

## Choosing someone else to publish your journal

Thinking of using someone else to publish your journal? There are often good reasons to do so, but remember that journals exist to serve the mathematics community. You should protect the journal that someone else gave to you, so that you can give it to someone else in the future. Journals are long-time affairs that live long before and long after a particular set of editors. They communicate the work of past generations to the present, and they are meant to communicate our work to future generations as well.

If you are thinking of using someone else to publish your journal, remember that you have a responsibility to ensure that it continues to serve mathematics in the future. In particular:

- Be sure that you, and not the publisher, own the intellectual property rights to the articles. If you allow authors to keep copyright, be sure that you, and not the publisher, have the rights to publish the material (in all formats) in the future. You can extend these rights to the publisher, but you should own them.
- Be sure that you, and not the publisher, own the title of the journal. This is crucial if you sever your relationship and take your journal to another publisher.
- Be sure that you own the subscription list. In today's world, subscription journals depend on renewals, not on new subscriptions. If you don't own your subscription list, moving your journal to a new publisher in the future means securing all new subscriptions, which may limit your options.
- Insist that your publisher secure the names of all end users of your journal as part of the subscription list. Many subscriptions are done through agents, who collect subscriptions for many journals from many institutions and then pass on to the publisher. Publishers can fulfill the subscriptions by sending quantities of the journal to the agents, who send them on to the end users. Agents will often want to keep the end user information confidential. Insist that they do not (for electronic subscriptions, this doesn't make sense in any case). This is a vital part of your subscription list.
- Sign an agreement that is limited in time, giving both you and the publisher a sensibly long period in which to establish a good relationship, but also forcing the two partners to renegotiate the relationship periodically in order to ensure that it meets the needs of both parties.

These are all steps that the publisher may resist, but they are important to maintain control of the journal for the community. They are in many ways more important than the particular financial arrangements made between you and the publisher.

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