



For immediate release  
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## AIAA selects Publishers Communication Group as sales partner in the Americas

Boston, MA, May 22, 2013 – The world’s leading provider of aerospace information, the American Institute of Aeronautics and Astronautics (AIAA), has partnered with Publishers Communication Group (PCG) on a new sales representation arrangement in North America and Latin America. In this exclusive agreement, PCG will manage sales of the publisher’s prestigious journals, journal archives, meeting papers, and ebook content for all institutional accounts on the two continents.

With a mission and heritage focused on aerospace technology, engineering and science communication since 1930, AIAA publishes seven journals, a magazine, technical standards, three book series, ebooks, meeting papers and an archive of over one hundred thousand articles. AIAA’s all-new electronic database, *Aerospace Research Central*, features over four decades of research and an array of new features that allow users to more easily discover, share, bookmark and make use of this world class content.

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 offices in Boston, Oxford, São Paulo, New Delhi and Beijing, PCG combines a breadth of marketing and sales experience with a depth of industry knowledge in publishing and the global library community.

Under the terms of the three-year agreement, PCG will be responsible for selling the full AIAA portfolio as the publisher’s exclusive sales agent in the Americas, served by PCG’s established sales and marketing teams in Boston and São Paulo, Brazil.

**Doug Wright, Director of PCG** commented: *“We are very pleased to sell AIAA content in the US, Canada and Latin America markets. We have been providing sales representation services for publishers for over 20 years and have the relationships with the library market to help AIAA maintain its share and achieve continued growth. Meanwhile, our experience selling digital collections around the world allows us to craft a strategy befitting such an important content resource as Aerospace Research Central.”*



Rodger Williams, Managing Director, Technical Publications at AIAA said *"We are excited to engage PCG in both our home and key emerging territories. We believe PCG's deep involvement and connections with the library market will boost our outreach and strengthen our relationship with institutions and consortia in the Western hemisphere."*

-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.

#### Related Links:

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

#### About AIAA:

The American Institute of Aeronautics and Astronautics (AIAA) has earned an international reputation as the preeminent publisher of cutting-edge aerospace books and journals, and the leading source of aerospace industry archives, dating back to the early 1900s. Over the past eight decades, AIAA and its predecessor organizations have published over 300 books and almost 200,000 technical articles. AIAA's current publications include seven technical journals, a magazine, three book series, national and international standards documents, a growing number of e-books and other electronic products, and a full-service, interactive website.

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