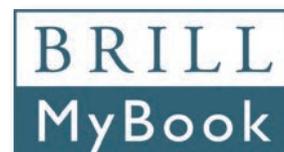


In this spring edition of Brill Inside, we have news for you about our new print-on-demand programme, MyBook, as well as one of our most recent acquisitions, Hes & De Graaf Publishers. We will also inform you about resources that can help you promote your own book and reach new audiences.

MyBook



Brill is pleased to introduce MyBook, a print-on-demand service for our eBooks available via the BrillOnline Books and Journals platform. Users can now purchase paperback editions of books of their choosing, provided they have access to the e-book version.

Currently Brill offers 3,000 titles in the MyBook program, a

number that continues to grow on a weekly basis. Brill MyBook editions have a fixed price of €25,- / \$25,- per copy including shipping and handling (VAT will be added where applicable). The MyBook purchase button will only show for titles patrons have e-access to and that will be exclusively reproduced for personal use.

Visit BrillOnline Books and Journals – booksandjournals.brillonline.com – to find out more, or to purchase your own Brill MyBook.

Total shipping time is between 5 and 10 working days, depending on the shipping address. For technical reasons some titles might not be available in the current MyBook program.

Knowledge Unlatched

In order to reach the widest possible audience for our authors, Brill is now participating in the pilot collection of Knowledge Unlatched (KU). The first stage of the collection includes 28 new books from 13 renowned scholarly publishers, including Brill. The complete collection can be viewed here: collections.knowledgeunlatched.org/collection-participate-1



The Knowledge Unlatched model is based on libraries from around the world sharing the payment of a single Title Fee to publishers. In return, these books are made available as a fully downloadable PDF via OAPEN, a European pilot

study into the effects of Open Access on books in the Humanities and Social

Sciences. Knowledge Unlatched is coordinating a global library consortium that will make it possible for libraries to 'unlatch' books (make them Open Access) when they choose to purchase them. Because the Title Fee is a fixed amount, the per-library cost of 'unlatching' each title declines as more libraries participate.

The KU pilot collection is the first step in creating a

sustainable route to Open Access for a large numbers of scholarly books. It was based on the premise that if at least 200 libraries from around the world signed up for the collection by 31 January 2014, 28 new Humanities and Social Sciences books would be made free for anyone in the world to read on an Open Access basis. This target was well exceeded, with close to 300 libraries from 24 countries signing up.

For more information visit the Knowledge Unlatched website: knowledgeunlatched.org.

For more information about Brill Open, please visit brill.com/brillopen

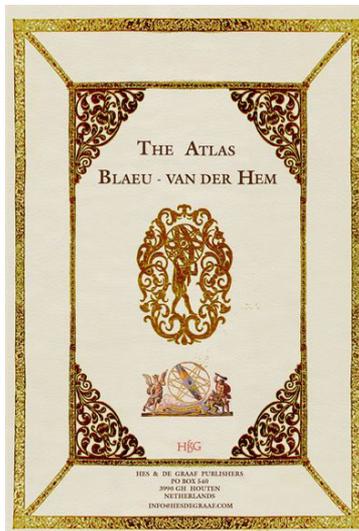


Brill Acquires the Publishing Activities of Hes & De Graaf Publishers B.V

As of 31 December 2013 Brill took over the publishing list of Hes & De Graaf B.V. This list includes 600 titles and will grow by 10-15 titles a year in the fields of book history, history of cartography and related fields. The acquisition contains separate volumes as well as six book series, including the *Koeman's Atlantes Neerlandici*.

Brill also gained exclusive global distribution rights for the highly prestigious *Atlas Blaeu-Van der Hem*.

Brill is extending its book history and cartography title list with this acquisition. Read more about the titles and watch a clip about the famous atlas on brill.com/hdg



H&DG

About Brill

Founded in 1683 in Leiden, the Netherlands, Brill is a leading international academic publisher in 20 main subject areas, including Middle East and Islamic Studies, Asian Studies, Classical Studies, History, Biblical and Religious Studies, Language & Linguistics, Biology, and International Law, among others. With offices in Leiden and Boston, Brill today publishes 200 journals and around 700 new books and reference works each year, available in both print and electronic form. Brill also markets a large number of primary source research collections and databases. The company's key customers are academic and research institutions, libraries, and scholars. Brill is a publicly traded company and is listed on Euronext Amsterdam NV. For further information please visit www.brill.com.

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We sincerely thank you for being part of the Brill author community and we hope you find these updates useful. If you have comments, questions, or suggestions for future issues, please contact us at authors@brill.com.

Sincerely,
The Brill Marketing Team

UH – Mar 2014

Print your own flyer

To give our authors more opportunity to promote their own book, book flyers can now be printed directly from Brill's website. Simply go to brill.com and look up your book. Below the promotional text you will find the button 'Print Flyer', which will open a PDF file that you can save, print and share.

Use it for a book launch, pass it on to your colleagues or use it to persuade your librarian. And why not put the flyer up on your personal website?

Other ways of promoting your book:

As your publisher, Brill already promotes your book to the scholarly market in various ways, before and after publication. In addition, there are simple things you can do to make your book more visible. Printing your own flyer is one of them.



Please visit brill.com/authors for more ideas and read our new 'Promote your own book' folder.

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