

2014

Publisher Profile -- PeerJ

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Recommended Citation

(2014) "Publisher Profile -- PeerJ," *Against the Grain*: Vol. 26: Iss. 5, Article 36.

DOI: <https://doi.org/10.7771/2380-176X.6870>

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Interview — SAGE and PeerJ from page 60

before submitting as a journal article; to get an article out rapidly when there was a chance of being scooped; to republish old pieces which had never seen the light of day and so on. Therefore, I think it is clear that amongst the almost 500 preprints we have published there has been a great deal of experimentation with the format and the community norms — exactly what we wanted to see.

Certainly we plan on enhancing PeerJ PrePrints — but I should say that these enhancements aren't dependent on funding so much as on the requirements of the community who are adopting it. So expect to see plenty of activity on our preprint site in the future!

ATG: Jason has been quoted as saying that the second round of new capital will enable PeerJ "to further develop our offering, as well as promote ourselves much more broadly." What will that entail? What new developments should participating members expect? How will your promotional efforts change? Will SAGE have a say in these new initiatives and strategies?

JH: To date, we have done very little in the way of marketing outreach. It's all been word-of-mouth as we've focused resources on building out the publishing platform. When

continued on page 62

against the grain

publisher profile

PeerJ

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KEY PRODUCTS AND SERVICES: PeerJ and PeerJ PrePrints.

CORE MARKETS/CLIENTELE: Researchers in the fields of biological and medical sciences.

NUMBER OF EMPLOYEES: 10

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM:

PeerJ was launched in February 2013 to establish a highly credible, scientifically sound, peer-reviewed OA journal for as low a cost as possible. We wanted to show the world that it doesn't have to cost thousands, either through subscription charges or OA fees, to publish quality science. Our authors truly value the fact that they can publish with us at low cost and high speed, whilst we take pride in the high-quality submission and transparent peer-review process their research undergoes.

PeerJ provides academics with two Open Access publication venues: PeerJ (a peer-reviewed academic journal) and PeerJ PrePrints (a "pre-print server"). Both are focused on the Biological and Medical Sciences. Q&A + annotations provide a second route to gaining credit for knowledge-share.

PeerJ starts at \$99 — for lifetime publishing, and public PeerJ PrePrints are free to publish. It is always free to read, download, and reuse PeerJ articles. 🐼