

FOR IMMEDIATE RELEASE

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**SAGE JOURNALS ONLINE USAGE REPORTS COMPLIANT
WITH RELEASE 2 OF COUNTER**

Thousand Oaks, California, London, United Kingdom, and New Delhi, India (May 30, 2006) – SAGE Publications, publisher of over 400+ scholarly journals in the social sciences and science, technology, and medicine, announced today that its online journal delivery platform, *SAGE Journals Online* is fully compliant with Release 2, the latest version of the International COUNTER Code of Practice for Journals and Databases. With this announcement, librarians can be assured that SAGE is providing journal usage reports that follow the standards set by the COUNTER Code of Practice.

An international organization of librarians, publishers, and societies, the COUNTER provides library administrators, publishers and customers at subscribing institutions access to credible, regular and consistently measured usage reports for online content, such as the *SAGE Journals Online* platform. The reports conform to an agreed-upon international set of standards and protocols governing the recording and exchange of online usage data. Full details on Release 2 of the COUNTER Code of Practice are available on the COUNTER web site located at www.projectcounter.org/code_practice.html.

“As a major provider of electronic journals content, SAGE understands the librarian’s need for reliable and robust usage statistics for the online content they purchase, and knowing how our journals are accessed also helps us to continually improve our platform’s features and functionality,” commented John Shaw, SAGE’s Director of Publishing Technologies. “The COUNTER Code is mutually beneficial for libraries and publishers, and we are committed to maintaining compliance so our usage reports always meet the needs of our library and consortia customers.”

SAGE Journals Online (<http://online.sagepub.com>) is powered by HighWire Press, which offers COUNTER compliant usage reporting. Additionally, SAGE and HighWire Press are both official members of COUNTER.

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About SAGE

SAGE Publications is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. SAGE Publications, a privately owned corporation, has principal offices in Thousand Oaks, California, London, United Kingdom, and New Delhi, India.
www.sagepublications.com

About COUNTER

COUNTER (counting Online Usage of Networked Electronic Resources) is a multi-agency, not-for-profit organization whose objective is to develop and maintain a single, internationally accepted, extendible Code of Practice that allows the usage of online information products and services to be measured more consistently. The definitive Register of COUNTER-compliant vendors is available at the COUNTER website. Only vendors and usage reports included on this list should be regarded as being COUNTER compliant.

www.projectcounter.org

About HighWire Press

HighWire Press, a not-for-profit organization that is a division of the Stanford University Libraries, provides online journal site development and hosting solutions to the scholarly publishing community. Over the past eleven years, HighWire has partnered with over 140 societies, associations, university presses and other scholarly publishers, to produce the 940+ journal sites currently found on the HighWire portal.

<http://highwire.stanford.edu>