

grow your
market

grow your
profitability

grow your
ideas

grow your
influence

with *Matrix*, the new
business development service
for society publishers



(*matrix*)

Stronger. Together.



The new environment for scholarly communications is creating new opportunities for societies and other small independent publishers.

Matrix is a new service for independent society publishers with a journals publishing program. It has been designed specifically to help society publishers meet the challenges of the changing market for scholarly communications. It sets out to fill the resources and skills gap that is opening up between large well-resourced commercial publishers and smaller, independent society publishers.

Matrix brings all the benefits traditionally associated with contracting with a large publisher – critical mass, access to an international sales and marketing service, industry insight and technological innovation – without requiring you to sign over your control or a proportion of the additional profits generated by the relationship.

Matrix is not a publisher – we leave that to you – instead, we provide you with access to a team of senior experts and support staff who can work with you to give you the additional resource and expertise, when you need it, to help develop your publishing business.



Increase your impact

Large publishers command huge economies of scale. This is likely to place smaller society publishers at a growing disadvantage. They also have access to a wide range of increasingly specialist skills and a large team of staff to research, develop and implement plans for the future. *Matrix* now makes this same breadth of resource available and affordable to society and other small independent publishers. Through collaboration, the buying power of individual publishers can be strengthened and costs reduced. Each publisher can also access a specialist team of *Matrix* staff, to develop their unique market opportunities.

Develop your unique opportunities

Helping society publishers compete effectively alongside much larger commercial publishers is one of the goals of the *Matrix* service, but we are thinking much bigger than that. We believe that the relationship societies have with the communities that they serve is going to become an enormous strategic advantage. Through *Matrix* we aim to help societies build on these opportunities – taking a broad and imaginative view of the role of the journal for the future.

A bespoke service

With *Matrix*, you choose which initiatives you want to participate in and simply pay a fixed annual fee for our services – you keep additional profits that are generated and retain full control of your publishing business. *Matrix* can provide a complete out-sourced solution for key areas of support, or can work alongside your existing internal teams as an extra resource, offering broad market expertise and insight.

Choose from:

Marketing

Matrix can provide you with a comprehensive marketing strategy and plan – identifying your market opportunities, advising on investment and return, and detailing the activities required to meet your goals. We can also implement all or part of the plan, working in a variety of languages, with approaches tailored to your markets.

Sales

Matrix can help you capitalize on your market growth opportunities. We conduct market audits to develop a sales plan and our international network of sales representatives can negotiate with libraries and library consortia around the world. We can also represent you for advertising sales – on and offline.

Customer Services

Matrix can help you provide customer service to an international audience. Our multi-lingual customer service team helps you manage all incoming calls as well as filtering sales enquiries.

Business Development

Matrix will bring wide experience, market focus and an entrepreneurial approach in working with you to develop new business opportunities. We will advise on the impact and opportunities presented by changing technologies and market conditions.

Central Procurement

Matrix can provide a central buying service for all or any of the following: print, paper, postage and fulfillment, typesetting, copy-editing, online hosting and other technology-based systems. As well as price negotiations we can manage supplier relationships and monitor their performance.

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Matrix is an ambitious concept that brings a new vision and dynamic to the journals market.

As part of its longer-term vision *Matrix* will be proactive in making new services available – such as the central development of new technologies required by society publishers – and distribute funding awards to organizations to help support individual initiatives. In this way we can encourage innovation and experimentation, and provide the capital required to try new ideas, for the benefit of the entire community.

TBI Communications is a strategic marketing agency specializing in working with publishers, societies, libraries and other organizations within the scholarly communications environment. Based in Oxford in the UK, we work with organizations around the world to help them identify and meet their potential through the development and delivery of effective marketing strategies and campaigns.



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