

A Call to Action

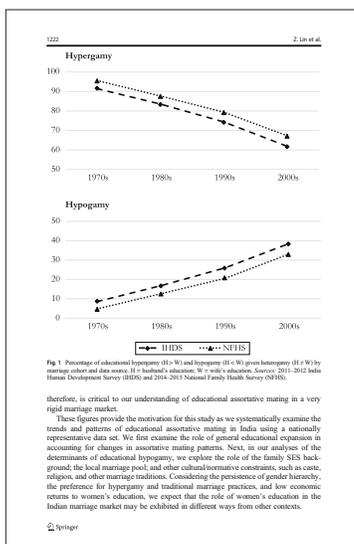
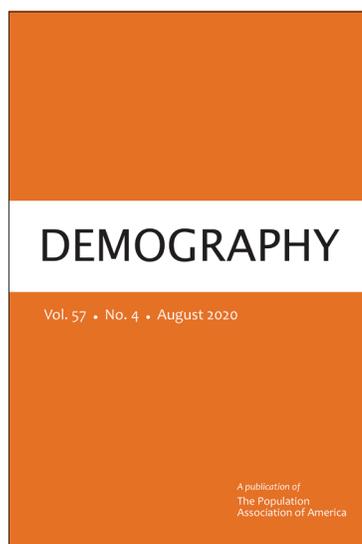
Support Open Access for *Demography* Now!

The premier journal in human population studies and the flagship publication of the Population Association of America, *Demography* will be published by Duke University Press (DUP) and transition to open access beginning in 2021.

We need the support of stakeholders—demographic research centers and departments, foundations, top contributing institutions, global consortia, and libraries—to invest in a sustainable, community-based funding model to ensure the long-term viability of *Demography*.

“Many of the topics addressed in *Demography* are of interest to the general public, for instance immigration, immigrant selectivity, race and ethnic differences in mortality, economic well-being after the birth of a child, and fertility responses to economic downturns. Facilitating greater accessibility would be worthwhile to improve the impact of the research.”—a peer reviewer

DUP's mission is to share the ideas of bold, progressive thinkers and support emerging and vital fields of scholarship. During a time when reliable peer-reviewed information is critical to the future of human existence, we feel it is imperative to remove paywalls and access barriers to *Demography*.

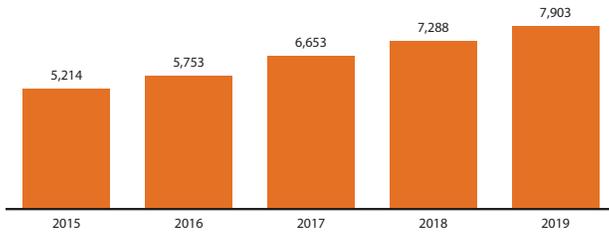


The Journal

Demography publishes the highest quality, original research of scholars in a broad range of disciplines, that include anthropology, biology, economics, geography, history, psychology, public health, sociology, and statistics. The journal encompasses a wide variety of methodological approaches to population research. Its geographic focus is global, with articles addressing demographic matters from around the planet.

Highly Cited. Highly Used.

In the subject category of demography, *Demography* is the highest cited journal based on the 2019 InCites Journal Citation Reports, with more than 7,900 citations. Since 2015, *Demography* citations have increased by more than 50%. It is ranked number three in impact factor (3.080) out of 27 journals. In 2019, researchers downloaded 400,000 articles.



Citations per year (2019 InCites Journal Citation Report)

The Finances

Cost Recovery and Sustainability

Our goal, along with our sponsoring partners, is to cover the journal's publishing costs and our financial obligation to the Population Association of America during the first five years of publication. We would also like to develop an open access endowment to offer this model to other publications looking to transition to OA.

| Year | Publishing Costs | OA Subvention |
|--------------|------------------|----------------|
| 1 | \$130K | \$150K |
| 2 | \$245K | \$275K |
| 3 | \$245K | \$275K |
| 4 | \$245K | \$275K |
| 5 | \$245K | \$275K |
| Total | \$1.11M | \$1.25M |

The Model

Ensuring Widespread Participation

We have constructed a simple introductory model designed to ensure participation from the smallest institutions to the largest global consortia. We have consulted with LYRISIS and Duke University Libraries and will approach global consortia for their feedback and participation.

| Annual Support Levels | |
|-----------------------|-----------------|
| Level 1 | \$4,000 and up |
| Level 2 | \$2,000–\$3,999 |
| Level 3 | \$1,000–\$1,999 |
| Level 4 | \$500–\$999 |

The Moment

Support *Demography* Now!

Big deals are not sustainable for the long term—especially during the current financial crisis. *Demography*'s conversion to open access is a seminal opportunity for the scholarly community to join together to support sustainable, university-based publishing for the public good.

Join DUP, Duke University Libraries, LYRISIS, and a growing list of supporters. If you are interested in funding *Demography*, please contact libraryrelations@dukeupress.edu or lsp@lyrasis.org. Visit dukeupress.edu/demography-open-access for more information.

