

OXFORD JOURNALS UPDATE

FOR LIBRARIANS

Issue 2 2006

National deals and worldwide interest for Oxford Journals Digital Archive



Kate Stringer | Marketing & Communications Assistant

In the last issue of the Journals Update, we featured the launch of the Oxford Journals Digital Archive, a collection which provides access to all content from volume one, issue one, for nearly 140 of our journals. In the six months since its launch, the archive has proved tremendously popular with librarians and the research community worldwide: already students and researchers at over 750 sites in nine countries are reaping the benefits of this fully searchable archive, which encompasses more than 135 years of knowledge. Furthermore, access to this research has been boosted by significant national deals in the UK and Germany, and large consortia deals in Japan and Australia.

The archive represents a major boost to scholarly knowledge, increasing the availability of important research that previously was difficult to access, and in some cases in danger of being lost. It also allows readers to get to the material much more quickly, with seamless searching across the archive and links to 'similar articles in this journal'.

For librarians, the archive offers further benefits: old, sometimes damaged print copies can be replaced, thus freeing up

shelf space and filling gaps in collections. Furthermore, thanks to the long-term preservation deals Oxford Journals has signed with Portico and the Koninklijke Bibliotheek in the Netherlands, the archive is a secure and efficient means of safeguarding the collections for perpetuity.

The reasons for this worldwide interest are clear. As Liz Chapman, Deputy Director of UCL Library Services, recently commented: *"Accessing this archive is like walking through The Looking Glass into another era. Here we are given the ability to make a systematic review of early research articles in a variety of subjects. It is a marvelous adjunct to current e-journals and will support research in many areas, particularly the humanities and social sciences which have up to now had little historical digital material to search."*

Recognising the significance of the archive, the Joint Information Systems Committee (JISC) in the UK has purchased the Oxford Journals Digital Archive on behalf of the UK academic community in perpetuity. If purchased individually, the archive would cost in the region of £80,000 per institution. Lorraine Estelle, CEO, JISC Collections, said: *"This agreement makes available a wide range of complete runs of journals to far more students and staff than would otherwise be able to access them. The response we received from the*

Continued overleaf



Dear Librarian

Welcome to the Oxford Journals Update newsletter. 2006 has been a significant year for us: in April we launched our digital archive, and also celebrated the company's centenary as a Journals publisher. We also published a detailed report on results from our open access initiatives in June, and further results from the first full year of our optional *Oxford Open* model in August. In this issue, we look back through some of these events, as well as bringing you all the latest developments to our services at Oxford Journals. There's also a chance to win a portable USB device (see inside for more!).

We value your feedback on the content of this newsletter, and welcome any comments or ideas for future themes or issues. Please email us at jnls.mktg@oxfordjournals.org

Read this issue online in translation.

As well as English, we offer translations of the Oxford Journals Update into Arabic, Chinese, French, Japanese and Spanish. Visit www.oxfordjournals.org/for_librarians/newsletter.html If you would prefer to automatically receive newsletters in print, email us at jnls.mktg@oxfordjournals.org with your name, institution and address.

To stay up to date with the latest Oxford Journals news, join our librarian listserv, where we'll post details of new titles, and news releases, as well as links to helpful information online. Sign up from www.oxfordjournals.org/librarians, or by emailing jnls.mktg@oxfordjournals.org

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OXFORD JOURNALS
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Continued community during the consultation process was extremely enthusiastic and thanks to their support, JISC is delighted with this opportunity to work with Oxford University Press on an agreement which will help to enrich teaching, learning, and research across a range of subjects."

In Germany and Japan, too, national funding bodies have been keen to secure access to the archive for millions of researchers and students in member institutions. In Germany the Deutsche Forschungsgemeinschaft (DFG), the major research funding agency, signed a deal in January 2006 to purchase the archive on behalf of all universities and publicly-funded research institutions in the country. Under the deal – which is part of the DFG's initiative to boost Germany's national library services with digital media – any non-commercial academic, state, research, or 'special' library can request access through the national portal, based at the University of Göttingen.

A similarly significant deal has been agreed in Japan, where the members of the Japan Association of National University Libraries and the Private and Public University Libraries Consortium have purchased access to the archive, with financial support from the National Institute of Informatics (NII). The deal enables researchers at more than 60 university libraries across Japan to access its content, which is hosted by the NII. The digitized archive is locally-hosted by the NII, who are working closely with us to integrate this material together with current publications of these journals, in order to provide seamless access, and facilitate long-term preservation.

These deals at national level help to further Oxford Journals' aim to disseminate the highest quality research to the widest possible audience. And as Dulcie Watanabe, Head of Library Sales, points out, *"our challenge now is to ensure that users of libraries in other parts of the world can also enjoy this content."*

Read more about the digital archive online at www.oxfordjournals.org/collections/archives

OXFORD JOURNALS

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Open about open access

We share preliminary findings from our open access experiments

Richard Gedye | Sales Director

It's over two years since Oxford Journals began experimenting with open access. We have been actively disseminating the results of these experiments with you, and the scholarly publishing community, to help foster a better understanding of the advantages and disadvantages of open access and subscription-based business models.

In July we marked the first full year of our optional Oxford Open model (www.oxfordjournals.org/oxfordopen/). Launched in July 2005, it gives authors the possibility of paying for their research to be made freely available online immediately upon publication in the participating journals. 49 journals are participating at present, across a wide range of subject areas.



The majority of interest in the first year has been in the life sciences, with ~10% of authors selecting the open access option across the 16 participating journals in this area, compared with ~5% in medicine and public health, and ~3% in the humanities and social sciences (equating to 4 open access papers in total). A few life science titles (*Bioinformatics*, *Carcinogenesis*, and *Human Molecular Genetics*) have seen up to 20% uptake. The highest of these was for *Bioinformatics*, which has published over 80 open access papers in 2006. In recognition of this, the 2007 subscription prices for these journals have been adjusted to reflect the expected proportion of open access content in the future.

So what is the impact of this for Librarians in terms of subscriptions and pricing? In a perceptive address at last year's Charleston conference, Rick Anderson referred to open

access as a "boutique phenomenon", and our experience so far seems to confirm this, with the level of interest in 'author-pays' open access models varying tremendously between disciplines. While open access is beginning to be embraced in some subject areas, the level of uptake is generally quite low.

For libraries then, the likelihood, in the short term at least, is that a subscription model will continue to operate for a large part of our journal content, both for areas where open access is not taken up, and where extra content and functionality beyond primary research is on offer.

Even if open access does start to have a higher take up, libraries subscribing to journal content can still help to benefit their researchers financially. We charge two rates for publishing open access papers: a standard charge and a reduced charge for authors from subscribing institutions (see www.oxfordjournals.org/oxfordopen *Librarians questions and answers* for further details on this). Librarians can support their authors in publishing open access by continuing to take out subscriptions, thereby opening up the lower rate to them. If the uptake of open access rises, librarians will notice a decrease in subscription costs to journals, but from our results so far, in the short term, this is not likely to be significant.

Our approach to open access has been one of responsible experimentation, and we've been happy to share the results of our experiments with the community, to

increase knowledge and understanding of open access, and to provide hard evidence into the effects it has on our journals and their consumers.

In June we presented the results from three separate studies into the effects of open access on our authors, usage, and citations. Some of the key results included the finding that immediate open access does seem to help increase usage, and may even have knock-on benefits to other subscription content, with an increase in downloads of subscription articles published in the same journal issue as open access content.

However, the report also concluded that the increase in usage of open access journals is not as high as may have been expected, in fact there is strong evidence to suggest there are several factors driving up online usage, including search engines; open access may be just a small factor. A full report on the findings is available to download from the Oxford Journals website: www.oxfordjournals.org/news/oa_report.pdf

It is difficult at this stage to draw any firm conclusions from these experiments, as it's still too early to see the long term effects of open access on usage, and much more data needs to be collected.

We will use this evidence to help direct us, and other publishers, towards a viable business model for the future. Part of this may indeed include open access, but if the current trends continue this will not be for all journals within our collection.

We will of course continue to monitor uptake, and keep you informed, to ensure we're providing the best model for both you and for your users.



Promoting your collection

How to encourage online usage

Non Jenkins | Library Marketing Assistant

Librarians frequently lament users' lack of knowledge of their holdings, particularly undergraduates, some of whom rarely set foot in a library, preferring instead to 'Google' from the comfort of their study bedrooms. Librarians and their staff are under increasing pressure to promote learning resources to users in order to encourage usage, and thereby justify expenditure.

At the Oxford Journals Library Advisory Group meeting in June 2006, Jill Taylor-Roe of Newcastle University shared her experiences of promoting online resources to her users. Here we review some of her insightful observations, along with some of our own tools and resources that can help to drive up access to your collections.

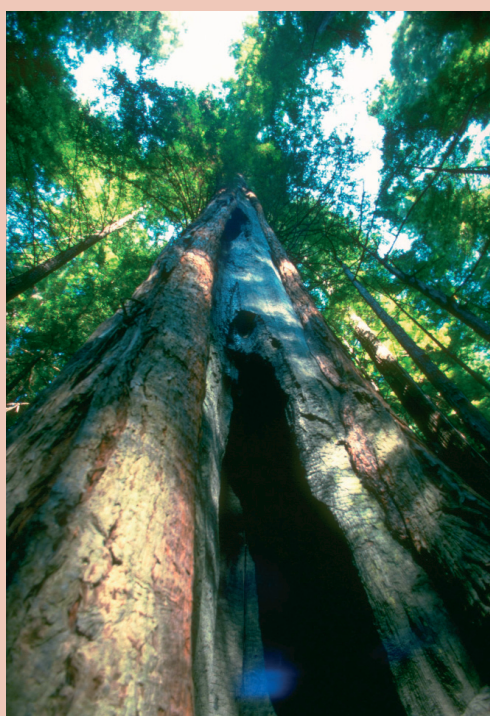
Routes to promotion

Librarians at our Advisory Group meeting were in agreement that creative promotional tools are essential to give their research community the enthusiasm and technical competence needed to make good use of online resources. We offer a combination of visual and interactive tools to help with your promotions.

Traditionally, libraries have promoted their collection via posters and flyers. Librarians at our meeting, however, felt that such materials required a specific call to action in order to stand out against the plethora of information pasted across university notice boards. Our posters, which relate to different subject areas, incorporate a blank area where you can add librarians' contact details, or information on training session schedules.

We also offer more interactive facilities, including free trials, which can be used to test interest in particular products, online demonstrations, and training materials. You can request free trials

of our journals via each title's homepage or, for a trial of a collection, you can contact our sales team (see details on opposite page).



Training

Small group training sessions and demos, tailored to cater for the differing needs of undergraduates and researchers, were unanimously championed as the most effective way of promoting online usage, especially among the less IT-literate. Jill Taylor-Roe even found that it was effective in moving e-sceptics away from print.

We provide training support materials for our customers, outlining the variety of content available, as well as explaining how to navigate our website, to help users make that transition from print to online reading. Posters and PowerPoint presentations can be downloaded from

www.oxfordjournals.org/for_librarians/promotional_support

Demystifying terms

Terminology can also be a barrier to online usage. Some librarians felt that the reluctance of many researchers to use online journals could be resolved by working, with our support, to demystify the language of 'online'. We are aware of the need to put online features such as 'E-toc', 'RSS', and 'Cite-Track' into context, illustrating how these tools can allow better searches, save time, and keep researchers up to date with the latest research. PowerPoint presentations and 'Hot-tips' handouts to help translate these messages to library users are again available from our 'Promoting Your Library' webpage.

We are also currently preparing a new *User Guide* that will explain in simple terms the latest online features. This will be available toward the end of 2006 to download or request via mail.

Finally are your journals activated for online use?

In order to ensure learning resources are being used, it is vital that online versions of journals are activated. To make this process as clear as possible, we recently sent an activation instruction leaflet to over 3000 institutions, translated into three languages, and this can now also be downloaded from our website at www.oxfordjournals.org/for_librarians/activation_instructions06.pdf

We hope that the posters, flyers, training, trials, and demos provided by Oxford Journals will provide the support you need to increase usage of your collections. If you have any suggestions on how we can improve these promotional and training materials, please email jnls.mkt@oxfordjournals.org



Your Contacts at Oxford Journals

Kirsty Luff | Library Marketing Manager

The sales team can now give you even better service and support

At times, purchasing journals must seem like a bewildering journey through an intricate labyrinth, with frustrating false starts and dead ends. At the risk of wearing out a metaphor, finding the 'right deal', and getting access to requested content is analogous to that elusive pathway through a maze, and finding that welcome exit!

The Oxford Journals Library Sales Team has recently been re-structured and expanded. This means we are now in an even better

position to assist you through the entire purchasing process, from helping you select the right package, to ensuring that you obtain and retain access to content. Friendly and experienced, our team will ensure that we continue to provide you with a high level of support, guidance and customer service. You will also receive expert assistance on any issues that may arise on the way.

Our ten sales managers focus on different geographical regions to enable them to acquire extensive local knowledge and experience, so they are in a better position to help you.

Library Sales Manager, Julie Albrow, joined

the team in May 2006, and has certainly not wasted any time since: she has already travelled to New Zealand to attend the LIANZA conference and will soon fly to the US to meet with our corporate and professional customers. Previously Julie was a Project Co-ordinator on the Oxford English Dictionary.

Many of you will know Annaig Gautier as the Library Sales Manager for Southern Europe and South America. However, for the next six months, Annaig will be working closely with the Oxford Journals IT team to develop a new Sales management system. The aim of the project is to help automate some of the processes involved in making consortia sales agreements, thereby freeing up more of the Sales team's time for providing customer support. Simon Sellars will be acting as interim contact for Annaig's areas during this period.

We are also pleased to announce the appointment of Lorretta Hammonds as our online Helpdesk Co-ordinator. Consortia and consortia members are now able to contact Lorretta directly if they have queries about access, license terms, usage statistics, and other online matters.

Even wider global coverage: the Oxford Journals South Asia office is now open

Oxford Journals is pleased to announce the opening of a new sales office in India. Based in Kolkata, this will be managed by Kaushik Ghosh, recently appointed Library Sales Manager for India, Pakistan, Bangladesh, and Sri Lanka. Kaushik brings a wealth of experience to the role. He worked for Globe Publication Pvt Ltd for nine years, where he sold content to libraries and library consortia.

Please contact Kaushik for more information about our print and electronic journals, digital archives, and consortia sales.

The Library Team

Head of Library Sales

Dulcie Watanabe
dulcie.watanabe@oxfordjournals.org
Tel: +44 (0)1865 353584

Regional Sales Manager – Northern Europe, Middle East and Africa

Matthew Howells
matthew.howells@oxfordjournals.org
Tel: +44 (0)1865 354194

Regional Sales Manager – Asia Pacific

James Mercer
james.mercer@oxfordjournals.org
Tel: +44 (0)1865 354862

Institutional Library Sales Executive

Francesca Taylor
francesca.taylor@oxfordjournals.org

Academic Library Sales Manager – North America

John Taylor
j.taylor@oxfordjournals.org
Tel: +44 (0)1865 354823

Academic Library Sales Manager – Southern Europe, Latin America & Caribbean

Annaig Gautier / Simon Sellars
simon.sellars@oxfordjournals.org
Tel: +44 (0)1865 353815

Library Sales Manager – Medical

Hannah Dernie
hannah.dernie@oxfordjournals.org
Tel: +44 (0)1865 353858

Library Sales Manager – Corporate, Specialist and Professional

Julie Albrow
julie.albrow@oxfordjournals.org
Tel: +44 (0)1865 353584

Library Sales Assistant and PA to Sales Director

Chloe Hennin
chloe.hennin@oxfordjournals.org
Tel: +44 (0)1865 354925

Library Sales Assistant

Caroline Colledge-Wiggins
caroline.colledge-wiggins@oxfordjournals.org
Tel: +44 (0)1865 353490

Online Helpdesk Coordinator

Loretta Hammonds
loretta.hammonds@oxfordjournals.org
Tel: +44 (0)1865 354512

Japan

Deputy Director – Tokyo Office

Miki Matoba
miki.matoba@oup.com
Tel: +81 3 3813 1461

China

Library Sales and Marketing Manager – Beijing Office

Liping Liu
liu.liping@oxfordjournals.org
Tel: +86 1088509310

India

Academic Library Sales Manager – South Asia – Kolkata Office

Kaushik Ghosh
kaushik.ghosh@oxfordjournals.org
Tel: +91 (33) 2357 3739 / 2357 3947

Oxford Journals, India Office

Plot No. A1-5

Block GP, Sector V

Salt Lake Electronics Complex

Kolkata 700 091

India

Tel: +91 (33) 2357 3739/40/41, 2357 3947/8

Fax: +91 (33) 2357 3738

kaushik.ghosh@oxfordjournals.org



Prestigious mathematics titles to be published by Oxford Journals

Oxford Journals is pleased to announce a new publishing partnership with the London Mathematical Society (www.lms.ac.uk). The journals of the LMS are among the world's leading mathematical research periodicals with subject coverage across a broad range of mathematics.

From January 2007, subscribers with a current print plus online or online-only subscription to the three LMS journals will have access to the complete electronic archive of papers, dating back as far as 1865. In addition to the existing electronic volumes, dating back to 1998 and containing about 40,000 pages in total, a further 180,000 pages of historic, high-quality research will be available.

Articles in the three LMS journals will be free to access from the moment they are published for a period of six months. Read more information

on the LMS journals access policy
www.oxfordjournals.org/our_journals/lms_open_access.html

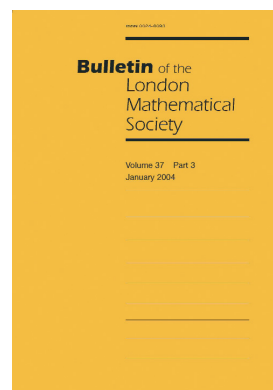
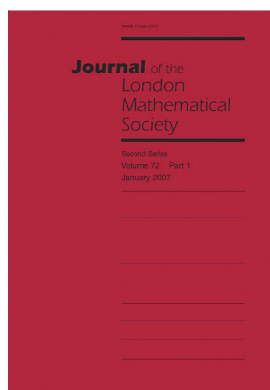
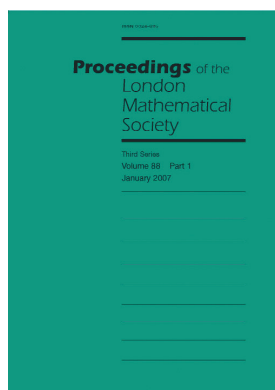
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www.oxfordjournals.org/contact_us.html
Current subscribers will be contacted personally about their subscriptions.

Read more about the journals on our website:

Proceedings of the London Mathematical Society
www.plms.oxfordjournals.org

Journal of the London Mathematical Society
www.jlms.oxfordjournals.org

Bulletin of the London Mathematical Society
www.blms.oxfordjournals.org



New titles for 2007

Review of Environmental Economics and Policy

Volume 1 Issues 2 (Mar, Jul)
Print ISSN: 1750-6816
Online ISSN: 1750-6824

New publication

Special Introductory Pricing: Pay only 50% of the normal 2007 institutional rate for this journal if we receive your order by 20 December 2006

Bulletin of the London Mathematical Society

Volume 39 Issues 6
(Jan, Mar, May, Jul, Sep, Nov)
Print ISSN: 0024-6093
Online ISSN: 1469-2120

Previously published by Cambridge University Press

Journal of the London Mathematical Society

Volume 75-76 Issues 6
(Feb, Apr, Jun, Aug, Oct, Dec)
Print ISSN: 0024-6107
Online ISSN: 1469-7750

Previously published by Cambridge University Press

Proceedings of the London Mathematical Society

Volume 94/95 Issues 6
(Jan, Mar, May, Jul, Sep, Nov)
Print ISSN: 0024-6115
Online ISSN: 1460-244X
Previously published by Cambridge University Press

ICES Journal of Marine Sciences

Volume 64 Issues 9
(Jan, Mar, May, Jul, Sep, Nov)
Print ISSN: 1054-3139
Online ISSN: 1095-9289
Previously published by Elsevier

Literary Imagination

Volume 9 Issues 3 (Spring, Fall, Winter)
Print ISSN: 1523-9012
Online ISSN: 1752-6566
Previously published by the Association of Literary Scholars and Critics

International Journal of Transitional Justice

Volume 1 Issues 3 (Mar, Sep, Nov)
Print ISSN: 1752-7716
Online ISSN: 1752-7724
New publication

Trust and Trustees

Volume 13 Issues 10
Print ISSN: 1363-1780
Online ISSN: tbc
Previously published by Gostick Hall Publications

Journal of Plant Ecology

(four issues next year, probably beginning March)
Re-launching as an all-English Language version.

Molecular Plant Physiology

(three issues next year, beginning July)
New launch, replacing Journal of Plant Physiology and Molecular Biology
Print ISSN: 1671 3877
Previously published by Science Press.

Leavers for 2007

Contemporary Economic Policy
Economic Enquiry

View the full 2007 institutional price list at www.oxfordjournals.org/prices



Making our content accessible for all users

We're pleased to report that as of May 2006, all Oxford Journals sites now fully comply with the World Wide Web Consortium (W3C) Web Content Priority 1 Accessibility Guidelines. Being compliant with the W3C guidelines helps to ensure that our website is understandable, navigable, and usable for all users, including those with disabilities.

All journal content pages, as well as access control pages, search pages and results, all alerts and feeds, and other online services such as calendars and eLetters now conform to these guidelines.

Following the W3C guidelines means our website is more available to all users using any device or browser to access content, including handheld and portable devices. It also means users can find the information they are looking for even more quickly. In other words, it's now even easier to access the latest must-have content from Oxford Journals.

Find out more about the WCAG guidelines:
<http://www.w3.org/WAI/>
<http://www.w3.org/TR/WCAG10/>

Test the accessibility of our website: visit www.oxfordjournals.org

Usage Statistics 2.0

Richard O'Beirne | E-Publication Manager

It's hard to avoid the term 'Web 2.0', the catch-all description for the next generation of web publishing. The alluring 2.0 suffix is being added to an ever-increasing list of concepts, hence 'Science 2.0' and 'Library 2.0' (which has 1.25 million hits in Google at the last count).

Web 2.0 could easily be dismissed as a marketing term used to fill conferences and win venture capitalist funding for the next YouTube, but some Web 2.0 concepts are important, and can be transferable to the world of usage statistics.

The first is machine readability. Web 2.0 evangelists say the old way of doing things online – i.e. Web 1.0 – was simply publishing documents for human consumption. A central idea of Web 2.0 is publishing in a way that exposes the underlying data, thereby allowing the data to be reused in new ways. And most importantly to use open standards to encode the published data – almost always in an XML format.

There is a clear parallel here with usage statistics. The forthcoming NISO standard, SUSHI (Standardized Usage Statistics Harvesting Initiative) will make usage statistics machine readable, allowing delivery of XML-encoded usage statistics as a 'web service'. The current (Web 1.0) methods of delivering usage statistics are generally centred on delivering reports to a human end user. SUSHI will change that and allow much easier reuse and integration of usage statistics from multiple sources. This is obviously very good news for the library community: the days of manually combining usage statistics in Microsoft Excel may soon be over.

A second Web 2.0 idea is remixing and combining data from different sources to create new services which are usually referred to as 'mashups'. An example is BBC News Maps which maps news stories from the BBC website onto a browsable map from Google Maps. The possibilities are endless, and it will be interesting to see whether the availability of standardized

machine-readable usage statistics might give rise to equivalent services in the Library 2.0 world.

Oxford Journals is currently making significant behind-the-scenes investment to re-engineer our usage statistics systems. As well as providing independently-audited usage statistics, our upgraded systems will allow us to be better-positioned to meet the increasing demands for usage statistics – whether that is providing the latest COUNTER reports, or integrating usage data with other data sources to assist in a journal's editorial development. We may even create some Web 2.0-like usage statistics applications. It's an exciting time, and we will be making further announcements on this subject in 2007.

You can access more information on your usage statistics from our website: www.oxfordjournals.org/for_librarians/usage_stats.html



Extending our commitment to Developing Countries Access

Mithu Mukherjee | Assistant Communications Manager

In the last issue of the Journals Update, we reported that more than 3000 organizations are benefiting from free or greatly discounted access to our online collections via our developing countries programs, providing crucial education and health information in the developing world. Working in conjunction with the International Network for the Availability of Scientific Publications (INASP)/PERI program, The Oxford Journals Online Collection is made available to established not-for-profit educational institutions in over 100 qualifying countries.

This year we're delighted to announce that we're extending our commitment to these programs even further, with a pledge to continue our collaboration with partner organizations HINARI and AGORA until at least 2015.

The HINARI programme, set up by the World Health Organization with major

publishers, enables developing countries to access major biomedical and health science journals, and AGORA, set up by the Food and Agriculture Organization of the UN (FAO), provides access to global online research in agriculture.

At the annual summit in July, partners of HINARI, AGORA, and OARE (Online Access to Research in the Environment, launched in October 2006) considered the results of two independent reviews, evaluating the programs five years on from launch, and have recommended that investment continue until at least 2015, in line with the time scale of the United Nations' Millennium Development Goals.

The review also made several other key recommendations, which we will be following up on, including the need for improved authentication processes to make



access to resources easier for users, and increased training and promotion.

We will be working with HINARI and AGORA to develop a long term Strategic Plan, and will continue to offer our customers in these programs the benefit of support and training in the effective use and management of electronic resources.

For further information about any of the programs please see www.oxfordjournals.org/devel Flyers about the initiatives are available for distribution; please contact us if you wish to receive any copies.

Did you know

You can read about Oxford Journals in English, Chinese, and now also Japanese via our new Japan website: www.oxfordjournals.org/japan/



The site was launched in August to support Japanese customers, librarians, and authors. It includes information for librarians and end users, as well as instructions for authors and editors.

Translated issues of the Oxford Journals Update Newsletters are also available in Japanese, as well as Arabic, Chinese, French, and Spanish. Visit www.oxfordjournals.org/for_librarians/newsletter.html

See Oxford Journals at...

We attend a range of meetings and conferences each year. Below are some of the key librarian meetings we will be attending between now and the New Year. If you are attending any of these meetings we would be delighted to see you. Contact us at jnls.mkt@oxfordjournals.org to make an appointment, or visit our stand.

The Charleston Conference
Charleston, USA
8–11 November 2006

The Library Fair and Forum
Yokohama, Japan
20–22 November 2006

AMIA
Washington DC, USA
11–15 November 2006

London Online Information 2006
London, UK
28–30 November 2006

International Conference on Asian Digital Libraries (ICADL)
Kyoto, Japan
27–30 November 2006

International Conference on Digital Libraries (ICDL)
India
5–8 December 2006

