



PARTNERING WITH ROUTLEDGE

HSS BOOKS MARKETING

A GUIDE FOR SOCIETIES AND ORGANIZATIONS 2015-2016

WELCOME

There are many benefits of partnering with Routledge (part of the Taylor & Francis group). This document will help you navigate all the options with the Humanities and Social Sciences Books division and decide what would suit you, your society, group or organization. Each option has a link to an example so you can immediately see what impact partnering with us could have for you and your members.

Our partnerships provide lasting benefits by delivering value-added content and free access to essential information that helps engage, inform and retain your members.

We hope you find this document informative and that you are inspired to contact us to discover all the benefits that working in partnership with us can bring.



A cornerstone of the International Leadership Association's mission is to generate and disseminate interdisciplinary leadership research and develop new knowledge and practices. Our partnership with Routledge allowed us to do just that. In addition to highlighting the work of ILA members who are current Routledge authors, *Becoming a Better Leader: Applying Key Strategies* incorporated original content from ILA members working on the important leadership questions of today such as forgiveness, ethics, sustainability, and gender equality. As a nonprofit, we are always looking for mutually advantageous partnerships and I count our work with Routledge on this book and its subsequent marketing across our various networks as a successful one.

- INTERNATIONAL LEADERSHIP ASSOCIATION



We want to partner with you and your community to enable our collective strength to achieve more than each of us can do individually. Together, we can maximize our opportunities and enable success.

It is important for us to provide clarity on how we can help you achieve your goals. To this end, this guide has been developed and forms the bedrock of our work and captures the reciprocal value we can provide. We are an experienced team – full of enthusiasm and drive – and we want to work with those who share our goals. The information contained in this guide is not intended to be prescriptive. Rather, I hope that you will find it helpful in planning and organizing your objectives. Our intention is to help our partners position their solutions and objectives as ways to create business value for their customers. We look forward to hearing from you.

Jackie Harbor

HSS Global Marketing Director

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There is hardly anyone dedicated to sustainable tourism business, development or research who doesn't recognize Routledge and Earthscan (both Taylor & Francis) as distinguished publishers for academic and professional books and journals. We are excited to have Routledge and Earthscan as affiliate partner. You should be too ...

- SUSTAINABILITY LEADERS

INFORMA AT A GLANCE



Informa's global portfolio of knowledge, event and information based businesses connects people; providing unrivalled access to high quality, specialist intelligence and links across commercial, professional and academic communities.

ACADEMIC PUBLISHING

1,753

NUMBER OF EMPLOYEES

178

NUMBER OF COUNTRIES AP SELLS INTO

Our Academic Publishing (AP) Division publishes specialist academic books and journals. Operating as the Taylor & Francis Group, it is recognized internationally as one of the world's leading education publishers through its five leading imprints: Taylor & Francis, Routledge, CRC Press, Garland Science & Cogent OA. We produce unique, trusted content by expert authors, spreading knowledge and promoting discovery globally.

AP has a portfolio of more than 100,000 book titles and 2,300 journals across subject areas within Humanities and Social Sciences, and Science, Technology and Medicine.

BUSINESS INTELLIGENCE

1,928

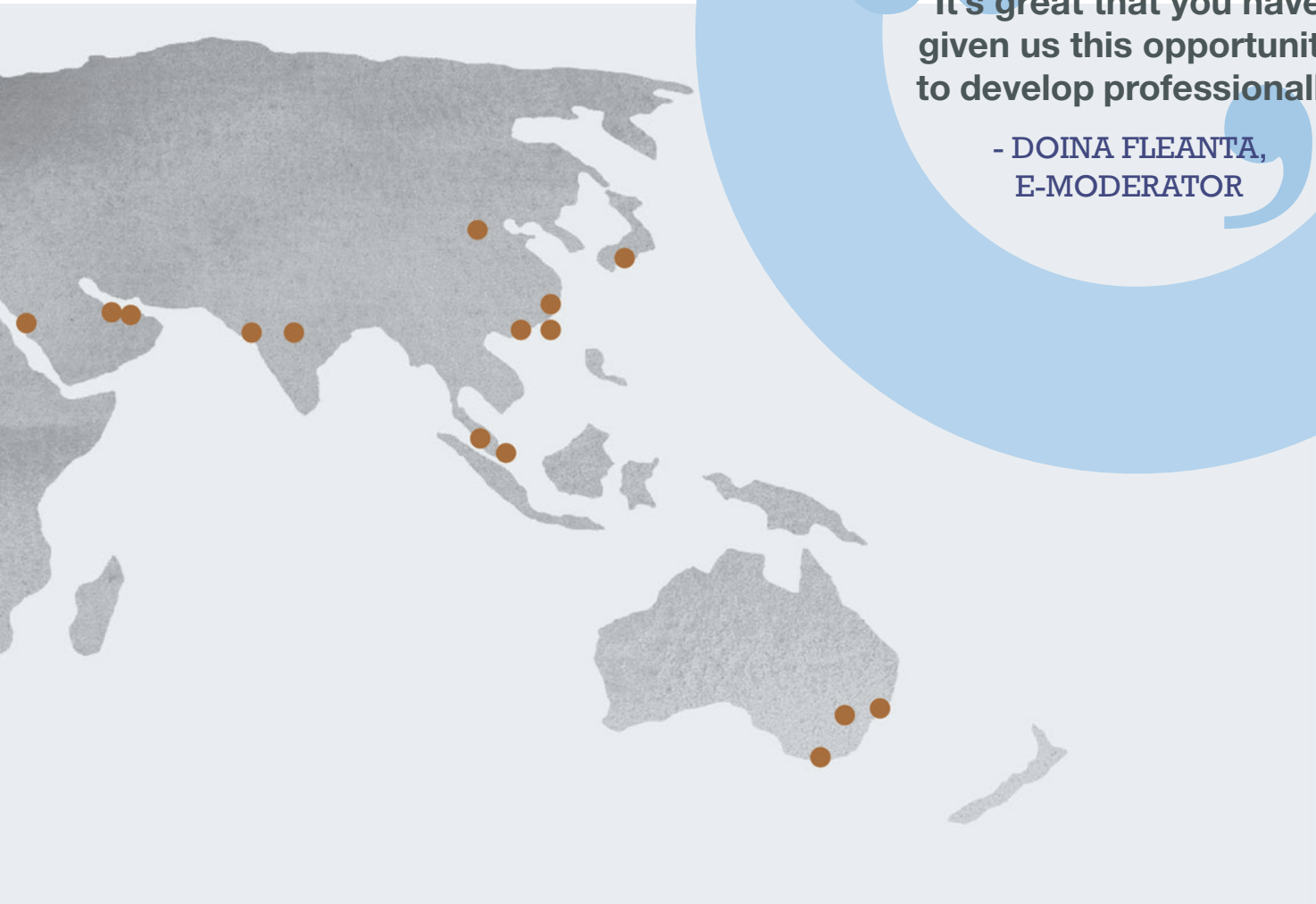
NUMBER OF EMPLOYEES

155

NUMBER OF COUNTRIES BI SELLS INTO

Our Business Intelligence (BI) Division offers expert analysis of data and information that delivers unique insights to create competitive advantage. We help our customers identify new opportunities, understand and mitigate risk and make better decisions.

BI has a portfolio of more than 400 digital subscription products, providing intelligence to niche communities within five core industry sectors: Pharma & Healthcare, Finance, Maritime & Law, Technology/Media/Telecoms and Agriculture/Food.



It's great that you have given us this opportunity to develop professionally

**- DOINA FLEANTA,
E-MODERATOR**

GLOBAL EXHIBITIONS

790

NUMBER OF EMPLOYEES

57

NUMBER OF COUNTRIES GE SELLS INTO

In Global Exhibitions (GE) we connect Groups seeking to identify new contacts, develop relationships, improve and expand their business. We bring communities together to share information, gain inspiration and secure new business, creating platforms for organisations to build profitable alliances, create value and drive commercial success.

GE has a portfolio of over 150 exhibitions, serving a number of core verticals including Health & Nutrition, Beauty, Property & Construction and Pop Culture.

KNOWLEDGE & NETWORKING

1,586

NUMBER OF EMPLOYEES

97

NUMBER OF COUNTRIES K&N SELLS INTO

Our Knowledge & Networking (K&N) Division nurtures, builds and connects communities through the exchange of insights and strategic thinking. We create platforms online and through face-to-face events that facilitate learning and networking, helping people build knowledge, work smarter and become leaders in their field.

K&N runs around 3,000 conferences and training events each year, covering a range of subject areas, but with a focus on Life Sciences, Technology/Media/Telecoms and Finance.

GLOBAL SUPPORT

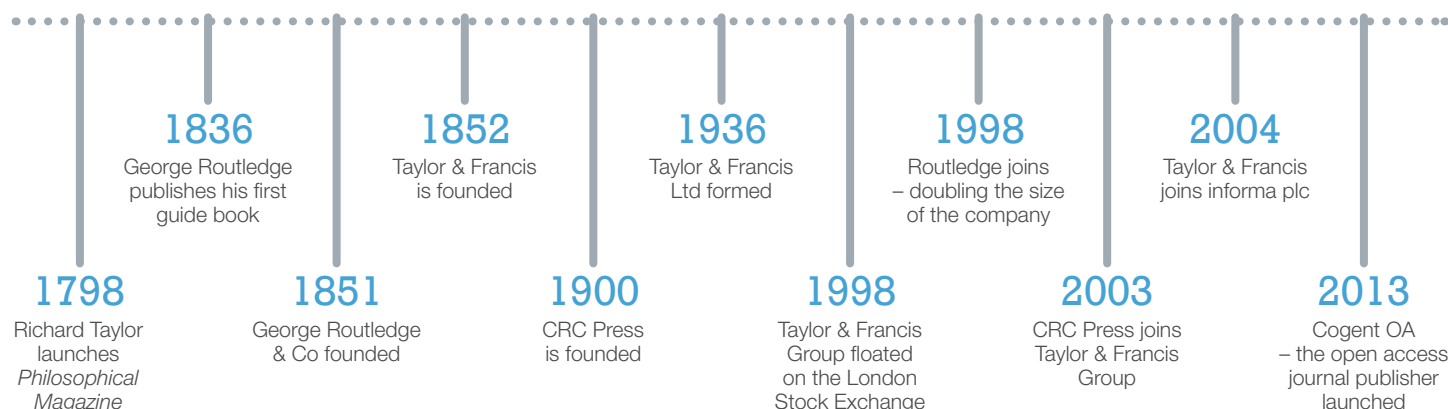
570

NUMBER OF EMPLOYEES

The team behind the teams, Global Support works effectively to provide the strategy, stewardship and structure that enable our Operating Divisions to focus on being the very best they can be. Global support comprises a number of functions: Strategy & Planning, Talent & Transformation, Finance, Tax & Treasury, Technology, Capital Allocation, Communications, Legal and Intellectual Property.

ACADEMIC PUBLISHING (AP) AT A GLANCE

Taylor & Francis Group is the academic publishing division of Informa. We are recognized internationally as one of the world's leading education publishers through our five leading imprints: Taylor & Francis, Routledge, CRC Press, Garland Science and Cogent OA. We have a portfolio of more than 100,000 book titles and 2,300 journals available in both print and digital formats, across subject areas within Humanities, Social Sciences, Science, Technology and Medicine.



TAYLOR & FRANCIS

**HUMANITIES
& SOCIAL
SCIENCES
(HSS BOOKS)**

ROUTLEDGE

5,000

NEW BOOKS EVERY YEAR

**SCIENCE
TECHNOLOGY
& MEDICINE
(STM BOOKS)**

**CRC PRESS
GARLAND SCIENCE**

1,000

NEW BOOKS EVERY YEAR

JOURNALS

**TAYLOR & FRANCIS
ROUTLEDGE
COGENT OA**

2,300

JOURNALS

113,000,000
Visits to our Websites

4,000,000
Global Contacts
in our Databases

830
Staffed Conferences &
Exhibitions attended in 2014

3,000,000
Free Content
Pageviews from Websites

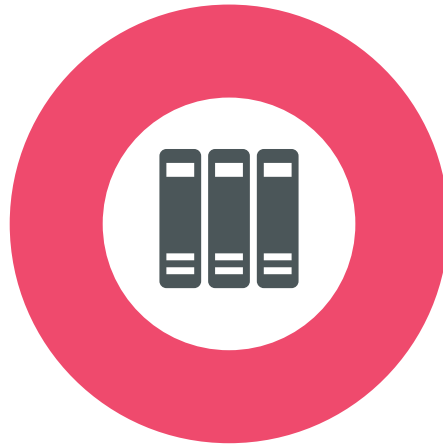
HUMANITIES & SOCIAL SCIENCES BOOKS AT A GLANCE

The HSS Division of Taylor & Francis is home to the internationally recognized Routledge imprint. We are the world's leading academic publisher in the Humanities and Social Sciences. We publish a wide range of books each year, serving a global community of scholars, instructors, and professionals. Routledge is a member of Taylor & Francis Group, an Informa business.



PROFESSIONAL RESOURCES

We are home to a vast range of authoritative content for professionals. Routledge provides the competitive edge and essential training skills for those working in areas such as Education, Nursing, Counselling, Applied Media, Built Environment and Law.



ROUTLEDGE RESEARCH

Our prestigious Routledge Research program produces cutting-edge, peer-reviewed research across subjects in the Humanities and Social Sciences. This work is often field-defining and essential to libraries and researchers.



STUDENT TEXTBOOKS

Routledge is a leading upper-level textbook publisher in the Humanities and Social Sciences. Our textbooks expose students to innovative ideas and fundamental concepts in all stages of their degree. We also offer support to both lecturers and students via our digital products.

Routledge has digitized many of its titles, from classic, ground-breaking works to its current catalog. These can be purchased in collections or single-title and are available in multiple formats and platforms. Our library holds over 50,000 ebooks ... and counting!

PARTNERING WITH TAYLOR & FRANCIS HSS BOOKS

WORKING WITH YOU IN PARTNERSHIP

Routledge successfully partners with researchers, scholarly societies, professional bodies, universities and libraries worldwide to bring knowledge to life. We are committed to supporting your organization and helping you achieve your goals, whether they are specific and targeted or more wide-ranging in scope – we have a solution to fit you. Partnerships with us provide a number of tangible and lasting benefits, leading to greater personal and professional development and added value for your members.



ADVOCACY



CO-PUBLICATIONS
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AFFILIATE PROGRAM
>> [CLICK TO VIEW](#)



CO-BRANDED & CUSTOMIZED BOOKS
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AWARENESS



FREE-TO-VIEW



CHAPTER COMPILATIONS
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WHITE PAPERS
>> [CLICK TO VIEW](#)

RETENTION



FREEBOOKS
>> [CLICK TO VIEW](#)



DISCOUNT OFFERS



TOPICAL TALKS & ONLINE DEBATES
>> [CLICK TO VIEW](#)

ENGAGEMENT



AWARDS PROGRAM



ONLINE CATALOGS
>> [CLICK TO VIEW](#)



SNAPSHOTS
>> [CLICK TO VIEW](#)

Our aim is to provide lasting benefits to your society or organization by providing you with value added content which helps engage, inform and retain your members as well as potentially providing a revenue stream.

We engage with millions of people every year, and these people are waiting to hear about your organization, your goals and your ideas.

RESOURCES FOR PARTNERSHIPS

There are many ways of working together, the options are listed below and you may choose to work with us on one, or several of our solutions depending on your aims and goals.



FREE-TO-VIEW CONTENT

We work with Partners to curate a collection of books from our existing book collection that distribute to your members and/or more widely for a limited period of time. This is often done to tie in with a particular short-term initiative or focus suggested by the Partner and made available on the member's area of your website or publication



CHAPTER COMPILATIONS

We offer several options of chapter compilation; the simplest form is a collection of chapters from one book in an electronic format. We also produce these chapters with a section of original content or a selection of chapters from different books. This allows for greater control over content and a highly tailored product for your members in an easy to access and free format.



FREEBOOKS

In conjunction with our Partners we curate a collection of existing AND original content around a specific subject, that provides value to potential (and existing) members. This has been done with the addition of an introductions or chapters written by the Partner and dual-branded. This is distributed free to members or, when there is a wider message, our database of contacts can reach a broader audience with your message.



WHITE PAPERS

White Papers are short (5-10 page) original articles which address key information or hot topics relevant to the field that are backed up by primary or secondary research. They can be written by members of your organization, a nominated author, or commissioned by us. They can be dual branded and then distributed to your members and/or the wider field for free. We have also commissioned shorter, more focused and friendly White Papers that bring a particular subject to life or introduce new processes or protocols that have been brought in by Government or global authorities.



CO-BRANDED & CUSTOMIZED BOOKS

We work with organizations to provide bulk quantities of co-branded or customized books and eBooks at a competitive price. These titles blend our content with bespoke material, and can be used to help staff develop the skills they need, connect with new customers, or add value to an event.



SNAPSHOTS

Short and accessible articles that are snapshots of an industry issue, solution, or information on a specific topic.

We welcome the opportunity to work with you on customizing our existing content or creating new content that helps you achieve your goals and meets your member's needs.



CLICK TO VIEW

ROUTLEDGE TOPICAL TALKS AND ONLINE DEBATES

Routledge produces a number of interactive webinars and online debates featuring exclusive content. These can be live and/or recorded, and feature key opinion leaders that could be members of your organization, others nominated by you or commissioned by us. We have produced webinars with a single presenter as well as multiple presenters in different countries. We advertise these webinars through our extensive contacts database and via social media and they are free to view anywhere in the world.



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AFFILIATE MARKETING PROGRAM

This is a type of performance-based marketing where we compensate you (the Affiliate) for any sales that come directly from your marketing efforts. We can create tailored catalogs, feature key books or create special landing pages specific to your organization. You simply post our links on your social media outlets, websites and newsletters and we will pay you for every customer that purchases our material via the links.



AWARDS PROGRAM

Routledge has worked with partners to design an awards package that includes a trophy or certificate, money off our books and a consultation with one of our Authors.



CLICK TO VIEW

ONLINE CATALOGS

We work with our partners to produce organization-specific online catalogs that reflect the interests and focus of our Partners and help direct the members to new and important material in their field, this can be linked to an affiliate program, discounts for members or a free-to-view event.



CLICK TO VIEW

CO-PUBLICATIONS

Our editorial team successfully work with our partners to produce both individual books and book series that are co-branded. The royalties from these books help to support the initiatives of the Partner.



PARTNERSHIP DISCOUNTS

As a benefit of partnering with us we can offer your members discounts on HSS products.

It's great to share
knowledge with readers
to enable them to decide
the kind of books they
are looking for

- LILY YIP, HEAD OF
CURRICULUM AND PROJECTS,
ASSOCIATION FOR PERSONS
WITH SPECIAL NEEDS

For more information on partnering with us please contact:

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