if this is something that you want to handle internally or contract with an outside firm. Once you have reviewed the steps involved, you will be better able to make that decision.

Establish a regular routine of approaching potential purchasers when an issue is in progress. As your publication's table of

contents is set, be sure a staff member checks it for articles that might have great reprint potential. Marketing can then alert advertisers or other appropriate companies who might benefit from using the editorial content to scan the text and follow up in the same way.

1. Read the last full volume of your publication to identify articles that offer reprint potential to organizations and businesses.
2. Rank these leads by their potential business opportunity.
3. Develop a phone script, solicitation letter or marketing piece that can be easily customized.
4. Research the identified companies for current phone number, address, and contact person.
5. Create a sample reprint mock-up for each company.
6. Mail each sample with a personalized cover letter that extols the benefits the company can receive from using your reprints.
7. Follow up with a phone call to at least your highest-ranking leads.

*Your Initial Contact.* Once you have reviewed your publication, identified prospective customers, and sent sample materials, you are ready to start contacting your prospects by phone. The following is an abbreviation of the script your staff might use:

- ❖ Introduce themselves making sure that it is a convenient time for the prospect to talk.
- ❖ Offer a brief summary of the program and explain why the article or articles would be beneficial to the prospect's organization.
- ❖ Suggest ways to use reprints from the traditional (trade shows, hand-outs/marketing pieces for their sales team, and promotional literature) to the more progressive (educational materials for seminars as well as

employee training and external consultation).

The first try may not result in a sale, so it is important to call back in a reasonable time-frame. Develop a database to track what contacts were made, when a follow-up is needed, and what resulted. This database will be invaluable as your program grows or if new personnel are assigned to the program.

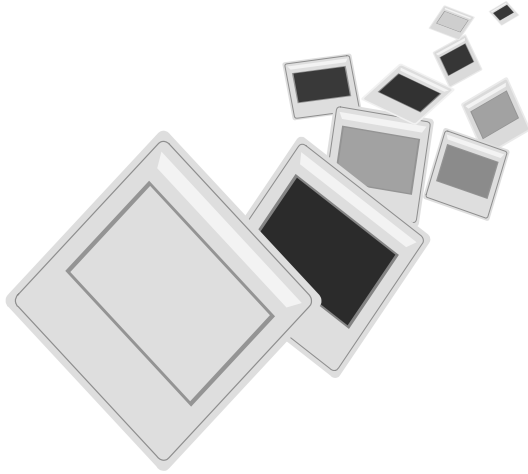
You can increase sales by establishing policies that are customer-friendly and using promotional copy that appeals to several motivations. Appeal to their pocketbook by establishing a good rate for various quantities. Encourage their promotional spirit by reminding them of the many ways they can use reprints—from direct mail campaigns to exhibits—to promote their businesses.

*Use Existing Promotional Opportunities.* Within your publications program you have some of the best opportunities to promote reprints.

- ❖ Advertise reprints in the publication itself to promote reuse of the editorial content to the readers and advertisers who are already predisposed to find it useful. Avoid dull listings—make the ads lively and eye-catching.
- ❖ Promote reprints on your website. You may want to set up a complete section for “Reprints” with an online ordering mechanism. At the very least, post copy describing the benefits of reprints to authors, readers, and advertisers; price lists; and a staff contact list for orders and further assistance.

*Increase Your Profits.* Do not make the common mistake of underestimating the value of the content to your potential customer. This is where an experienced reprint marketing firm can add value by understanding the

market pricing of reprints for a particular segment. Encourage higher quantities than they might first think of by stressing the variety of uses. Increase your profits by: (1) encouraging the use of covers to enhance produce name/recognition; (2) adding color to increase impact; and (3) being creative—are there additional untapped markets, such as language translations or anthologies?



**Explore New Ground.** Think of new services and extras that will encourage companies to distribute your reprints.

- ❖ Publish a “Reprints Roster” once a year listing all the companies and organizations that purchased reprints and thus supported the publication with those ancillary revenues. Make the copy parallel in tone and appearance to your acknowledgment of reviewers.
- ❖ Develop an index by category of titles most frequently sought—or most likely to be used as reprints. Maintain prominently on your website and send in print form to potential purchasers.
- ❖ Offer “E-Prints” to your custom reprint clients—that is, a link from their own website to your site or your vendor’s where the electronic reprint of the article or book chapter resides or permission to post an article on their website.

**Keys to Success.** As in any new program, certain steps help assure success.

- ☞ Have a dedicated person who will be accountable for the success of the program.
- ☞ Realize that success will not occur overnight. It may take 6 to 12 months before you see positive results.
- ☞ Review recent back issues of your publication for reprint opportunities.
- ☞ Review your orders from the past few years and evaluate the potential for repeat sales; contact those customers to see if they need to replenish their supply.
- ☞ Make sure you are reaching the correct contact person and decision maker, then capture this information in a database for future reprint marketing opportunities.

### **The Outsourcing Option**

As mentioned earlier, companies that offer article reprint management services provide a complete package including all the marketing. Regardless of the size and sales potential of your reprint program, you might want to consider outsourcing this function once you have performed a thorough analysis.

There are two basic ways to handle the outsourcing of your commercial marketing program. The first is to work directly with a printer that offers marketing services. The printer may be currently producing your publication and have an established working relationship with you, or it may be worthwhile to work with a printer that specializes in reprints. Printers will often have lower sales commissions because of the value they receive from the additional printing. The second option would be to hire a firm that specializes only in the marketing of reprints.

### *How to Choose A Marketing Service.*

When hiring a service, consider these issues:

- ❖ Level of expertise and marketing specialty.
- ❖ Reputation in the industry and current clients.
- ❖ Technological abilities (that is, article reformatting, electronic order forms, and so forth).
- ❖ Printing quality, schedules, and capabilities.
- ❖ Customer service reputation.
- ❖ Commission structure and program control.
- ❖ Billing and reporting methods.

Another major issue to consider is the terms of the agreement. Terms would include the length of the contract, any exclusivity, liability, and financial arrangements.

### **Marketing Reprints to Authors**

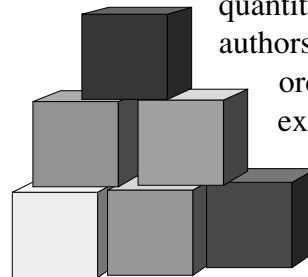
Whenever you communicate with an author, a portion of your communication should be promotional. Your “instructions to authors” communication is the first contact you have with them about reprints. Those instructions should be both specific and promotional. Will they receive some number gratis? Must they pay for all reprints? Do they pay extra for halftones or color? Are there minimum quantities they must order? In addition to the answers to these basic author concerns, you need to impress prospective authors with the significance of reprint distribution to their careers and to the advancement of their science. You can use a number of techniques in promoting reprints to authors to increase sales.

**Start Early.** You are probably sending your reprint order forms to authors either with their edited manuscripts or with their page proofs. You could increase the number of orders by coupling the form with the editor’s notice of acceptance so that you can capitalize on the author’s pleasure at having a manuscript accepted for publication. You can send

another form with the edited manuscript or page proofs to those authors who have not yet ordered.

If you use the Internet to communicate with authors, you can set up an ordering system for the author to order reprints directly online at the time of acceptance or at a later point in the publishing process. You can also develop a “soft-sell” promotional message to send via e-mail to all authors who have not replied with an order for their article or chapter reprints at press time.

**Help Authors with Quantities.** Most publishers merely include a reprint order form in their correspondence with authors, often without any promotion at all. You can improve your results if you establish good



quantity breaks and prices and tell authors why they may want to order more copies. For example, they may need more copies than they expect for grant applications. They should buy enough copies that they will feel

comfortable sharing them with anyone who asks for them.

Point out the economies to be gained by ordering larger quantities. If you set your pricing by quantity appropriately, the author can get more copies for very little more investment. Then add a box to the bottom of the form suggesting they double their order to allow for all contingencies. After all, if the article is good, they are likely to need the copies. The minimum order in a predominantly academic-based author audience is likely to be 50, and authors are likely to earmark roughly half that quantity for use in grant proposals and candidacies.

You must know the vagaries of each discipline for which you publish. If, for example, a significant number of your authors

have stopped ordering reprints altogether; it may be because they consider the minimum order too large. Experiment with decreasing the lowest number of copies by half. With new printing technologies, shorter runs can still be economical, and you can generate revenues by increasing the total number of authors who order.

**Encourage Authors' Altruism.** Even today a significant number of practitioners and professionals in various parts of the world do not have consistent Internet access. Further,



mere access to the web is not enough. The graphic content in some articles requires advanced technology printers if they are to be properly reproduced. The number of such printers in developing countries is not large. Remind your authors that, by personally distributing their reprints, they can make significant contribution to the literature needs of their colleagues around the world.

## CONCLUSION

Reprints have been an important income producing publishing tool for hundreds of years. Commercial magazine publishers have found a large and growing market for reprints. And also as the practice of science has evolved, so has the use of reprints in the scientific, technical, medical, and academic communities. Many parties—authors, advertisers, publishers, and the community-at-large—benefit from the dissemination of reprints.

Currently, commercial sales represent the bulk of the reprint business, and this business is still very reliant on print copies. Marketing commercial reprints is a big and growing business, one that Zarem (2001) characterized as “easy money.” The opportunity for increased commercial reprint sales industry-wide is virtually unlimited if publishers

exploit the residual potential for their publications and invest in appropriate marketing.

Publishers, advertisers, authors, and even the community-at-large all profit from the ongoing distribution of well-produced and well-promoted reprints. We believe that reprint sales will continue to support the development and global dissemination of knowledge.

In closing, here is a quick review for publishers looking to create a strong and vibrant reprints program.

## CHECKLIST FOR A SUCCESSFUL REPRINT PROGRAM



- ✓ Establish sound management responsibilities, administration, and goals.
- ✓ Develop policies that support customer service.
- ✓ Choose good partners.
- ✓ Establish good communications with all parties.
- ✓ Establish efficient procedures for order processing and billing.
- ✓ Set competitive prices that include sufficient margins.
- ✓ Market assertively and creatively.
- ✓ Enlist all staff in promoting reprint sales.
- ✓ Evaluate your program systematically and regularly.



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## Authors' Note

This white paper contains many URLs for websites. These were accurate as of September 21, 2001, but they are subject to change. Most commonly, website owners redesign their sites and create new internal addresses; consequently, using the base URL may bring the searcher to the home page with pointers to the specific content sought.

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