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**For immediate release**

## **T&F ranks first amongst authors in Canada**

***Abingdon, 20<sup>th</sup> January 2011***

Taylor & Francis publishes the results of its Canadian author survey, in which Canadian authors rated Taylor & Francis as the publisher most closely aligned to the values of the research community, and the most committed to producing high quality publications.

With increasing pressure on funding and researchers' time, the survey is timely, reflecting the current climate in which Canadian researchers are working. The survey explored:

- What factors affect an authors' decision of where to publish work
- What pressures Canadian researcher face
- How Canadian researchers discover content
- Perceptions of ***Synergies***, Canada's not-for-profit online publishing platform, established in 2009
- How authors perceive T&F, and how we rate against our competitors

The results make interesting reading. Some of the key findings include:

- STM and SSH researchers have different priorities: STM researchers rate rapid online publication and high quality production highly in forming a decision on where to publish; SSH researchers value retaining copyright in their article
- Canadian researchers feel pressure to balance local relevance whilst speaking to peers globally: French (which along with English is Canada's first language) is important to Anglophone and Francophone researchers alike for navigating to content, but is seen as less important for publication; international reach is seen as essential, publishing with a press in Canada is seen as less important.
- Many Canadian researchers want articles to be freely available online, but the majority are not willing to pay for Open Access
- Google is the favourite place to start research, but library catalogues take a close second place (which is good news for librarians!)
- There is low awareness of ***Synergies*** in the Canadian marketplace, and amongst those who have heard of it, less than a quarter feel it currently meets researchers' needs
- (and lastly) according to those surveyed, T&F is Canada's favourite journal publisher! Researchers see our staff as friendly, and believe that our priorities are aligned with those of the research community. One author commented, "My experience was absolutely positive from initial contact with the guest editor to publication".

To read the full survey report please visit:

<http://journalauthors.tandf.co.uk/pdfs/Canadianresearchersurvey.pdf>

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### **About Taylor & Francis Group**

Taylor & Francis Group is part of Informa, one of the world's leading publishers of academic journals. We are dedicated to the dissemination of scholarly information, drawing on expertise developed since first publishing learned journals in 1798. Taylor & Francis now publish over 1,500 scholarly journals in association with over 460 learned societies and scholarly institutions. We operate from a network of 20 global offices, including Philadelphia, Oxford, Melbourne, Stockholm, Beijing, New Delhi, Johannesburg and Singapore.

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