

# PRESS RELEASE



## **Burgundy contract with American Geophysical Union (AGU) to provide sales services across Europe, Israel and South Africa.**

Oxford, UK, 27<sup>th</sup> September 2010

Specializing in the promotion of innovative publishers, Burgundy Information Services has signed an exclusive agreement with the AGU to provide sales expertise and pricing authority for all customers across more than 50 countries in Europe as well as Israel and South Africa.

Speaking of the partnership Nancy Buckley, Managing Director of Burgundy commented *"Burgundy are excited to be working with the AGU during the next three important years. Burgundy's expertise in consortia negotiations and institutional licensing will provide a launch pad for AGU's improved product and pricing offerings."*

AGU's Director of Publications Bill Cook agreed, saying "we are pleased to have Burgundy on board to ensure that AGU's mission to increase the awareness and dissemination of geophysical sciences is met"

The AGU is beginning a multi-year process of simplifying its pricing policies so that its customers have a clearer understanding of and better ability to budget for their content. AGU's overarching objective is to create pricing for its online content that is transparent and fair – ensuring that "like" customers are treated as "like"; while encouraging users to utilize a broad range of AGU content across its portfolio of online journals.

Some highlights of the AGU's changes to pricing policies and strategy include:

- Employing a network of sales agencies to increase their global content sales including Burgundy Information Services Ltd
- A Current Subscription to online journal content will cover the period of 1996 (or from the first year of publication if after 1996) through the current year.
- AGU are re-defining their Digital Library Archive with 100 years of archives with over 63,000 articles covering all journal content published during the period of 1894 through 1995. This product is available as an annual lease or a perpetual access can be purchased.
- Printed Journals remain available for purchase. A discount is available for a print journal when a current online subscription to that journal is purchased.

### **About Burgundy**

Burgundy represents a wide range of publishers aggregators specializing in negotiating the delivery of scholarly information to Libraries and Information Centers throughout Europe. Burgundy is an independent and highly motivated company based in Oxfordshire, England.

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### **About The AGU**

The American Geophysical Union (AGU) is an international non-profit scientific association with over 58,000 individual and institutional members worldwide. Established in 1919, the AGU is entering its tenth decade as a leader in the field of the sciences of geophysics

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