

Launching a new journal



"For nearly two decades we have been the most innovative journal publisher. Our ability to spot emerging trends in the major disciplines is second to none, and we are proud to support the hard work of our editors and authors. We continue to launch more new journals than any other publisher in response to academic developments."

Dr David Green, Global Journals Publishing Director, Taylor & Francis Group.

New Journal Guidelines

We are always interested in hearing ideas for potential new journals. If you have spotted a gap in the market for a new journal, please submit a proposal for consideration by our Editorial specialists. To make sure that you provide us with the information that we need to properly evaluate your idea, it would be helpful if you follow our guide.

Once you have written your proposal please contact us at david.green@tandf.co.uk to discuss how to develop your journal project with us.

What to include in a New Journal Proposal

We welcome suggestions for new journals, recognising that they provide an essential outlet for emerging areas of research.

Below are the items that we like to see covered in a new journal proposal. This will help us, in conjunction with external reviewers, fully assess your proposal.

Background

- Please provide information about the subject field of the project and its current and future development.
- Please detail the full scope of the field.
- Detail the background to the project: Where does the project come from? What is its history? Who are the associates, if any? It is often desirable for a journal project to have the active support of an association or grouping.

Title

Aims and Scope

We require an editorial statement of the aims and scope of the project. This should incorporate the following points:

- the purpose of the journal;
- the disciplines covered (or the cross disciplinary nature of);
- the intellectual level of the project;
- its topicality;
- the unique emphases of the project.

The Rationale

- Why is there a need for this journal?
- What are the advantages of this project over the existing (or planned) competition? Or other existing outlets?
- What is the global audience for the journal?
- How will the journal generate sufficient high quality contributions?

Editorial Structure

- Who will be the Editors?
- Should there be Editors from North America, Europe, Pacific Rim?
- Please indicate likely members of the Editorial Board or team.
- How would the Editorial Board or team be selected?
- Please indicate how the journal would be administered.
- How would you expect to handle the peer review process?

Content

- Provide a list of the type of content that the journal might publish (ideally 'dream' article titles and authors).
- Please indicate the nature of the content e.g. research papers, review papers, case studies, rapid communications (letters), conference reports, calendar of events.
- Where is the work in this area being conducted? At what sort of institution is the work being conducted?
- What is the geographical spread of this work?
- Is there currently, or will there be, a teaching as well as a research base for this work?

The Market

In many respects our assessment of a journal project is heavily dependent upon our assessment of the market. Many of the issues dealt with above are directly relevant to the issue of the potential market for a proposal. Nevertheless, we ask you to consider carefully the following points:

- Why is there a market for this journal?
- Who would subscribe to the journal? Which fields are they in? Which academic departments are they in? Approximately how many of these departments are there (by geographic location, worldwide)?
- What is the size of the overall market in terms of actual numbers of individuals and in terms of actual numbers of institutions (libraries, organisations etc.) which might subscribe? *Can you provide lists?*
- Please indicate the international extent of the market (with special reference to Europe and North America).
- Is the market within academia or is there a practitioner/professional market? (Please elaborate upon any non-academic market, especially if you feel it is a prime market.).
- Can we easily reach the market(s) for this journal? If possible, please indicate examples of how we might best do this.
- Which relevant conferences might the potential readership attend?
- Which relevant societies might the potential readership belong to?

Publication

- What is the proposed frequency of publication and desired start date of publication?
- Is there a preferred format or size?
- Will the publication require special typographic features or design?
- Will the publication require illustrations or photographs?

Review Process

Please provide the name and contact details for four or five people in your proposed field of study who would be able to provide an informed expert opinion on this proposal. The names may include proposed members of the editorial boards but should also go wider. Please note that we will not necessarily contact all these people and we will contact others not on your list.