

**Proposal  
Guidelines for a  
New Journal  
Launch at SAGE**



# Welcome to SAGE

Thank you for your interest in launching a journal with SAGE. We are always interested in opportunities to expand our publications programme. As a first step in this process, we ask for a proposal of the new journal from you, based on which we'd like to develop a further version incorporating our professional publishing knowledge and experiences.

We are looking for a proposal which covers all the following parts:

- Title and proposers
- Aims and scope of the journal
- Journal's rationale (why the journal is needed)
- Envisaged editorial structure
- Journal's format
- Business model plan and market profile
- Timing

## 1. Title and Proposers

1.1. Title of the journal (note if tentative)

1.2. Names and addresses of proposers, with telephone and e-mail addresses. Introduction to your society (university, college, research institute, etc.). Proposers do not need to be the Editors of the proposed journal.

## 2. Aims and Scope

Describe this part with 1-2 pages and take the following questions and notes into consideration while you organize your writing.

2.1. What are the aims and scope of the journal?

2.2. Who is the audience, at what intellectual level and what disciplines?

- 2.3. What disciplines or sub-disciplines will be covered?

For a journal that is diffuse in its interdisciplinarity, if at all possible, you should try and identify some 'core' target fields within which would be found the main audiences for the journal.

- 2.4. How international will the journal be and how will this be reflected in the editorial objectives? For example, how will you ensure that you receive contributions from a global audience of scholars?

Again, you should note that it is generally important to us that a journal is truly international and diverse in its scope, both in terms of contributions and editorial structure.

- 2.5. What intentions, if any, do you have regarding foreign-language contributions? We would encourage you, for a range of practical reasons, to consider certainly initially, limiting contributions to the English language. If you wish to translate articles, you need to consider a) who would undertake translation and b) how will decisions be reached on articles in languages not known by the Editors?

### 3. Journal's Rationale

- 3.1. What is the background to the proposal in terms of the current and future development of the field?
- 3.2. Compare your journal with other publications. How will the journal relate to relevant existing journals across the world and what will your journal offer that these do not?
- 3.3. How confident are you of not only finding an audience for the journal, but also of generating sufficient high quality contributions?

### 4. Envisaged Editorial Structure

- 4.1. Who will be the journal's Editor(s)-in-Chief or Chief Editor(s)? Please provide the CVs of the person(s) who will take the role(s) in the end.

We would wish to see a diverse range of scholars in prominent editorial positions.

With editor and editorial board appointments we encourage you to review SAGE's guide to [taking action on diversity](#). Furthermore, we are open to varied editorial structures to best reflect the diversity of scholarship within the discipline.

- 4.2. Who would you invite to be members of the editorial board? Please add the link to their profile page if any and describe their research areas in short detail.

As above, we would wish to see a diverse and international editorial board. Also, we do hope you have a concrete assignment of roles, such as Associate Editors working with a core editorial group. We are open to a variety of editorial structures across our journals, to best reflect and support the diversity of scholarship within the discipline.

4.3. How do you propose to handle the *administration* of the journal and what role, if any, do you see the editorial board as playing in this process? Who will be the Managing Editor(s)? Describe your editorial office set-up.

4.4. What's your content commissioning plan for the first 2 years?

## 5. Journal's Format

5.1. What's the intended frequency of publication (i.e. monthly, bimonthly, quarterly, bi-annually. We would encourage you to think about a quarterly journal). If you propose a no-queue system (articles are published as they are processed rather than waiting until an issue is assembled), how regularly will articles be published?

5.2. How many articles per issue on average? What's the proposed extent of each article?

5.3. What will be the balance between theoretical, empirical/research-based and practice-oriented papers?

5.4. What will the journal feature? For example, original research article, review article, case report, book reviews, special thematic issues? Please include mock contents of the first issues of the journal. These need not be real titles of actual articles but more the sort of spread of areas and authors you are planning to approach.

5.5. Please provide a literature review of recent material published in the field across other journals, books, special journal issues and conference papers.

5.6. How will you deal with any issues of interdisciplinarity?

## 6. Business Model Plan and Market Profile

6.1. What's your plan for business model for your journal? ①OA with article processing charge or financial support from your society/university/research institute? What's your specific plan if you choose OA? *If you choose OA, please neglect the questions below.* ②Traditional subscription model? Does your society (university) have any plan to subscribe (paper+ online)? And how many for each issue?

6.2. What scholarly/professional societies would have members likely to read this journal? Please name specific international organizations. Where possible, please provide indicative numbers of members for these organizations.

6.3. Are there any particular libraries or educational institutions that would have a strong interest in this journal because of particular courses/centers at the institution?

## **7. Timing**

What's your launch schedule for your journal?