Compuscript Publishers

**Journal Proposal Form**

The following questions are designed to help us get a clear picture of your journal proposal and to provide us with information about the readership which will enable us to develop an effective marketing and promotion strategy. Please complete the form as fully as you can.

**1. Full or Working Title of the Journal**

**2. Rationale/Summary**

* Who will use the journal?
* How sustainable is it –- will there be an ongoing copy flow?
* How will the journal benefit the scholarly community?
* How will it fit into the existing market?
* How international will the journal be?
* What makes this journal special, original, important, and marketable?

**2. Market**

**2.1 Define the target readership**

* Aims and Scope
* What is the geographical spread of interest in the journal?
* Any known statistics on the target market (e.g. Society membership numbers, similar journal circulations etc.).

**2.2 Is the topic an area of expansion/why a new journal?**

* How will the journal benefit the scholarly community?
* Market research on topics and key words/citation analysis.
* Is there a gap in existing provision?/Has a particular field expanded to create a gap?
* Is there a pattern in terms of journal special issues and similar content appearing in other journals, conference tracks, new qualifications?

**2.3 Other journals in the field**

* Which other journals are in similar or related fields (and their publishers).
* What distinguishes the journal from the competitors?

**3. Editorial team**

* EiC - qualifications to edit the journal; current and previous positions, and research in both the journal's field and outside
* Editorial Board - How will you secure scholars who are **both** prominent **and** international.

**4 Publishing Format**

* Open Access (mandatory)
* Proposed frequency (annual, semi-annual, quarterly or monthly).
* Proposed number of articles per year

**5 Content**

* Describe the type of content to be published in the journal (article types)
* Indicate what type of content will be refereed/what type of review will be implemented (double blind, open, etc.)