

## Society for General Microbiology launches new publishing platform in collaboration with Publishing Technology

Oxford, UK, August 4 2015 – The Society for General Microbiology, the largest learned microbiological society in Europe, has partnered with Publishing Technology to launch its new publishing platform.

Going live with a back catalogue of 55,000 articles, the new digital platform brings together scholarly content from all six of the Society's journals, including the recently launched *Microbial Genomics*, and has been transformed to satisfy its multi-disciplinary users across the globe, from authors and editors to readers and librarians.

The rebuilt website employs responsive web design, providing visitors with a dynamic and interactive experience across any device, as well as unparalleled search capabilities through semantic discovery and progressive browsing options. The platform also enables the Society to curate Article Collections around specific topics, grouping together cross-journal content seamlessly.

Other major features include:

- Article-level metrics integration to help users track how content is being discussed online
- User friendly lists such as 'Latest articles', 'Most read articles' and 'Most cited articles'
- Support for the Society's Continuous Publishing, In Advance Publishing and Open Access Publishing strategies
- Support for Figshare
- The incorporation of image gallery and news snippets features

Leighton Chipperfield, Director of Publishing at the Society for General Microbiology, commented:

*"Through the new platform, readers will find it easier to discover, use and share content. Authors will see their work enriched and will be able to constantly measure its impact among their peers. We're delighted with the end result and have enjoyed working with Publishing Technology to bring the new platform to life."*

Michael Cairns, CEO at Publishing Technology, said:

*“The Society for General Microbiology is a forward-thinking publisher with a clear digital strategy. The new portal is critical to its future growth and will help the Society to be the best-in-class, digital-first publisher that its readers expect. The new site integrates our most powerful platform features, including journal-specific branding and navigation as well as specialised news feeds, making it easy for the microbiology community to interact with the content and collaborate. We are particularly pleased to unveil this site as perhaps one of the best examples built on our responsive platform, and we are confident that it will deliver a highly interactive, feature-rich experience befitting the Society’s reputation for high quality research.”*

-ENDS-

**Notes to Editors:**

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**Publishing Technology plc:**

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our *advance* enterprise system, *ingentaconnect* scholarly portal, *pub2web* custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry’s only full spectrum of solutions to help publishers move their content forward. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

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**Society for General Microbiology:**

The Society for General Microbiology is a membership organisation for scientists who work in all areas of microbiology. It is the largest learned microbiological society in Europe with a worldwide membership based in universities, industry, hospitals, research institutions and schools. The Society publishes key academic journals in microbiology and virology, organizes international scientific conferences and provides an international forum for communication among microbiologists and supports their professional development. The Society promotes the understanding of microbiology to a diverse range of stakeholders, including policy-makers, students, journalists and the wider public, through a comprehensive framework of communication activities and resources.

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