

PRESS RELEASE

Cambridge Journals announces *Article Rental*

Cambridge Journals has announced a brand new *Article Rental* scheme, which will see single academic research articles being made available over a 24-hour period at a significantly lower cost.

Cambridge Journals, part of Cambridge University Press, publishes over 280 peer-reviewed academic journals across a wide spread of subject areas, many of which are the leading academic publications in their fields.

However, the cost of accessing research can sometimes be a barrier for customers who are not able to subscribe, so the new rental scheme has been launched as part of the latest release of improvements to [Cambridge Journals Online \(CJO\)](#), Cambridge's online journals publishing service.

For just £3.99, \$5.99 or €4.49, users are now able to read single articles online for up to 24 hours, a saving of up to 86% compared with the cost of purchasing the article. After registration and payment, the reader is emailed a link, through which they can access and read the article in PDF format as often as they wish during the subsequent 24 hours.

Simon Ross, Global Journals Director at Cambridge University Press said: "*Article Rental* is a direct response to the increasingly high cost of full article ownership through the subscription, document delivery and pay-per view routes that non-subscribers have to use in order to access to an article. From our analysis of user traffic on Cambridge Journals Online, we see millions of non-subscribers turnaway as they can only access the article title and abstract information. We can now provide an alternative low-barrier access route that will allow these readers to access the research that interests them."

Article Rental is a read-only option. Rented articles can be viewed on any computer that has a browser and a web connection, but the view-only PDF cannot be downloaded, printed, or cut-and-pasted.

Article Rental will initially be rolled out across all Journals owned by Cambridge University Press, with the expectation that journals published by Cambridge on behalf of Learned Societies will soon follow.

It is planned that *Article Rental* will also become available via [CJO Mobile \(CJOm\)](#), a version of CJO developed for mobile devices, to create a solution for readers who wish to access articles while on the move.

Cambridge University Press is committed to widening dissemination and lowering barriers to accessing journal articles. Cambridge Journals expects that *Article Rental* will further drive usage and citation, both of which are already increasing markedly through existing channels.

ENDS

Notes to Editors:

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