



# Journal Proposal Form Guidelines



# Introduction

We are delighted that you are considering submitting a new journal proposal to Intellect. These guidelines are to help you complete the form, and to explain why we need so much information from you at this initial stage. Most of the questions we ask here represent the first six months of preliminary work you will need to do for your journal. Your answers will provide the basis for the journal's promotion, marketing and branding. The form is also designed to pre-empt problems, which may slow down production at a later stage. We don't expect just one person to take responsibility for filling it in: the key to good journal management is teamwork, and we fully expect any number of your editorial team to work on this form. When we at Intellect receive your proposal, we will also respond as a team and suggest ways your initial idea can evolve. We will also be very happy to assist you should you require any help filling in particular sections.

## **Choosing a memorable title**

The title you choose for your journal is vital: pick something that resonates on a number of levels, captivates people and grabs their attention. Use your title to optimise the journal's chances of being found by an Internet search engine. Try to avoid long titles, as these can be problematic design-wise. We also advise against sub-titles for similar reasons, and because the inclusion of colons in your title can be fraught with difficulty as The British Library treats whatever precedes the colon as a separate title.

# Aims and Scope

## 1.1 Journal description

This is your mission statement: the DNA or the blueprint of the journal. It is also an opportunity to share your vision with Intellect. The journal description should encapsulate the ethos of your journal and its community, and have both an intellectual and practical element. It should also be challenging, motivating and groundbreaking. Even at this early stage, we would also urge you to think in terms of sustainability.

This description works on two levels. Firstly, you need to convince us about the need for the journal. Secondly, you need to convince the rest of the world to buy it and read it. With this in mind, try not to overwhelm us with jargon. If your journal is to reach a wide readership, you must be able to communicate your vision in a clear, concise and accessible manner.

## 1.2 & 1.3 Why three versions?

Each version functions slightly differently. The journal 'description' (1.1) will be placed on your journal's webpage, encouraging contributors to submit articles and enticing potential readers to subscribe. The journal 'aims and scope' (1.2) will form page one of your journal, and function as a welcome to the reader and to your community. The marketing copy (1.3) will be used to promote your journal.

Once these three versions are completed much of the hard work towards introducing the journal to your community will have been accomplished. Should the journal be taken on, you will almost be ready for take-off (given a proofread or two).

## 1.4 Why keywords?

Much as keywords in an academic article indicate the core of what is being discussed, we request you to use this section to communicate the core of your proposal. By now, you should have a very strong idea about the framework of your journal. Why not use WORDLE ([www.wordle.net](http://www.wordle.net)) to help you complete this question.

Keywords are also very useful for our designer, who will use these, and the shortest version of

# Aims and Scope

the aims and scope, to create a cover and promotional material that reflects the ethos of your journal.

## **1.5 Potential topics**

Inclusion of a list of potential topics strengthens your proposal and argument. It also feeds our imaginations, and we can begin to generate ideas about how to market the journal.

Please also use this section to identify the kind of criteria you would apply to selecting content. Areas you might like to consider include: quality of language, quality of expertise, quality of images etc.

The benchmarks you establish for your journal are inextricably linked to your vision for the journal. They will build reputation and loyalty.

## **1.6 Competitors**

We are looking to commission cutting-edge, innovative journals; it would be pointless for us to take on a new journal if the existing market for a particular subject area is already saturated.

With this in mind, please use this section to list at least five journals that are your competitors, followed by details of how they compete with your proposed journal. In particular, please let us know of potential overlaps and what distinguishes your journal from the competition. Even if no direct competitors exist, tell us about those journals which come close to serving the needs of your community at present.

# Production and Branding

## **2.1 A steady stream of submissions**

One of the primary reasons for delays to journals is a lack of submissions of the desired quality and relevance. Many editors rely on material from conferences, but this model alone is not enough. It is important that you begin to think about alternative sources for material. The aim is to set up a bank of submissions where you can make deposits of articles, essays, reports, reviews etc. on a continuing basis. However, this cannot be left to chance: it needs to be meticulously planned and coordinated.

## **2.2 Where will contributors come from?**

This section demonstrates that you have a strong understanding of your community. You may wish to consider: submissions from academics studying particular subjects; submissions from a particular area; and submissions from particular practitioners.

## **2.3 Commission articles or receive unsolicited material?**

In order to authenticate your journal, the inaugural issue should contain some articles by prestigious, well-established, 'heavyweight' academics; in this instance, it is common for editors to commission articles, but a 'call for papers' should also be sent out. Please be wary of adopting a commission-only approach. The process of receiving articles should be a democratic one, and your journal should be inclusive of the community you serve.

## **2.4 How will board members be encouraged to precipitate submissions?**

Publishing a journal is about teamwork. It cannot be left to the editor to generate all the articles: it is also the board members' duty to help. Please think about how board members can be practically involved in attracting submissions, for example: will they encourage peers and postgraduates from their institutions; will they speak to people at conferences; do they have a good network of contacts?

# Production and Branding

## **2.5 Names and addresses of any journals, societies, organisations and individuals**

In order to create as high a profile for your journal as possible, we need to start thinking in terms of marketing as soon as your journal is commissioned. Please provide as comprehensive a list as possible of all the parties you feel should be invited to contribute to the journal and who should be notified of its existence.

## **2.6 Has the journal been published/produced, in any form, before?**

It is useful for us to know if you have had material published in a hardcopy or online format or worked with other publishers. The insights you have gained from these experiences will be very useful to the development of the journal.

## **2.7 Do you have a date in mind for the launch of the journal?**

The development process of a journal, from idea to finished product, is quite an extensive one. Once you suggest a launch date, we can create production schedules, 'grow' your journal at the required speed, and plan for most eventualities.

# Production and Branding

## **2.8 & 2.9 Issues and page extents**

In this section we ask you to give some indication as to page extents so that we can set a provisional price for your journal. We are happy to produce issues of up to 150 pages, provided that material is delivered on time and is of good quality. However, it is also important to ensure consistency across volumes, and set realistic goals.

## **2.10 Images, photographs, illustrations, charts**

Intellect has a very strong visual identity – one that we have built up over a number of years. We therefore encourage the use of exceptional imagery, as it will improve the aesthetic quality of your journal.

If good quality images are provided, we are happy to print a few colour pages in each issue. We also strongly advise that you supply imagery to promote your journal.

## **2.11, 2.12 & 2.13 Branding**

We will take care of the visual branding of your journal, but, in order to do so, we need your input.

Remember a brand is not a label or logo: it is what subscribers will associate with, trust and buy into. Brands reflect aspirations rather than needs, and they provoke and motivate rather than just inform. Your brand should go beyond the product and evolve constantly whilst maintaining its inherent identity. It should attract the 'cream' of academics in your subject area, retain loyalty, and encourage advocacy.

# Marketing



## **3.1, 3.2, 3.3, 3.4 & 3.5 The market for your journal**

In order to ascertain whether your proposal is sustainable, we require your guidance and insights. Even at this stage, we need a clear understanding about how to market your journal: the more information you can provide us with the better.

# Sustainability



Being a small, albeit growing, academic publishing company, our resources are limited, and it usually takes a few years before a journal can become sustainable purely on the basis of subscriptions. We therefore encourage editors to work with us to create an enduring model for the journal right from the beginning: be that through forming an association, or through commercial or academic sponsorship and advertising.

## **4.1 Advertising**

Please rest assured that we never ask, influence or encourage you to pursue commercial partnerships that compromise your editorial policy. We put a great deal of time and thought into our own advertisements, and we expect the same high standards from other companies.

## **4.2 Associations**

The formation of an association behind a journal can have numerous benefits for the association members, for the journal and also for the academic subject area. Associations allow academics to collaborate towards a common goal; they are a forum for sharing and spreading knowledge, and are very influential for networking and facilitating relationships. An association's journal can be its champion; it can disseminate its research and ideas to the academic community and act as a focus point of communication for its members.

The money provided by an association covers basic production costs. There is no profit involved. The journal is cushioned financially whilst also benefitting from the association link.

# Sustainability



## **4.2.1 Association memberships which should be offered a special subscription deal**

Please tell us about any existing organisations or associations that may be interested in purchasing copies of the journal in bulk. We can then contact these organisations and offer them a discounted deal.

## **4.3 Sponsorship**

The very thought of commercial sponsorship is anathema to some. However, in today's climate of globalisation, the Internet, and so on, individuals, institutions, organisations and companies are being forced not only to find new ways of working together, but also to find lasting and meaningful economic models of growth. Rest assured that the logistics of sponsorship are not your responsibility. However, we do encourage editors to identify possible organisations who might benefit your journal. Please note we would only ever pursue relationships with such organisations if both parties benefited, and both partners' concerns were respected and validated.

# Conferences

## **5.1 The five main conferences that cover your subject area**

Conferences are central to the life of any journal – most submission material originates from conferences. They are also very important in terms of establishing the presence, identity and authority of a journal. They also provide a platform for Intellect, by allowing us to both promote our own brand and our journals. Please use this section to detail five conferences that are relevant to your journal.

## **5.2 A bullet-point list of ten conferences (or more)**

Intellect attends fifteen conferences per year. Please list ten conferences where you would like Intellect to promote your journal.

# Editorial Team

## **6.1– 6.10 Who is on the editorial team and what do they do?**

The chief/primary editor is the captain of the ship. Editors should be both leaders and team players. An editor plants the seed for the journal, but the journal grows in collaboration with the journal's editorial team, the editorial board and Intellect. A great editor delegates, motivates and inspires.

Intellect maintains a policy of minimum interference when it comes to editorial decisions, unless our input is required. We reserve the right to influence editorial decisions in the unlikely event of moral, ethical or legal implications.

### **Editors**

- Develop, guide and maintain journal policy with the help of the editorial team, the editorial/advisory board members and Intellect
- Sustain regular contact with editorial team members, the Boards and Intellect, conveying important developments
- Ensure that journals are published on time
- Encourage/commission submissions to the journal
- Develop marketing strategies with the marketing manager at Intellect, including plans for forthcoming conferences
- Delegate responsibility to the rest of the editorial team
- Continuously help the community around the journal to grow
- Encourage board members to persuade their institutions to subscribe
- Plan, coordinate and organise forthcoming journal issues
- Select articles for peer-review
- Network and build relationships
- Help get the journal indexed
- Act as main ambassador and champion for the journal

# Editorial Team

## **Co-editors / Associate editors**

- Assist the editor with all of the above duties in administrating the journal
- Manage the journal in the editor's absence – vacation, illness, conferences, etc.
- Help the editor to develop, guide and maintain journal policy
- Act as an ambassador for the journal, representing the journal at conferences, encouraging submissions etc.

## **Editorial assistant**

- Free the chief/primary editor and editorial team to develop editorial policy by managing the day-to-day administration of the journal
- Manage submissions after peer-review, relaying material between contributors and Intellect

## **Online editorial assistant**

Develop, guide, influence and maintain web 2.0 editorial policies on the Internet with the help of the editorial team, the Boards and Intellect

Keeps tabs on developments on the Internet in relationship to the journal

Help the community around the journal to grow by inviting interaction, dialogue, participation, debate, constructive criticism, projects, etc.

## **Reviews editor**

- Develop review policies for the journal in collaboration with the editorial team and the Boards
- Be in charge of all reviews submitted to the journal: decide what is rejected or accepted (reviews are not peer-reviewed). Commission reviews, if necessary
- Develop close ties with subject-area publishers, encouraging them to send review copies

# Editorial Team

- Be the 'eyes and ears' of one's community – advise the community on developments and changes in the subject area and its publishing environment
- Invite dialogue around reviews so that reviews become a 'living' tradition instead of a one-way system of just publishing reviews.

# Boards

## 7.1 Who are the editorial board and what do they do?

The editorial board is a group of scholars who conduct peer-review of articles that the editors are considering for publication. They also actively promote the journal in the same manner as is expected of the advisory board. The editorial board is a further tier to the network of ambassadorial well-wishers we use to promote the journal. We advise editors to select a broad pool of scholars whose knowledge and experience reflect the editor's ambitions for the aims and scope of the journal. We also advise editors to select academics who can dedicate the necessary time and energy to peer-review.

Intellect is an international publisher and, by default, all our journals are international; all the more reason for editors to find international board members, and to move away from purely Eurocentric teams. In the long term, this will also make your journal more sustainable: an international editorial board equates to an international readership.

Editors must be able to trust members of the editorial board to conduct peer-review within an agreed time frame, otherwise whole journal issues can be held hostage. Board members are an essential mainstay of the journal and their work ensures the originality and high quality of the journal's content. If board members do not serve the journal sufficiently, we would urge you to replace them.

### **Their duties:**

- Be part of a refereeing pool
- Be willing to guest-edit issues
- Contribute at least one article per year
- Encourage other academics to contribute between one to three articles per annum, e.g. via subject conferences
- Network on behalf of the journal
- Actively engage in research
- Provide feedback/opinions on emerging trends in the field, issues and on the journal's direction
- Encourage their own institution's library to subscribe to the journal

# Boards

## 7.2 Who are the advisory board and what do they do?

These are typically the academic heavyweights in the journal's field. The advisory board is a list of established scholars who act as ambassadors for the journal. They lend their names to the journal in order to bolster its reputation and actively promote it through word of mouth recommendations, lobbying libraries and liaising with the journal's marketing manager on means and methods of publicising the journal. If a member of the advisory board does not contribute to the development of the journal, it is vital that the editors replace them with someone who is more committed. Moreover, we advise editors to choose advisory board members who wish to give advice and feedback on the direction and general content of the journal. That said, advisory board members do not have the ability to make editorial decisions. This is the job of the editors. We advise editors to select between ten to fifteen people to serve on the advisory board and to keep tabs on their commitment. The journal's marketing manager at intellect also keeps tabs on the effectiveness of the advisory and editorial boards.

### **Their duties:**

- Provide recommendations on editorial policy
- Give feedback when requested
- Advise on emerging trends in the field, issues and journal direction
- Actively engage in research
- Encourage academics to guest-edit and contribute to the journal
- Encourage their own institution's library to subscribe to the journal

# About You



## **8.1, 8.2 & 8.3: You and Intellect**

Academic qualifications are one thing, but editing a journal requires considerable interpersonal skills and determination. We use this section to assess your suitability for the role.

## **8.4 What is your long-term vision for the journal?**

While your journal proposal is about the here and now, it is important to indicate that you have a road map for the future. This does not need to be detailed: we would just like some indication of where, and how, you plan to develop the journal.

## **8.5 Fostering your journal's community**

Journals are more than just issues, volumes, contributors etc. A journal serves a community, and this community is inseparable from the journal itself. Without the goodwill and support of this assembly, a journal cannot be established, grow and develop. We need to have some indication as to how you and your editorial team are going to foster this community.

## **8.6 & 8.7 How do you propose to fit the development of your journal into your busy schedule?**

We can well appreciate how busy you are, and understand that academics' workloads continue to increase year on year. However, if a journal contract was signed, and then the journal was not delivered, this would not only have financial consequences; the academic's reputation, as well as our own, would be at stake. It would also have consequences for the journal's community, and the goodwill of subscribers would be lost. Please bear all this in mind when deciding whether or not to commit to this process.

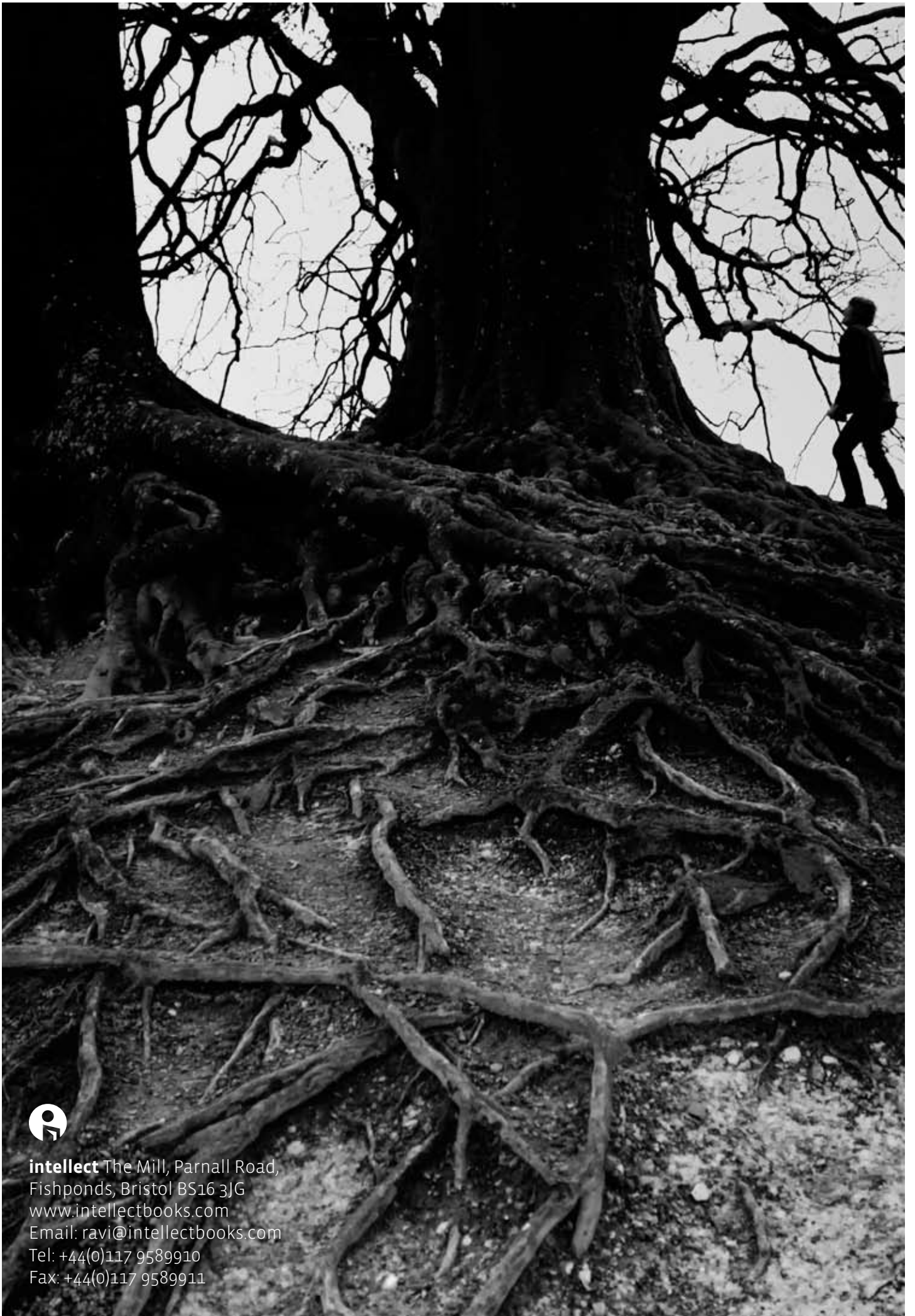
# About You



## **8.8 What leadership skills will you bring to the journal?**

One of the signs of a healthy, robust journal is the editor's ability to bring it out on schedule; it is very important that you are able to delegate authority to achieve this. It is also important that you sustain regular contact with editorial team members, the Boards and Intellect, conveying important developments and day-to-day changes.

One of the key factors that determines the quality and life of a journal is the editor's leadership skills: his/her ability to encourage, inspire and motivate people, and his/her capacity to form an extended network of well-wishers and promoters behind the journal.



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