



The
 SAGE
story



1965

SAGE granted its corporate charter in New York City. *Urban Affairs Quarterly* rolls off the press nine months later.

1966

Sara Miller moves to California, marries George McCune, forming the union that inspired the company's name - **S**Ara and **G**Eorge (SAGE).

1971

SAGE Publications, Ltd. established in London.

60s

70s



1981

SAGE Publications India Pvt. Ltd. established in New Delhi. SAGE London publishing program launched.

1990

Corwin launched.

1986

SAGE corporate headquarters in California moves from Beverly Hills to Thousand Oaks.

1995

SAGE extends journals program into science, technology, and medicine.

80s

90s



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The
 SAGE
story



SAGE, from the "SA" in SAra and the "GE" in GEorge, was "a wise choice for a new scholarly publishing company."

1965: The Beginning

SARA MILLER started SAGE in 1965 at the young age of twenty-four in a one-room office at 150 Fifth Avenue and the corner of 20th Street in New York City.

SARA HAD only three and a half years of experience in the publishing business, first at Macmillan Inc. in New York and then at Pergamon Press Ltd in Oxford, UK. Disenchanted with large-scale publishing houses, Sara started out on a lifelong mission: to support the dissemination of usable knowledge by publishing innovative and high-quality research and teaching content.

SARA'S MENTOR, and later her husband, George D. McCune played a crucial role as champion for her plans. He held a senior-level job at Macmillan and joined Sara when she moved the company to California.

URBAN AFFAIRS *Quarterly*

Sponsored by the City University of New York

SAGE PUBLICATIONS, INC.

The First SAGE Publication

THOUGH FRIENDS and family thought her too young and inexperienced to found a publishing company, Sara felt she had nothing to lose and everything to gain.

ON THE evening her corporate charter was granted, timely drinks with City University of New York professor Marilyn Gittell, a friend and former mentor of Sara's, provided the perfect launch publication for SAGE: a new journal, *Urban Affairs Quarterly*.

AT THIS point, Sara was SAGE's sole employee. By day she worked as a consultant at three small publishers in New York, and by night (and in every spare moment she had), she worked at SAGE. She did the copyediting and proofreading, watched the typesetting forms lock up, and smelled the ink as it rolled off the press in September 1965. Nine months later, SAGE's first journal was produced.

ABS

American Behavioral Scientist

Volume 47 / Number 6 • May 2004

This issue is devoted to
**POLITICAL SCANDALS AND MEDIA
ACROSS DEMOCRACIES, VOLUME II**

Edited by
HOWARD TUMBER
City University, London
SILVIO R. WAISBORD
Academy for Educational Development



SAGE Publications

American Behavioral Scientist, which Sara first acquired in 1965, remains one of SAGE's flagship journals today.

Building a Mailing List and Licking Stamps

LONG BEFORE the first issue of *Urban Affairs Quarterly (UAQ)* rolled off the press, Sara travelled around the United States, gathering as many names of urban affairs specialists as possible. She introduced herself to social scientists and scouted for books or other periodicals to publish, especially in politics and sociology.

AT NIGHT, Sara typed addresses onto a one-page self-mailer, licking the 4¢ stamps herself. At first she could only afford to mail to five hundred names. But as the \$12 checks came in, she was able to mail to a thousand names at a time and later on to 3,600.

SARA QUICKLY learned the effectiveness of highly targeted direct mail. By the time the first issue of *UAQ* was printed, she had sold enough subscriptions to pay the printer. Contracts to publish the first volume of *Urban Research and Policy Planning*, the first volume of the Urban Affairs Annual Reviews series, and to acquire the journal *American Behavioral Scientist* followed.



Westward Ho!

IN JUNE 1966, SAGE relocated to Southern California and, in October of that year, Sara and George were married. They started married life in an apartment near SAGE's recently rented offices in Beverly Hills. Publishing decisions in these early days were often made in their breakfast nook or over their dining room table.

BY THIS time, SAGE had generated first-year revenues of just \$12,000. The first full fiscal year in California would see that grow to nearly \$100,000 as the business expanded its product portfolio.

BY THE end of the '60s, SAGE had ventured into new disciplines and fields including interdisciplinary subfields, such as law and society, political sociology, and urban education. With expansion and modest additional capital, this period also marked the beginning of two important publishing directions: the SAGE papers and the decision to go global.



The 1970s: The Great SAGE Papers Caper

BETWEEN 1970 and 1974, SAGE launched its Professional Papers series in comparative politics, international studies, American politics, and administrative and policy studies.

SHORT AND written on timely topics, these publications provided a much-needed outlet for scholarly monographs and “occasional papers,” which were considered too short for books but too long for academic journals. A second series, SAGE Research Papers, quickly followed.

SAGE MARKETED these to academic libraries at \$36 for a series of twelve. To ensure a high-quality product, they appointed an editor and a small advisory group to select the best papers in each field.

DESPITE THE founders’ enthusiasm, the Professional Papers and Research Papers series ran at a loss of 10,000 to 15,000 dollars each year and were discontinued in 1981. They did however set the blueprint for one of SAGE’s most successful products: the *Quantitative Applications in Social Sciences...* also known by their nickname as “the little green books.”

“For a couple of years, we had been trying hard to develop a vehicle that would enable us to publish works longer than journal articles but shorter than books. Many academics wrote monographs of this length but had few, if any, outlets for them.”

—Sara Miller McCune



George McCune in London, 1970s

SAGE London

JUST FIVE years after SAGE California was incorporated, in 1971 Sara and George formed SAGE London. At this time, the United Kingdom and Europe generated 10 percent of SAGE's business.

WORKING WITH a launch partner, the successful book distributor Eurospan Ltd, the new UK company initially provided an international marketing and distribution center for SAGE's existing products. But Sara and George also wanted to start a European publishing program to complement the American list.

IN 1972, SAGE purchased five journals from Greenwood Publishing Group and thereby became a publisher of innovative work by UK and European social scientists.

SARA AND George hired David Brooks, then running a direct-mail outlet (International Book Information Services) as SAGE's first UK managing director in January 1972.

JCE
*Journal of
Contemporary Ethnography*



SMP

Sociological Methods & Re

Shaping Research Methods in the 1970s

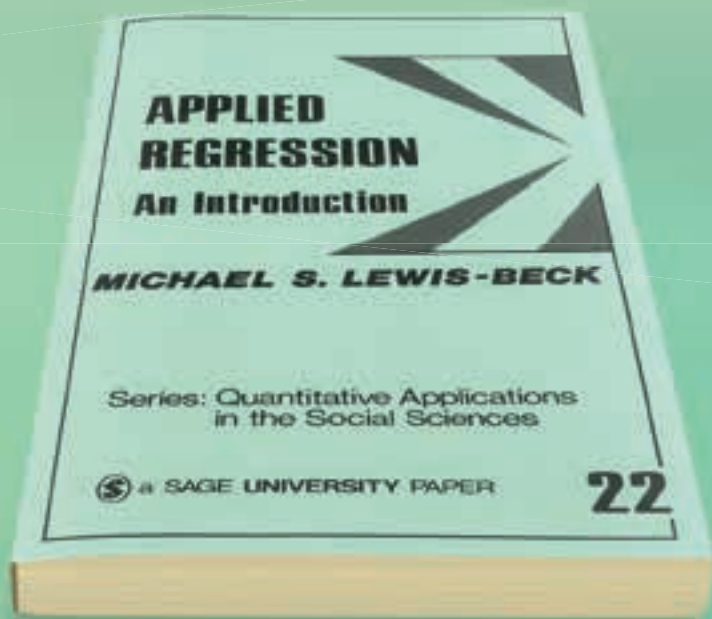
SAGE IS credited with being an early driver in publishing social science research methods and is the world's largest publisher of social science research methods today.

DURING SAGE'S first ten years, friendships were developed with notable social scientists, several serving on the editorial boards of SAGE's journals. These included scholars Donald Campbell, the well-known social psychologist, and distinguished sociologist James Coleman. These individuals were leaders for not only their path-breaking research but also their advances in social science research methodology.

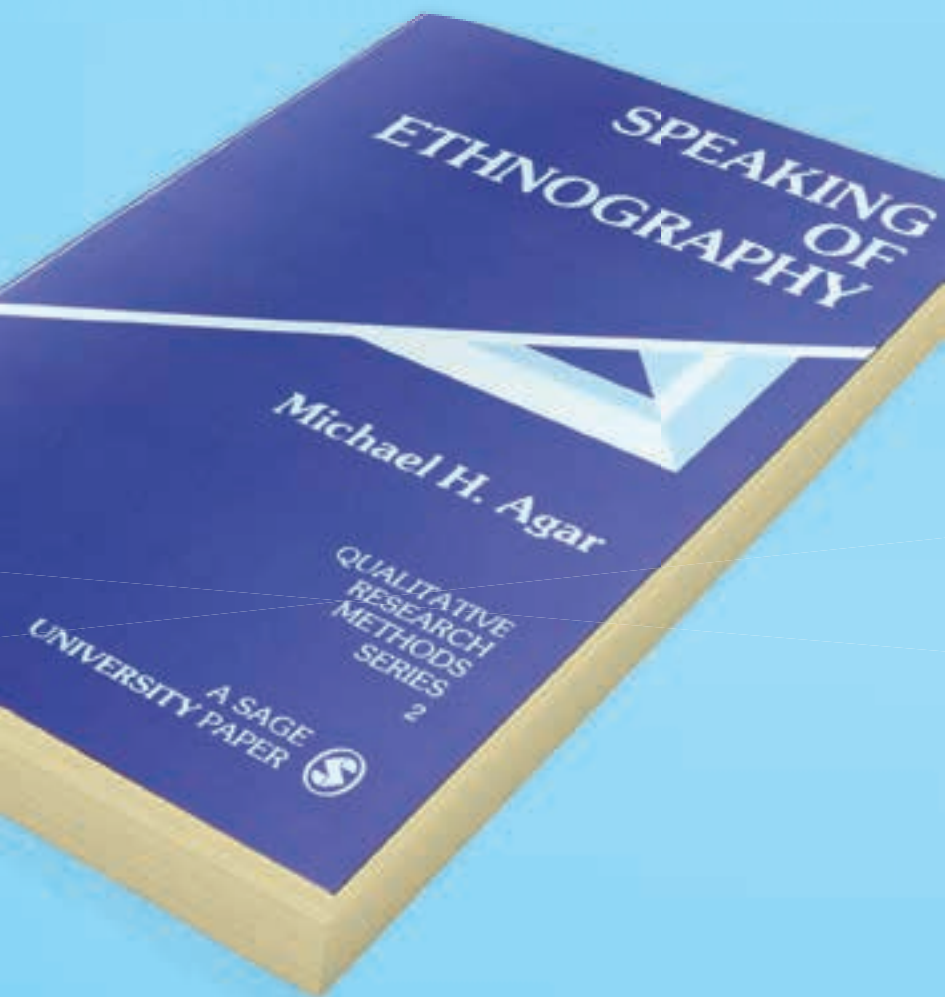
IN 1972 SAGE launched two journals: *Urban Life and Culture* (now the *Journal of Contemporary Ethnography*), which had a qualitative orientation, and *Sociological Methods and Research*, which was primarily quantitative. Both focused on methods, laying the groundwork for a more extensive methods program at SAGE.



HELPING TO train a whole generation of social scientists in statistical techniques for the analysis of social data, the little green books became key teaching resources and long-lasting best sellers.



The most popular is Michael Lewis-Beck's *Applied Regression*, published in 1980. More than 165 volumes of the "Little Green Books" are now in print.



SAGE was one of the first publishers to understand and publish ethnographic or qualitative research and textbooks.

Qualitative Research Methods in the 1970s

IN THE 1970s, qualitative methods were still developing in their visibility and general acceptance. SAGE published works by symbolic interaction sociologists who studied deviance and everyday life on the urban fringe. SAGE subsequently published its first truly qualitative methods book, Jack Douglas's *Investigative Social Research*, in 1976, and from there the qualitative methods list continued to expand.

The Little Blue Books

AS WITH the QASS Series, SAGE capitalized on the interest in qualitative methods by launching the Qualitative Research Methods (QRM) series devoted to books by distinguished authors. Dynamic social scientists from a broad range of disciplines formed an editorial team: John Van Maanen from management, Peter K. Manning from criminology, and Marc L. Miller from applied anthropology. Today, there are more than 50 volumes in this series.

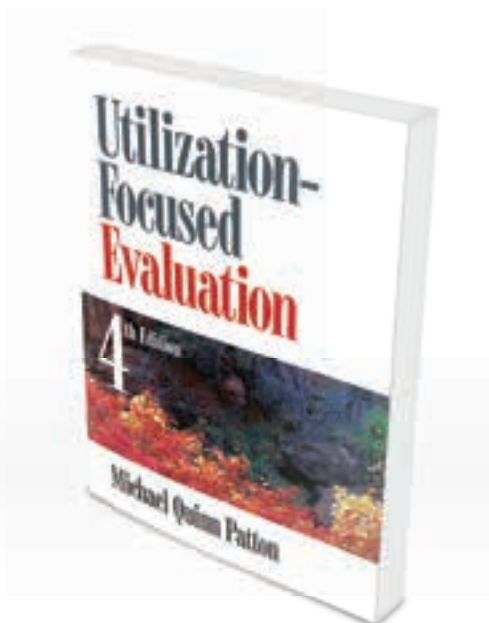
SAGE and Evaluation

IT IS a classic example of the chicken-or-the-egg question as to whether the field of evaluation built SAGE or SAGE built the field of evaluation.

UNTIL THE 1970s, evaluation was largely unknown to publishers and academics. SAGE's early involvement began in 1975 with the publication of the *Handbook of Evaluation Research* (Struening and Guttentag), which at the time was a risky proposition. Sara recalls how she “bet the store” on the success of such a handbook. She remembers feedback from a distinguished sociologist who advised her that she should only print 2,000 copies and that these might be difficult to sell. SAGE printed 3,000 (but prudently bound only half at first). Instead, orders came in fast and furious; a second print order had to be placed just a month later.

THIS EXPERIENCE revealed an unmet need. Academics were hungry for evaluation tools. Evaluation was being added to every grant application, and individuals needed to cite the tools of evaluation they were using.

SAGE STEPPED in with a diverse line of products: book series such as the *Evaluation Studies Review Annual* (Glass) and journals such as *Evaluation Quarterly* (now the *Evaluation Review*). Michael Quinn Patton, a leading expert in evaluation, recalls how in 1978 he approached Sara Miller McCune at the American Sociological Association meeting in Chicago with a manuscript that would become one of the standards in the field of evaluation. Michael had approached several publishers, but none seemed interested in his evaluation manuscript. He turned to Sara, gave her a few chapters to read, and recalls how she read all five chapters overnight—and understood them. *Utilization-Focused Evaluation* became an instant best seller, and today it is in its fourth edition.



In 1989 the American Evaluation Association recognized Sara Miller McCune and SAGE with its Lifetime Contribution Award.

The 1980s: Global Expansion

BY 1980 Sara and George felt sufficiently secure with the company's growth to explore a further international venture. After considering numerous options, they chose India. With its huge population, wide use of English in commerce and education, and large education system (150 universities, more than 6,000 colleges, and 100 social science research institutes), there was a clear demand for high-quality social science publishing. SAGE India was launched as a jointly owned company with a slight majority of shares owned by Tejeshwar Singh, formerly Macmillan India's vice president. The trading agreement (modeled on SAGE London) enabled SAGE India to distribute SAGE California and London products while building up the infrastructure needed to develop a local publishing program.



Early 1980s: Tejeshwar Singh and wife Brinda, with Sara on the left and George on the right



TODAY, THERE are more than 300 employees based in New Delhi, Chennai, Kolkata, and Hyderabad under the direction of managing director, Vivek Mehra. SAGE India has a diverse portfolio of books and journals covering all areas of the social sciences. They also operate a successful local language publishing program in addition to English language content.

2006: SAGE India moves to new offices in New Delhi. Blaise Simqu, CEO, attends the opening ceremonies

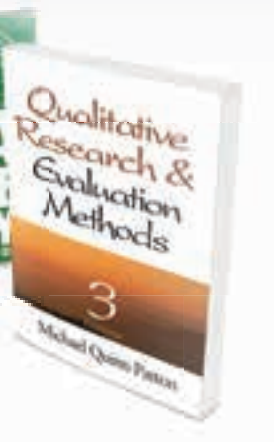


Supporting New Disciplines

CONNECTIONS WITH eminent social scientists fostered SAGE's growth. As new fields and subfields emerged, SAGE stepped in to support them: from interpersonal violence to communication, gender studies, and applied social research.

IN THE United Kingdom, with a surge of interest in critical and cultural approaches to the social sciences, under the leadership of Stephen Barr, SAGE put itself at the forefront by publishing established journals, notably *Media, Culture & Society* and *Theory, Culture & Society*, and launching several titles including *Feminism & Psychology* and *Theory & Psychology*.

IN 1980, Michael Quinn Patton's publication *Qualitative Research and Evaluation Methods* bridged the worlds of evaluation and qualitative methods. Connecting new ideas in quantitative and qualitative research enabled new methods to advance within accepted parameters. The journal *Qualitative Inquiry*, edited by Norm Denzin, became



a natural home for discussions around these new paradigms, exploring the qualitative framework with a multidisciplinary approach.

MANY OF these launches initiated in the 1980s have become major outlets for critical and cultural research in their respective fields. These were large risks for a new business—publishing in developing areas or with younger authors—but Sara and George were

genuinely swept away in their editors' and authors' enthusiasm over what they were doing and how their research could be used for the betterment of society. SAGE is proud to have contributed more than 150 new journals to the academic community.

WORKING WITH new authors, who would ultimately become major players in their fields, SAGE helped a new generation of scholars spread their visions for scholarship.

In 1986, SAGE moves up the California coast from Beverly Hills to Thousand Oaks.



2010: SAGE authors gather to celebrate SAGE's support for the social sciences on the company's 45th birthday. Top row left to right: Michael Quinn Patton, David Goldfield, Melvin Oliver, Gareth Morgan. Front row left to right: Ellen Wartella, Sara, Molefi Kete Asanti.

The 1990s: Increasing Diversity

DURING THE 1990s, SAGE published specialized, procedural qualitative books on various techniques, such as grounded theory, heuristics and phenomenology, social research, ethnography, case study research, and general methods. SAGE also developed encyclopedias, handbooks, and dictionaries on research methods.

THE DIVERSITY in the qualitative product line was matched with the diversity in disciplinary affiliation of SAGE's authors: from education and sociology to anthropology and nursing. SAGE has published books on postmodern interviewing, critical theory, empowerment, action research, feminist research, family studies, communication, and psychology.

THIS TIME period also marked an important transition, when Sara and George appointed George's son, David F. McCune, as president of SAGE in 1989. George had successful open-heart surgery in early 1982 but passed away suddenly in mid-1990 of cardiac disease. Sara continued to serve as Executive Chair of the SAGE group of companies.

Experiments with Software

IN ADDITION to expanding its publishing program, in 1995, SAGE created Scolari—a software division to market several qualitative data analysis products, such as NUD.IST (later to evolve into NVivo), SAGE/SAGE Research Methods Database of Social Research Methodology on CD-ROM, Diction (a text analysis program), and Decision Explorer (an idea mapping and strategy tool).

THESE PRODUCTS were joined by other qualitative data analysis software tools, such as Atlas.ti, WinMax (later MAXqda), the Ethnograph, HyperRESEARCH, and Code-a-Text. Other additions included the survey software programs SphinxSurvey and Results for Research, the research design program of Methodologists Toolchest, as well as the BEST program for the observation and analysis of behavior. By 2004, SAGE had discontinued these software sales due to Internet availability and other changes in the marketplace. The company's interest in making research methods and material available online remains unabated, as developments a few years later reveal.



1990s Imprints: Corwin

IN 1990, SAGE launched Corwin with a vision to assist administrators and teachers to be more effective in improving student learning and achievement.

FOUNDED UNDER the leadership of David McCune and Gracia Alkema, Corwin began as a professional publisher, partnering with education's thought leaders and expert author practitioners to create the best, research-based practical resources that educators could use and apply immediately to their work.

SINCE THEN, Corwin has launched an author consulting program, online courses, e-Books and e-Book collections, institutes, and key programmatic solutions to become a full-service professional learning provider. Corwin is a growing enterprise with approximately sixty employees in the U.S. and an office in Melbourne, Australia.





Pine Forge Press

SOON AFTER Corwin, Pine Forge Press was launched as a social science textbook imprint for the midlevel undergraduate curriculum.

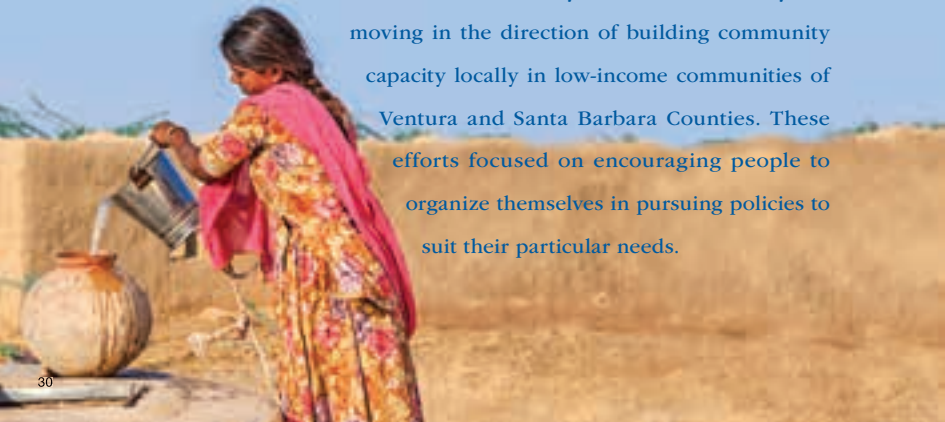
PINE FORGE redefined for SAGE what a successful book publishing program needed to do in the 1990s: uphold a concept about a certain type of textbook that could reach a specific segment of the market. Ultimately SAGE saw the success of Pine Forge and shifted its editorial direction closer to Pine Forge, with the decision taken to publish all college textbook titles under the SAGE imprint, globally.



Sara's Philanthropy

BEGINNING IN 1995, as Sara's day-to-day involvement in running SAGE decreased, she began to nurture another long-held dream. She and George had established the McCune Foundation in 1990. Through this family foundation, Sara would go on to support a range of philanthropic projects in the United States, the United Kingdom, and India, where SAGE has offices. These included providing books for university students in India and London as well as helping set up medical clinics and digging wells in rural India.

HOWEVER, THE focus of the foundation shifted over the first decade, partially under the influence of early board member Marilyn Gittell and also later with additional insights from board member Sandra Ball-Rokeach. Both Marilyn and Sandra were strong advocates for a new kind of collaborative effort involved with building social capital. By the end of the 1990s, the foundation was no longer directing efforts toward individual charity and service delivery but moving in the direction of building community capacity locally in low-income communities of Ventura and Santa Barbara Counties. These efforts focused on encouraging people to organize themselves in pursuing policies to suit their particular needs.



THE COMING new millennium would usher in a decade of business growth and philanthropic giving that would exceed all expectations. In 2003, Sara was the national winner of the Ernst & Young Spirit of Entrepreneurship award for extraordinary leadership. She was also honored alongside Hillary Clinton and Ellen Johnson Sirleaf, the president of Liberia, by Women's Campaign International at a 2008 event titled "Shattering the Glass Ceiling: Honoring Inspirational Women around the Globe."

SARA HAS continued to expand her interest in philanthropy at both the local and national levels. In 2005-2008, she personally supported the Millennium Villages in Nigeria, which became models in the region. She was a long-serving member of the Board of Directors for the American Academy of Political and Social Science, and serves on the Board of Directors for the Center for Advanced Study in the Behavioral Sciences (CASBS) at Stanford University, and the USA Board of London's renowned Shakespeare's Globe Theatre.





Accelerated Growth

THE YEARS between 1995 and 2005 were a period of accelerated growth for SAGE. The company doubled in size twice during this time frame.

MUCH OF this growth came from the continued investment in SAGE's journals program under David McCune. There were a number of key title acquisitions made during the 1990s, such as *Critical Social Policy* and the *Journal of Psychopharmacology*.

IN 1998, SAGE acquired Paul Chapman Publishing. Because Paul Chapman had two main publishing programs, one in social sciences and another in education, it was an ideal addition to SAGE's existing range of content with complementary textbooks. This list grew dramatically to ten times its size after moving to SAGE.



The 2000s: SAGE Reference

SAGE REFERENCE was launched in January 2001 with the vision of publishing authoritative reference works in the social sciences for the academic library market.

THE FIRST SAGE Reference products were published in 2002, led by the *Encyclopedia of Crime and Punishment*, a four-volume work that won numerous awards and achieved sales of nearly 1 million dollars. In the following years, the list of encyclopaedias grew and so did the awards; nearly 40 percent of SAGE's Reference titles have become award winners. By 2006, SAGE Reference was recognized as one of the leading reference publishers by *Library Journal*.

TODAY MORE than 500 SAGE Reference titles have been published, edited by world-class social science scholars and consisting of tens of thousands of entries written by over 30,000 academics worldwide.

Initial Growth into Scientific and Medical Publishing

PRIOR TO the mid-1990s, SAGE had published journals mainly in the social sciences and had—aside from nursing—never published in STM (science, technology, and medicine) areas, such as chemistry, biology, engineering, or medicine.

IN 1998, after a few experiments with medical journals, SAGE had its first success with a new launch title in engineering: *Journal of Vibration and Control*. This was quickly joined by the purchase of the *International Journal of Robotics Research* from MIT Press—today the number one journal in robotics internationally. From here, growth in medical publishing followed, with SAGE winning the contract to publish the *Journal of Clinical Pharmacology*.



THE ACQUISITIONS of Technomic in 2001, with its line of more than twenty engineering journals, and then Hodder's Arnold Journals in 2006, which published both social science and medical journals, established SAGE firmly in STM publishing. This area of SAGE's journals publishing program would continue to grow at a rapid pace.



Continued Growth in Research Methods

THE AREA of mixed methods grew at SAGE over a number of years, beginning in the late 1980s. By 2005, Abbas Tashakkori and John W. Creswell had proposed that SAGE launch the *Journal of Mixed Methods Research*. The journal has helped to legitimize the field of mixed methods, providing researchers with a common language and shared forum to express their approach, regardless of geographic or subject boundaries.

SAGE NOW continues its drive in publishing the latest trends in research methods, including online interviewing, video and audio data collection procedures, and technology and its use in data collection. There is also a renewed interest in evaluation, increased interest in qualitative research in the health sciences, a focus on narrative research, a greater sensitivity to ethical issues, an emphasis on social justice research, and a continued focus on research training and the systematic syntheses of literature and data.

IN 2009, SAGE launched an online community for research methods: **www.methods-space.com**. This site continues to flourish, with more than 20,000 members.

SAGE RELEASED SAGE Research Methods (SRM), its first online resource for research methods students and

researchers in 2011. Containing more than 200,000 pages of SAGE's renowned book, journal, and reference content, SRM provides advanced search and discovery tools to explore methods concepts across the social sciences. In 2014, SAGE Research Methods Cases was added to SRM, a collection of case studies of social research, commissioned and designed to explain abstract methodological concepts in practice. In 2015, SAGE Research Methods Datasets was launched, a collection of teaching datasets that can be used by students learning to work with statistical and analytical methods.





SAGE Knowledge, an e-Book platform for the social sciences, launched in 2012.

Digital Publishing

DURING THE 1990s, as the Internet and the World Wide Web developed, it became apparent that there would be a transformation in publishing. SAGE realized its journals needed to shift from static print objects to electronic formats, at least alongside the print. By the beginning of the new millennium, under the new management team of Michael Melody as CEO and Stephen Barr as managing director of SAGE London, SAGE began to transition all of its journals to its first online platform.

BY 2007 SAGE had also launched SAGE Reference Online (SRO), to make its award-winning reference materials available online, enabling academics and students to access reference entries much more easily.

WITH REGARD to academic research, including peer-reviewed publications of scholarly work it made sense to provide a

more dynamic electronic environment for ease of access and in-depth searches of material.

BY THE end of the decade, SAGE had moved further into database and online products, continuing to grow in rapid and exciting ways. In 2012, SAGE Knowledge, an e-Book and e-reference platform for the social. SRO is now fully integrated into SAGE Knowledge.





CQ Press

IN 2008, SAGE acquired CQ Press, a major textbook and reference publisher in political science, based in Washington, D.C. With this acquisition, SAGE now had a base on the East Coast of America once again.

AS WELL as adding complementary book and reference content to SAGE's portfolio, CQ Press has a growing range of online database products and online collections.

CQ RESEARCHER, originally founded in 1923 as *Editorial Research Reports*, features a series of themed reports published in print and online. The award-winning resource is noted for its in-depth, unbiased coverage of health, social trends, criminal justice, international affairs, education, the environment, technology, and the economy.

LAUNCHED IN 2014, *U.S. Political Stats* is a visualization and manipulation tool designed to provide data from 1982 to present on Congress, the Supreme Court, and the presidency.



Further International Growth

BY 2004 SAGE had a new management structure, with Blaise Simqu appointed as CEO, later followed with the appointment of Stephen Barr to President SAGE International and Ziyad Marar to Global Publishing Director.

WITH THE company's considerable growth, both in its program and international reach, further expansion was possible.

SAGE ASIA-PACIFIC was thus founded in 2006, providing further expansion into East Asia. Headquartered in Singapore, a team was established to provide marketing and sales for all of its products in this region. Further expansion from 2006 onward has placed representatives throughout Asia including staff in Beijing, Japan, Taiwan, Korea, Malaysia, and Australia. In 2011, a commissioning editor was also recruited from the SAGE UK office to begin an Asia-Pacific publishing program.



Blaise Simqu, CEO

IN 2013, SAGE made significant steps within the Asia Pacific market, further expanding publishing partnerships with leading Chinese publishers Chongqing University Press, Truth & Wisdom Press, East China Normal University Press and Beijing Normal University Press, and announcing a new partnership with local Japanese publisher Shinyosha to co-publish social science textbooks in the Japanese language. In 2013, under the leadership of Paul Evans, SAGE also became an approved Wholly Foreign Owned Enterprise (WFOE) in China, to support the publication of both local and international research and educational content.

SAGE TODAY has more than fourteen hundred employees around the world, with staff on the ground across five continents including sales offices in Beijing, Cairo, Tokyo, Kuala Lumpur, Melbourne, Seoul, and Taipei, and representatives based across North and South America in Chicago, Atlanta, Los Angeles, Boston, Philadelphia, Mexico City, and Rio de Janeiro.

Stephen Barr speaking at the opening ceremonies of SAGE Asia-Pacific in Singapore, 2007



Further Acquisitions

THE NEXT significant addition to SAGE's journals program came in 2010, when SAGE and the Institute of Mechanical Engineers signed a long-term partnership to publish all eighteen of the institute's academic journals, including the highly respected sixteen-part *Proceedings of the IMechE*. This arrangement combined with SAGE's existing science and engineering portfolio, marked SAGE the third-largest publisher in mechanical engineering.

A MAJOR strategic acquisition for SAGE's textbooks program came in 2011 when SAGE acquired Learning Matters, a leading publisher of market focused books and e-Books for professional and vocational courses in education, social work, nursing, and health. Much loved by students across the United Kingdom, the books further enhanced SAGE's offerings for undergraduate and professional education courses in these disciplines. In 2012 two further acquisitions set the stage for SAGE's future publishing.

IN OCTOBER 2012, SAGE acquired Adam Matthew, an award-winning publisher of primary source collections for the humanities and social sciences. Sourced from leading libraries and archives around the world, their unique research and teaching collections cover a wide range of subject areas from medieval family life to twenty-first-



century culture. This was a significant acquisition for SAGE that fits strongly with SAGE's growth into born-digital publishing solutions for the library market.

AT THE end of 2012, SAGE acquired the journals program—including twenty-eight titles—of the Royal Society of Medicine (RSM), one of the largest providers of continuing medical education in the United Kingdom, reaching medical professionals and students around the world. As part of this agreement, SAGE would publish the journals of several leading medical societies, including the RSM itself. After a decade of growth across clinical medicine, this agreement established SAGE as one of the world's top five journal publishers in clinical medicine, publishing more than 130 of the world's leading journals in health and medicine and partnering with over 90 prestigious societies, associations and institutions globally.



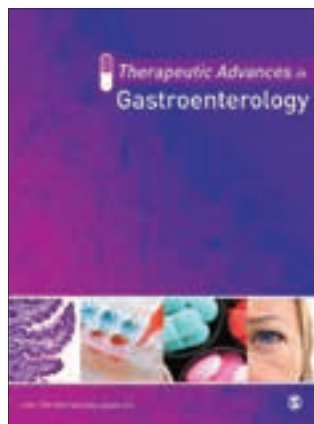
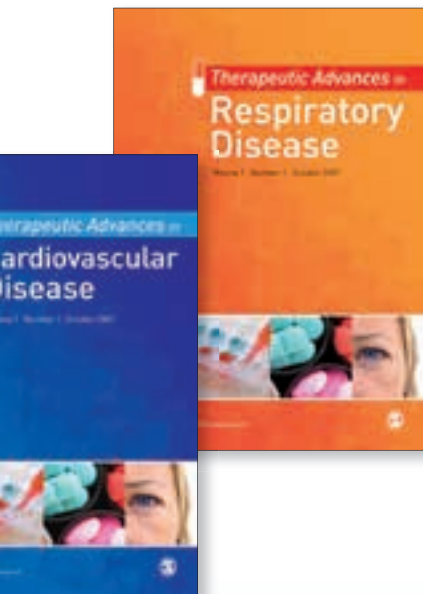
The Continued Growth of STM

OVER THE last two decades, SAGE's STM program has grown faster than that of any other publisher in the sector. SAGE is now marked out as one of leading medical journal publishers disseminating vital and comprehensive basic, clinical and allied health research.

SAGE HAS launched key medical titles and series with leading health and life science societies and practitioners, such as the journal series *Therapeutic Advances* and *United European Gastroenterology Journal*. SAGE is also partners with leading global societies in publishing, for example the *American Journal of Sports Medicine*, among many others.



IN 2014, SAGE acquired MD Conference Express of Goodwin Group International LLC. MDCE is the first publisher to subject medical conference highlights to the rigorous test of peer review. This acquisition further marked SAGE as a global and innovative STM publisher, supporting medical societies with a way to enable research from conferences to be published swiftly and to better inform research and clinical practice in a timely fashion.



SAGE and Open Access

SINCE SAGE was founded, there have been many developments in the ways in which information has been both accessed and published. The 2000s were no exception as the open access (OA) business model moved into the mainstream. OA offers an alternative route to publication, making scientific and scholarly research literature freely available and reusable. The concept has since become established and is being encouraged by some in the scholarly community, and by the funders of research themselves.

SAGE HAS always been at the forefront of developing innovative publishing models, launching OA journals as part of our commitment to support authors with avenues to publish their cutting-edge research in the formats that best fit their needs and to support the wide dissemination of scholarship for researchers.

SAGE WAS a founding board member of the Open Access Scholarly Publishers Association (OASPA) in 2008, and was also one of two publishing partners in the EC funded FP7 Framework project, the Study of Open Access Publishing.

SAGE OFFERS the community several OA publishing models. We offer a hybrid gold option across all our subscription journals, and in 2011 SAGE launched the first broad spectrum journal for the humanities and behavioral sciences, SAGE Open. This will publish its 1,000th article in 2015.

THIS PORTFOLIO has continued to expand, with 2012 seeing the launch of *SAGE Open Medicine*, *SAGE Open Medical Case Reports*. Our OA portfolio continues to grow, supporting emerging fields such as *Digital Health* and *Big Data and Society*.

SAGE'S COMMITMENT to exploring all viable publishing models reflects our ability as an independent academic and professional publisher to take a long-term view on these developments and to explore a variety of models in consultation with the scholarly community.



Continued Digital Development

WITH THE rapid expansion of digital technology, the expectations of researchers, publishers and the scholarly community alike in how research material should respond to the needs of those using it, changed dramatically. In a culture where information is accessible at the touch of a button, on a smartphone, laptop, or tablet, the ways in which SAGE engages with its scholarly community had to evolve.

TAKING A progressive role in technology-led experiments to improve student learning outcomes, in 2012, SAGE launched MobileStudy, enabling students to interact with research content on their smartphone. The next year saw the extension of the partnership with WebAssign, provider of online instructional tools for faculty and students, a further commitment to supporting the learning experience “on the go” and the learning interaction between faculty and student.

2013 ALSO saw our e-Book program release 1,000 new titles and the servicing of 1,500 requests for content from the visually impaired. Partnerships with Kindle, Kobo, Google Play, and ebooks.com were also extended, with our full frontlist becoming available across all these platforms. In 2014, SAGE partnered with Acrobatiq, a learning optimization company from Carnegie Mellon University, to launch interactive, adaptive courseware in the social sciences.

RESPONDING TO the developments around Massive Online Open Courses (MOOCs), in 2013, SAGE established a pilot program with Coursera, a leading provider of MOOCs, to expand the availability of educational resources to over 3 million students.

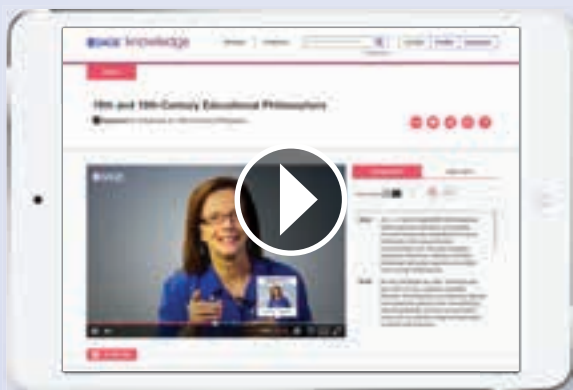
IN 2013, SAGE Navigator, a literature review tool hosted on the SAGE Knowledge platform, was launched. It allows researchers to quickly and easily search for literature across the seminal works in their field, from just one source.

IN 2014, *SAGE Stats* was launched—an interactive statistical resource of hard-to-find social science data from private and public sources. The platform was launched with more than 6,000 data series of state and local data, and in 2015, a collection of business data was also added.

THESE DEVELOPMENTS highlighted SAGE's continued commitment to developing solutions to support scholarship, through the creation of new roles providing overriding direction to digital developments.

SAGE and Video

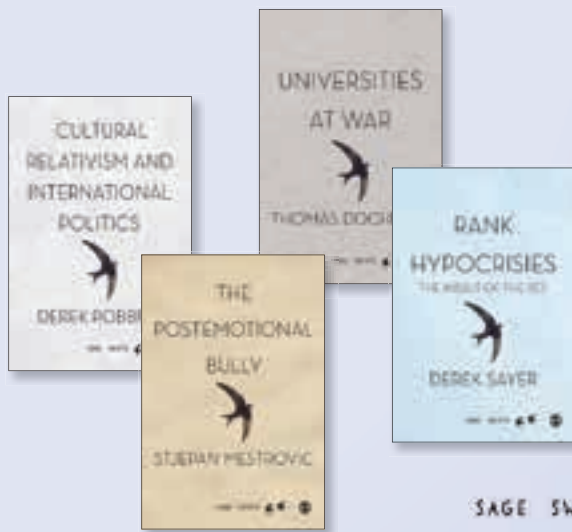
IN 2015, SAGE launched a suite of video products. SAGE has produced video for years through products such as SAGE Research Methods, SAGE Encyclopedias, and a host of textbook ancillaries, but this launch was SAGE's first substantial collections of streaming video aimed at the library market. It includes different types of content, ranging from case studies, tutorials, "In Practice" features translating theory into practice, expert interviews, and "Shorts"—succinct definitions of key concepts with different speakers voicing any contrasting viewpoints. The videos were developed directly with scholarly partners to fit directly with course content and teaching resources.



SAGE Swifts

IN THE 1970s SAGE published a series of short “university papers,” which led to the publication of the QASS series, better known as the Little Green and Blue Books. In 2015, almost 40 years since these little books’ first release, SAGE Swifts was launched—a series of swift, short, and topical pieces in the digital environment.

SAGE SWIFTS offers authors a new channel for academic research with the freedom to deliver learning that doesn’t fit the conventional length of journal articles, giving authors space to explore ideas thoroughly, yet at a length that can be ready digested in a culture that expects information at the click of a button.



SAGE at 50

TURNING 50 in 2015, SAGE celebrated a key milestone in its history of global independent publishing. From the vision of Sara Miller McCune, the company has retained its passionate advocacy for the social sciences, developing new fields of inquiry, supporting changing scholarship through both research and pedagogical tools, and championing the role of social science to media, policymakers, and society at large. SAGE has, and continues to work extensively with organizations including the American Academy of Political Science, The Consortium of Social Science Associations (COSSA), the Federation of Associations in Behavioral & Brain Sciences (FABBS), the Academy of Social Sciences and The British Academy; launched new platforms for communication, such as the international community site and blog network Social Science Space; and funded a major podcast series, Social Science Bites. 2014 also saw SAGE's joint collaboration with the Campaign for Social Science to publish their preelection report into funding for the social sciences.

TODAY, WITH Sara as Executive Chairman, we continue to define ourselves not just as an independent publisher but also as a trusted partner supporting the needs of the communities we serve. As SAGE has expanded from its foundation in the social sciences into science, technology and medical (STM) publishing programs in the mid-1990s,

publishing more than 800 books a year, now offering more than 800 journals on behalf of over 300 leading global societies, and an extensive digital publishing portfolio including SAGE's tailored video series, we have remained faithful to our guiding principle that engaged scholarship lies at the heart of any healthy society.

SAGE IS rare among publishers of its size in that we are still independent and privately owned. SAGE is unique in that Sara has put in place an Estate Plan that guarantees our independence indefinitely. After Sara's lifetime, SAGE will become owned by a charitable trust that secures SAGE's continued independence.

SAGE'S GUARANTEED independence is something that we are extremely proud of; it enables us to plan with a very long-term view and to invest in innovations that improve our ability to fulfil our vision of supporting education and disseminating research. By putting in place her Estate Plan, Sara has given SAGE an exceptional gift, and opportunity, enabling us to give our partners confidence that our independence and unique mission will remain unchanged.

50 and Beyond

SARA'S VISION for SAGE was, and still is, for us to play a creative role in society, supporting the educational needs of our publishing partners. As the scholarly landscape continues to change, the importance of working closely with some of the world's most prestigious authors, editors, and societies to ensure that we all continue to remain true to this vision has never been more importantly underscored.

SAGE AIMS to be the world's leading independent academic and professional publisher throughout the coming decades and beyond.





1998

First SAGE journals content is available online. Paul Chapman Publishing joins the SAGE family.

2001

SAGE Reference is launched.

2004

Blaise Simqu appointed as CEO.

2006

SAGE Asia-Pacific established in Singapore.

2004

SAGE Journals Online platform launched in partnership with HighWire Press.

2008

CQ Press joins the SAGE family.

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2010

SAGE acquires the journals publishing program of the Institution of Mechanical Engineers.

2011

SAGE launches Social Science Space.

2011

Learning Matters, a leading UK publisher in the education and social work markets, becomes a SAGE imprint.

2012

SAGE acquires primary sources publisher, Adam Matthew, based in Wiltshire, UK.

2012

SAGE debuts Social Science Bites.

2012

SAGE also signs a landmark agreement with the Royal Society of Medicine (RSM) to acquire its journal program.

2013

Incorporation of SAGE's offices in Beijing, China, and Rio de Janeiro, Brazil.

2014

SAGE acquires MD Conference Express

2015

SAGE launches SAGE Video products

10s



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