Cooperative Publishing with Springer: Akadémiai Kiadó

Society Zone explores our cooperative relationship with Akadémiai Kiadó, based in Budapest, Hungary

Akadémiai Kiadó, operating since 1828, is the oldest Hungarian publishing house and a market leader in publishing scientific and academic journals and books. The original mission of the company was to publish the results and achievements of Hungarian science and scientists, and furthermore to preserve and improve the Hungarian language.

Akadémiai Kiadó publishes approximately 100 new book titles and 65 scientific journals per year, which cover more than 20 subject areas including chemistry, agriculture, linguistics, literature, medicine, and mathematics.

The co-publishing program between Akadémiai Kiadó and Springer has a tradition of many decades. The origin of this partnership dates back to Kluwer Academic Publishers, which had been a sister-company of Akadémiai Kiadó and later was merged with Springer. At this time, co-publishing was a must for a smaller isolated publisher located in Hungary, and is now a stable, mutually advantageous partnership for both parties.


These titles are flagship publications for Akadémiai Kiadó, and benefit by being part of the Springer journal family. They have excellent usage statistics due to their online availability and the wide access of the journals via consortia partners.

Society Zone interviewed Zoltán Papp, Publishing Director of Akadémiai Kiadó

Zoltán Papp, with MBA and IT degrees, has transformed Akadémiai Kiadó into a modern, online-oriented journal and eBook publishing house with a strong customer focus. In his 8 years with Akadémiai Kiadó he has been the head of the Scientific Journals Business Centre and responsible for all journal-related activities, including editing and production processes, marketing, sales, customer service, and IT. Since 2008, he has been responsible for the entire STM business unit, including books.

► When you began co-publishing with Springer, what was it that Akadémiai Kiadó was primarily looking for in a publisher partner?
► As mentioned, it is a very old partnership. Kluwer Academic Publishers as a sister company was a natural choice 13 years ago. During the years our partnership changed a lot, mainly due to the online migration, which had a strong effect on several fields of this cooperation including production, settlements, and also payments. The main advantage of this partnership is that a large portion of the subscriptions of these 8 journals have been embedded into Springer’s consortia deals, which provides a very stable financial basis to the journals.

► Would you share a bit about the growth and vision of Akadémiai Kiadó?
► Our journal business is dynamically growing due to two main drivers: more journals and more advertisements. In 2007, Akadémiai Kiadó entered the domestic market of ad-based medical journals. In terms of books we are traditionally focused on the domestic market. I can see further possibilities of growth in the field of English language hard science titles. My vision is to see Akadémiai Kiadó within 10 years as a middle-sized STM publisher with a significant number of STM journals and hundreds of new book titles annually that can attract international authors and readership.

Society Zone Spring 2009. For more information visit springer.com/societies
How has the relationship between Akadémiai Kiadó and Springer evolved in recent years?

- Our new contract in 2005 replaced the old-fashioned print-based settlement method with a modern online-oriented one. Also, Springer’s MetaPress-based platform, SpringerLink, was such a big achievement at that time and provided such high usage statistics for the journals that we also chose MetaPress as a platform for our self-published journals. Over the years Akadémiai Kiadó has also developed an online-based pricing policy and introduced innovative and highly successful article-based marketing methods that have significantly increased the audience and usage of our content.

- Our very recent development is that Springer has undertaken all the production activities after the acceptance point of the manuscripts including copy-editing, typesetting and printing. So we will enjoy the advantages of the seamless production processes of Springer including the shorter turnaround time of OnlineFirst™ publications.

- What is your day-to-day relationship with the publisher, especially with your contact at Springer?

- We have a very reliable and competent partner in Springer. We can always discuss our most sensitive publishing decisions, such as number of pages, title changes, journal profiles, or amendments to our contract.

- What do you see as trends in scientific and academic publishing, especially in Hungary, and has this affected your future plans for Akadémiai Kiadó?

- In the age of an economic recession it is dangerous to forecast anything but I believe science itself will be considered the driver of economies on the long term, which can ensure a stable basis for STM publishing. I am optimistic. I am convinced that the professional publishers like Springer or Akadémiai Kiadó provide real added value and I can see many more valuable society journals in Hungary or Central Europe which we could help to reach higher usage and citations, as well as to enjoy solid and calculable financial conditions.

Visit the Akadémiai Kiadó website

Society Zone thanks Zoltán Papp for this interview.