



MASARYK
UNIVERSITY
PRESS

Masaryk University Press (Brno, Czech Republic)

muni
PRESS



10 YEARS
OF OPENING DOORS
FOR SCIENCE

Basic information

- Masaryk University Press is a department of **Masaryk University** (founded 1919, 45,000 students, 4,000 employees, 9 faculties) and one of the biggest publishers in the Czech Republic:
 - established in 1964 as an editorial department; rebuilt as University Press in 2007
 - 400 new titles (print and e-books) & 50 scholarly journals annually (budget € 415,000)
 - variety of financial sources: grants (national / international), subsidies, sales & distribution, advertising in books etc.
 - 7 standing employees
 - editorial board – members from all faculties – decides about the publishing programme

Unique features

- one of the 10 biggest publishers in the Czech Republic
- wide range of subjects: from medicine to languages, sport, social studies and science
- established as a body of the University – Default publisher of university outputs (75 % authors)
- leading Czech UP in open access + involvement in new technologies: “Munispace reading room”, www.journals.muni.cz (OJS)
- involvement in the debate about the state and future of academic publishing: www.publikujemevedu.cz

Main challenges

- international sales of books/journals and translation rights
- absence of a university bookstore – limited interactions with students in campus
- funding – we would need editorial funds to motivate talented authors but we don't have any so the authors rather publish with other publishers
- marketing, brand building – beating the idea that university press only produce student textbooks

Need for networking

- searching for best practices in academic publishing
- learning one from another – we all face similar challenges
- joining forces in finding new ways for distribution
- together, we are stronger!



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Thank you for your attention!
(and looking forward to networking)

www.press.muni.cz
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