



CASE STUDY

NRC RESEARCH PRESS MARKETING SERVICES IN CHINA

NRC Research Press has been publishing scholarly Journals since 1929. As part of the Canada Institute for Scientific and Technical Information, NRC Research Press publishes 15 Journals, as well as monographs, conference proceedings and allied publications. An ongoing investment in electronic publishing keeps NRC Research Press at the forefront of scientific communications and helps satisfy the needs of its international clientele.

NRC Research Press realised the potential for publishers in China's emerging and vibrant research community. With established marketing operations in China, Charlesworth has already proven its expertise in this complex market. NRC Research Press was able to market its Journals to the Chinese government, through a collaborative agreement with Charlesworth.

Today, China's academic community has full online access to NRC Research Press' 15 scholarly Journals, thanks to Charlesworth's concerted efforts in negotiating a national site license. Charlesworth is providing a number of services to achieve NRC Research Press' objectives in China, including:

ONLINE PUBLICATIONS

Charlesworth negotiated a 3-year deal with a consortium of Chinese academic and university libraries, for a 'national online agreement' to

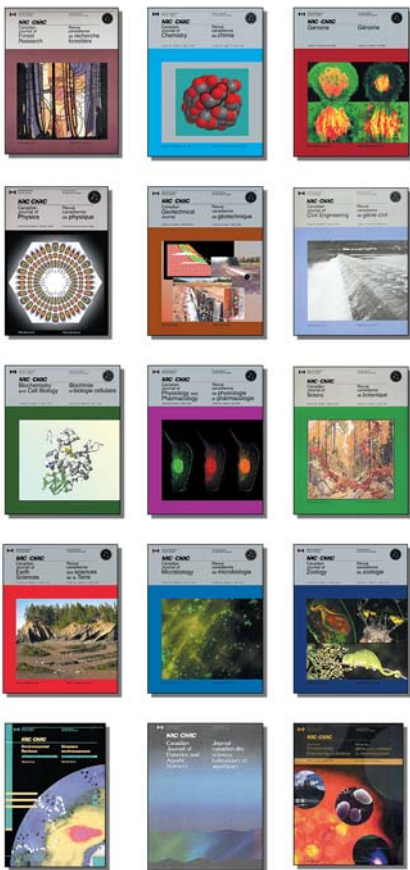
promote NRC Research Press Journals online across mainland China.

The Journals are supplied to approximately 900 Chinese academic and university libraries, who are part of the consortium, through a searchable server hosted in China. This means that content of the NRC Research Press Journals are accessed locally increasing download speeds and avoiding the levies made to some Chinese users when material is downloaded from international sources outside China.



▲ The NRC Research Press Chinese language website, developed by experienced staff in Charlesworth's Beijing office.

Developed from the core NRC Research Press web site, the Chinese language site at www.nrcresearchpress.cn was developed by experienced staff in Charlesworth's Beijing office. The site offers background information and



search facilities in Chinese to enable easy access to the NRC Research Press content.

Providing information in the local language allows NRC Research Press to penetrate this growing market, showing their commitment to working in China. While increasing brand coverage and generating new subscriptions it also encourages submissions from Chinese authors to NRC Research Press Journals.

Links are maintained from the local site back to the main NRC Research Press web site. It is also linked to a network of Chinese sites, including import agencies, publisher catalogues and academic institutions.

To maximise usage, Charlesworth offers support to the libraries and users, ensuring guidelines are produced in Chinese and assisting with problems accessing the material.

The agreement gives NRC Research Press entry to the Chinese marketplace using Charlesworth's experience and contacts within the Chinese academic network. Chinese users benefit from fast, easy access to the online Journal content making NRC Research Press publications widely available to their target market in China.

PRINTED PUBLICATIONS

A low cost / reprint agreement was put in place as a way of making NRC Research Press publications available in hard copy to Chinese academic institutions that cannot afford full price subscriptions.

The agreement covers the distribution of printed copies, created in a controlled environment, which are generated as a run-on from NRC Research Press standard print orders.

This method widens the market for NRC Research Press publications in China, giving it the opportunity to receive additional income from a broader spectrum of academic institutions.



National Research Council Canada

Conseil national de recherches Canada

Canada 

PRESENCE AT EXHIBITIONS

Charlesworth China has exhibited on behalf of NRC Research Press at the Beijing International Book Fair, promoting their publications and building their brand in China. A Chinese language display was created in allocated space on the Charlesworth stand.



▲ Neil Charlesworth (second from the right) with some key members of the China team at the Beijing Bookfair.

Relationships are the key to successful business in China. Charlesworth can successfully promote your publications through our extensive network of connections or 'guanxi'.

Contact us to find the way forward for your organisation in this rapidly growing market...

“With established marketing operations in China, Charlesworth has already proven its expertise in this complex market. NRC Research Press is pleased that through a collaborative agreement with Charlesworth, we have been able to provide our Journals online to researchers in universities throughout China.”

- Jason Charron, Business Manager, NRC Research Press

Services designed to assist Publishers develop a market for their publications in China are constantly developing. Here is a snapshot of the services that Charlesworth can offer ...

PRODUCTION SERVICES

- ✎ Translations
- ✎ Copy Editing
- ✎ Typesetting
- ✎ Print Management

MARKETING IN CHINA

- ✎ Sale of Rights & Licenses

- ✎ Online Publishing
 - Agreements to supply publications to a consortia of universities and institutes across mainland China

- ✎ Journal & Article Reprints
- ✎ Marketing Services
 - Marketing planning
 - Chinese web site production & local web hosting
 - E-marketing
 - Promotional materials
 - Exhibitions

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