

BioOne renews worldwide sales and marketing representation contract with PCG

Boston, January 26, 2016 – The non-profit scientific publisher BioOne has extended its existing global sales and marketing representation contract with consultancy firm Publishers Communication Group (PCG), a division of Publishing Technology.

BioOne has been one of Publishing Technology's largest clients since the companies started working together in January 2009, and this new deal will see this relationship continue through to 2019.

With its popular aggregation of more than 190 journals in the biological, ecological and environmental sciences, BioOne Complete, BioOne serves a community that includes more than 145 society and institutional publishers, 4,000 accessing institutions, and millions of researchers across the globe. PCG will continue to support BioOne with exclusive full service and localized representation, which incorporates global sales, renewals, marketing and invoice management.

Susan Skomal, BioOne President/CEO, commented: *"BioOne and PCG have been working closely together for the past seven years and we are delighted to extend this fruitful relationship into the future. PCG has made a dramatic difference by helping raise BioOne's profile and customer base all over the world. PCG's team of dedicated representatives has substantially contributed to the expansion of our community's nonprofit mission beyond the North American market, especially to Latin America, Europe and Asia."*

Melissanne Scheld, Managing Director of PCG, stated: *"In the last seven years our relationship with BioOne has gone from strength to strength. We've played a major role in raising awareness of the publisher and its participating journals, while boosting sales in established and emerging markets. We are really excited that one of our biggest clients has committed to us in the long term and look forward to helping them achieve their goals."*

Notes to editors:

For media enquiries, please contact:

Emily Taylor Gregory, Publishing Technology plc

Tel: +44 1865 397973

Email: emily.taylor.gregory@publishingtechnology.com



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 25th 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.

Visit pcgplus.com, the ContentForward blog at publishingtechnology.com/blog, or follow on Twitter [@pcgplus](https://twitter.com/pcgplus).