



For immediate release
December 4, 2014

The Christian Science Monitor partners with PCG to sell its archive

Boston, December 4, 2014 – Industry consultancy Publishers Communication Group (PCG) has been selected by the Christian Science Publishing Society to represent its Historic Newspaper Archive. PCG will sell the retrospective collection, which digitizes nine decades of the award-winning *The Christian Science Monitor*, to academic institutions, public and government libraries in North America.

Covering the period 1908-1996 of the prestigious secular newspaper's backlist, *The Christian Science Monitor* archive offers researchers the opportunity to browse complete historic issues, search by keyword, author, date range and more than 20 article types, and download and share articles, front pages photos and display ads in PDF format. With a sophisticated interface, users can also track recent searches, save articles, email documents, create a bibliography, export citations, and create Web pages.

PCG, a division of Publishing Technology plc, is a sales, marketing and research firm providing audience development strategies for over 100 scholarly publishers each year. With this agreement, PCG continues to grow its program of full-service global representation services. By leveraging established networks in the US initially, PCG will execute library-facing telemarketing and content sales programs for the historic and journalistic resource, available via subscription or as a one-time perpetual access purchase.

Melissanne Scheld, Managing Director of PCG commented: *"We are excited to work with The Christian Science Monitor to broaden the institutional reach of its thoughtful and constructive perspectives over the course of the 20th Century. PCG is uniquely positioned with the personnel, expertise and library relationships to deliver this valuable content to educators, students and researchers of contemporary history and reporting. We are confident that our specific experience promoting digital collections will allow us to execute a sales plan tailored to The Christian Science Monitor's growth strategy."*

-ENDS-



Notes to editors:

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About PCG:

Publishers Communication Group, Inc., a division of Publishing Technology, is a full-service marketing and sales consulting firm with locations in Boston, Oxford, São Paulo, New Delhi and Beijing. PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations based in the UK, US, Brazil, India and China, sales representation and strategic consulting.

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About The Christian Science Monitor:

Founded in 1908 to provide fair, balanced news in response to the “yellow” journalism of the day, *The Christian Science Monitor* is an independent international organization that delivers global news via its website and mobile site, weekly digital edition, digital app, weekly print magazine, Daily News Briefing and email newsletters. Winner of 7 Pulitzer prizes and 14 Overseas Press Awards, the publication covers international news, US news & politics, innovation, the environment, money, books, arts and culture.

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