



** Hindawi Publishing Corporation represents a new breed of journal publisher. Less than a decade old and based in the Middle East, it publishes 31 mainly European and North American journals in niche STM fields. While many of these journals are supported by subscriptions, Hindawi sees its future in terms of Open Access publishing, and specifically OA publishing supported by author contribution. Can this OA model be economically viable?*

by Majjed Robinson, Associate

The ALPSP report "The Facts About Open Access" found that only a handful of OA journals were supporting themselves with author side charges – the rest relied on advertising and sponsorship. As for the major players, Springer's author fee service, Open Choice, had accepted only two dozen articles in the year following its introduction. This is not the case at Cairo-based Hindawi Publishing Corporation. Founded by Egyptian professor Ahmed Hindawi in 1997, the company has moved from publishing a handful of mathematics journals to engaging in OA in a serious way. Of its 31 journals (all fully peer reviewed), 12 are true OA, supported by fees raised by author submission of articles. The company claims to have grown by 40-50% a year in the past four years, and aims to keep growing at this rate for the next four to five years.

Significantly, the company aims to maintain this growth by expanding the reach of its OA, author-pays model. In an interview with EPS, Hindawi's Senior Publishing Developer Paul Peters said that the company was looking to acquire more titles to digitise and make freely available (all articles published by Hindawi are available on a Creative Commons license), as well as the establishment of new journals in new fields.

Hindawi's success can be ascribed to two factors. The first is that many of its journals were relatively well known in their fields before they were acquired; it was hence easier to attract submissions from academics than it would have been had they introduced a wholly new publication. The second factor is that of price. With the Springer Open Choice service, accepted articles can be published in the author's choice of journal (Springer's catalogue contains some very prestigious titles) but for this the author would be charged \$3,000. The ALPSP report found most charges were in the range of \$2,000 to \$4,700. It typically costs \$495 to submit an article to Hindawi journals, though some titles charge on a per-page basis. The company is also careful to acquire journals only in well-funded fields and those familiar with per-page charges. Hindawi also offers academics submitting work to one of its non-OA journals - the EURASIP Journal on Applied Signal Processing - the option of having their articles made freely available, for a \$495 fee. Of the 200 articles accepted over the past year, 70 authors paid for this service.

Publishing 1,600 articles this year and employing around 200 people, Hindawi is not yet a major player, but it is growing fast. Already effectively outsourced to a cheap labour market, and with no traditional publishing model to re-align, it will

be interesting to see if it can maintain this growth on the back of its author-pays business model.

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Author-pays: Blackwell joins the fold, EPS Insights, 11 March 2005

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Frankfurt Science Symposium: getting a grip on scholarly communication, EPS Insights, 3 November 2005

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