1989

Making It Public: Sage

Katina Strauch

Against the Grain

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against the grain

PUBLISHER PROFILE

SAGE PUBLICATIONS, INC. (founded 1965)
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Chairman & Publisher:
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Exec. V.P. & COO:
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V.P. & Dir. of Mag:
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V.P. & Editorial Dir:
Charles T. Hendrix

DIR, Sage Periodicals
Press Division:
Stephen Horvath

Mailing Address:
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New Delhi 110 048
INDIA

VITAL STATISTICS: ISBN PREFIX: 0-8039

Number of Employees: 94 (US); 38 (UK); 23 (India)
1988 number of books published: 154 (originating: 110 USA, 24 UK, 20 India)
1988 number of journals published: 73 (originating: 57 USA, 19 UK, 7 India)
1989 estimated number of books to be published: 204 (128 USA, 53 UK, 30 India)
1989 estimated number of journals published: 94 (64 USA, 22 UK, 8 India)

Number of Active (Book) Series:

<table>
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<th>TOTAL</th>
<th>SAGE INC.</th>
<th>SAGE LTD.</th>
<th>SAGE INDIA</th>
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<td>53</td>
<td>37</td>
<td>11</td>
<td>5</td>
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Number of Inactive (Book) Series:

| 54    | 47        | 7         | n.a. |

HISTORY AND BRIEF DESCRIPTION OF SAGE'S PUBLISHING PROGRAM:

In September, 1965 URBAN AFFAIRS QUARTERLY appeared — the first journal (indeed, the first publication) to bear the Sage imprint. In a little less than 25 years since that date, Sage has expanded dramatically (as the publishing statistics above illustrate). . . . and the imprint now appears on 94 journals and approximately 200 new books each year, published on three continents.

Journals are still an vitally important element of our business. Periodicals provide between 40% and 45% of Sage's turnover (both in the U.S. and internationally). Our periodicals also assure us of the network of scholarly contacts needed to guarantee the quality and breadth of our book publishing program.

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1. a deep commitment to and interest in the social sciences and social scientists and a desire to assist them in fulfilling their publishing needs;
2. a belief that since social science is global, Sage's publishing program must be global, too;
3. a strong commitment to growth and expansion;
4. a desire to achieve the widest possible dissemination of our publications.

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