

## The Royal Society and Canadian Science Publishing extend sales agreements with PCG

Boston, September 3, 2015 – Long-time clients, Canadian Science Publishing and The Royal Society, have expanded their sales agreements with Publishers Communication Group (PCG) to full-time representation. Covering the North American library market on behalf of both publishers, PCG will now provide dedicated sales resource to each from its Boston-based team of industry sales professionals.

Working with PCG since 2006, The Royal Society publishes nine leading journals in the physical and life sciences, including the first ever peer-reviewed scientific journal dating back to 1665. A PCG client since 2009, Canadian Science Publishing, publisher of the NRC Research Press suite of journals, publishes 17 scientific and technical journals, many in continuous publication since 1929. Together, the publishers represent marquee names in PCG's portfolio of content sales clients, a roster which also includes the American Society for Microbiology, BioOne, The Christian Science Monitor and Elsevier.

To accommodate these expanded agreements, PCG welcomed two new members to the Content Sales team: Joe Sena, most recently of JoVE; and Heather Arteaga, previously of W. W. Norton. Each is responsible for account management and promoting publisher content to libraries, academics and consortia in assigned regions.

**Maria Romano, International Sales Manager at The Royal Society commented:** *"North America is historically one of our most established markets and we are excited to be able to better fulfil the growing demand for the Royal Society content taking advantage of PCG's expertise and professionalism. This new phase of our collaboration will be key to further improve the service we are providing to the academic and scientific community in the United States and Canada."*

**Laurent Gagnier, Manager of Global Sales at Canadian Science Publishing added:** *"PCG is essential in connecting us to the institutional marketplace, it was a natural decision to extend our sales arrangement to full-time status. As a not-for-profit, independent organization, we appreciate PCG's commercial expertise in this area and look forward to further expanding our user base in North America."*



Melissanne Scheld, Managing Director of PCG said: *"We have been selling content on behalf of Canadian Science Publishing and The Royal Society for many years I am delighted to be strengthening our relationship with these two premier publishers."*

-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. Now in its 25<sup>th</sup> year, 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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