

# From a Big Deal to Platinum Open Access

*How the Population Association of America and Duke  
University Press Converted Demography*

**DUKE**

**UNIVERSITY  
PRESS**

# About *Demography*

- Founded in 1964
- Flagship journal of the Population Association of America (PAA), which has over 3,000 members
- Publishes ~100 articles per year
- 2019 downloads: 431,316

**DUKE**

UNIVERSITY  
PRESS

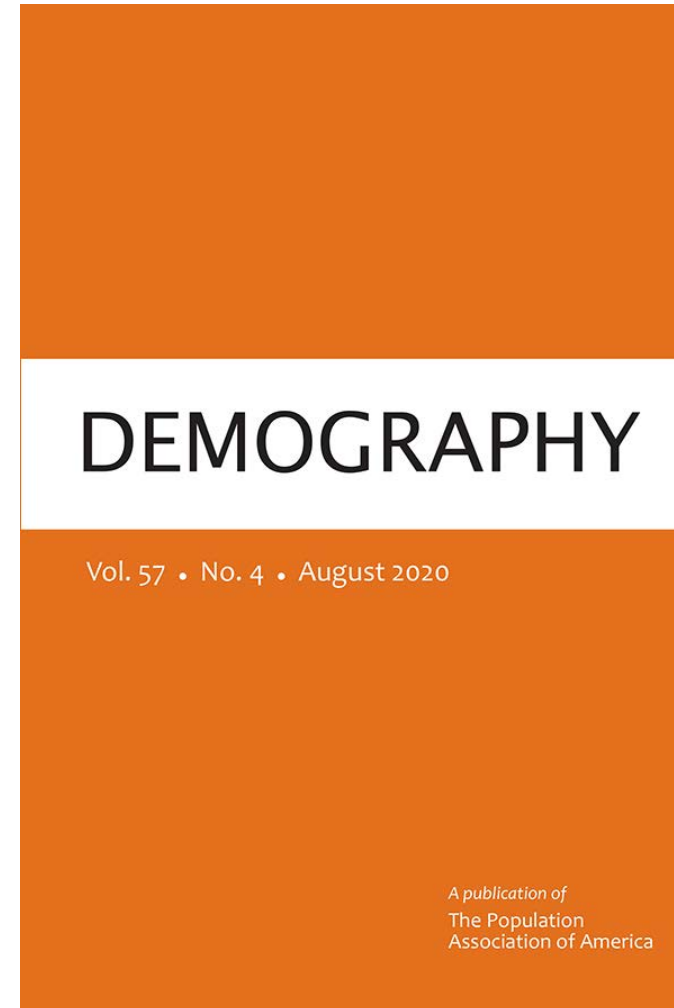


# About *Demography* | Reach: Fields It Touches

SJR subject area and category: Social Sciences—Demography

Demographers hail from:

- Biomedical
- Health Sciences
- Sociology
- Economics
- Family Planning



# *Demography* 2021 Transition | Move to Open Access



**Platinum open-access** means that content will be openly available *without subscription fees* and *without article open-access fees* paid to the publisher.

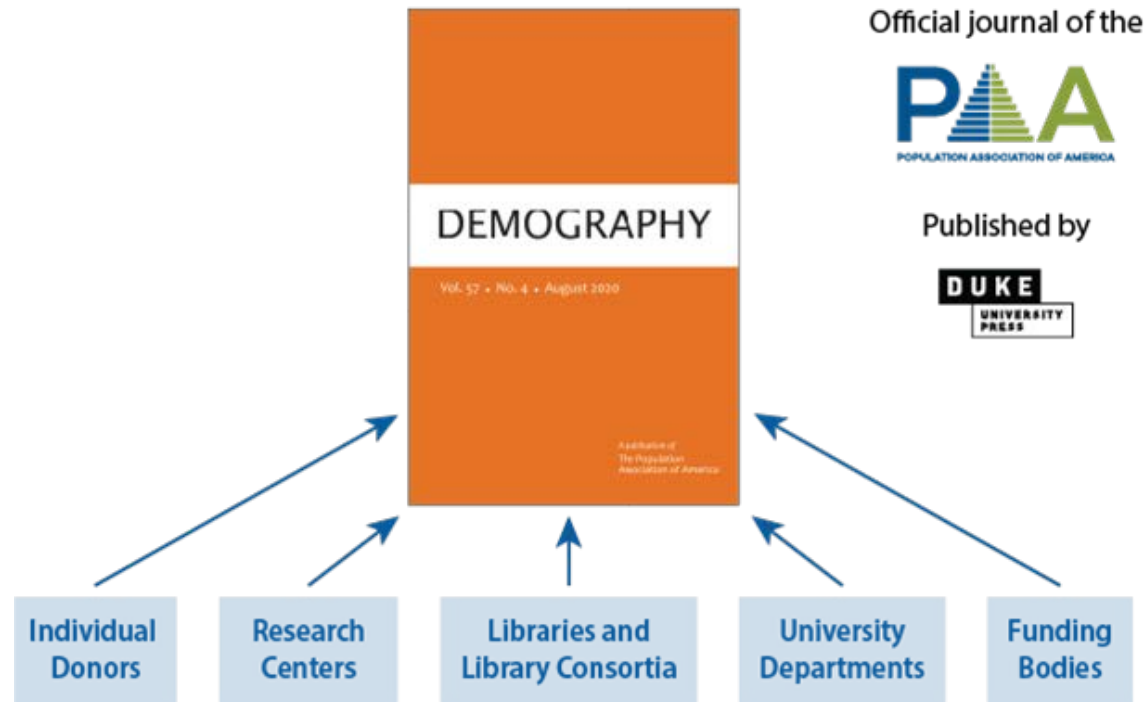
# *Demography*2021 Transition | Move to Open Access

The support we receive will

- Make the journal's work openly available to the worldwide community of population researchers now and into the future
- Cover the journal's publishing costs
- Provide ongoing financial support to the journal's sponsoring society, the PAA, and its editorial office

# Demography 2021 Transition | Funding Model

## Demography Funding Model



- We welcome financial support at any level.
- We will need ongoing annual support in order for this model to be sustainable.

For more information, go to

<https://www.dukeupress.edu/About/OPEN-ACCESS/Demography-Open-Access-Funding>

To contribute, contact

[FundDemographyNow@dukeupress.edu](mailto:FundDemographyNow@dukeupress.edu)

