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Introduction from the Chief Executive

It is difficult to comprehend the fact that since March we have been largely confined to working from our homes, and as I write there is little prospect of a return to our offices anytime soon. In many ways the publishing industry is well equipped for home working with editorial, marketing, finance and production functions easily conducted from a home base. However, the industry is very much a people-orientated one and we are missing the interactions with our fellow publishers and more importantly with our customers, whether they be authors who we meet at conferences around the world or wholesalers, retailers and librarians who we would normally be seeing at industry events like the London and Frankfurt book fairs, or other publishing-specific events like the Independent Publishers Guild conferences and seminars. Most important is the effect that this prolonged period of home working is having on our staff as we move into the winter period, and the long and dark evenings ahead. A key objective over the last few months has been to look after the well-being of our staff and we have recently carried out a staff survey to identify the key areas of concern.

As far as the business last year was concerned we presented to the Board a forecast based on a number of scenarios resulting from the Covid pandemic. In the end we managed to achieve an uplift in sales of 2% compared with last year. Journals exceed their revenue budget by 9% and books declined by just 2%. This was a very creditable performance given that global markets were in almost total lockdown from March 2020. Although we made a loss for the year ending 31st July 2020 this was significantly less than we forecast back in March and, encouragingly, our cash reserves held up well, with savings negotiated with suppliers where possible. One significant achievement during lockdown was the successful transfer of our North American sales and distribution to Ingram Academic Services – a specialist US distributor. This will stand us in good stead over the next few years in what is our largest export market.

We saw a reduction in proposals, reader reports and typescript deliveries between March and May 2020, but these key performance indicators are now exceeding pre-Covid levels which is encouraging. We published 242 new books last year – an 8% increase on the previous year. It is, though, expected that the impact on commissioning will be felt in the coming years – the lack of conferences (a key networking opportunity) will be a major factor. On the journals front revenue has been fairly stable during lockdown – due, in part, to the fact that the peak renewals season for 2020 occurred between October 2019 and February 2020, so most subscriptions revenue for the year had already been received (revenue is gradually ‘released’ on publication of each journal issue throughout the calendar year). This also applies to the first half of FY2021, and cancellations due to Covid will affect the second half of the FY (January to July 2021) when the 2021 journal issues are released.

Our third income stream, rights and permissions, incorporating rights, permissions and royalties income across books and journals, as well as revenues from translations, contributed £285k to the business, 6% ahead of last year and well ahead of our revised March forecast. This reflects improved contractual arrangements with a number of third parties including PLS (Publishers’ Licensing Services) who provide collective licensing and rights management services to the UK publishing industry.

The challenges ahead for the business and for scholarly publishing as a whole are considerable. Key is the short-term management of the business, paying close attention to cash flow and cost reductions in the wake of declining...
sales as library budgets globally are put into the spotlight. We believe that many of these budgets will not be fully set out until the end of this year as Universities grapple with the well-documented financial consequences of the pandemic. What is already unquestionable is the accelerating growth of ebook sales. Over the last few months these have increased significantly with a corresponding downturn in print revenues. We will need to adjust our business model going forward to reflect this trend, which is undoubtedly here to stay.

During this period of gloom we must not forget that there will be opportunities for the business as we return to some kind of normality. Towards the end of the financial year we agreed in principle to develop an Open Access journal linked to the launch of the Edinburgh Futures Institute in 2021. This is in line with our objective to forge closer links with the University and in particular the Library, where our extensive knowledge of OA publishing and developments could be beneficial.

Good governance is crucial for any business and we are extremely fortunate to have a very strong team of Non-Executives and Trustees. All the more so in the current climate where their advice and support to myself and the executive team has been invaluable. I should particularly like to thank Margaret Hewinson who took over as Chair of the Board in August 2019 and has had, to put it mildly, a baptism of fire.

As I write this report the Board are in the process of appointing my successor as I retire in July next year after nearly twenty-four years at the helm. I would not have wanted to bow out under the current restrictions and I sincerely hope that we can get back to what will probably be a hybrid type of working by the spring. As I have indicated, the challenges ahead are going to be significant but our strategic plan, produced in 2019, is largely still intact and we are reviewing it on a quarterly basis. I have frequently said in past Annual Reports that as a business we are well placed to weather the various issues that frequently confront us. These all pale into insignificance given the current challenges that we face, but my confidence in overcoming these still holds.

Timothy Wright
Chief Executive and Company Secretary
November 2020
Book Publishing 2019–2020

This year we published 242 new books and commissioned 288 titles and 12 new series. We signed authors from Argentina to Turkey, and 35 countries in between, reflecting our global reach. In what ended up a strange and difficult year, we see the value in our vision: to publish the best academic books and journals that seek to promote understanding, stimulate debate and communicate scholarly ideas to the world.

Book Publishing Highlights

Classics

The Edinburgh Companion to Sidonius Apollinaris
Edited by Gavin Kelly and Joop van Waarden

The fruit of a decade of collaborative scholarship, this field-defining Companion sets the stage for a generation or more of research on Sidonius. It offers a comprehensive set of original studies that cover the life, times, text and reception of this lively aristocrat and bishop who survived the end of the Western Roman Empire.

This is a significant precursor to the work to appear in our Edinburgh Studies in Later Latin Literature series, for which Gavin Kelly, University of Edinburgh, is one of the series editors.

The Ideology of Democratic Athens: Institutions, Orators and the Mythical Past
By Matteo Barbato

This volume launched our New Approaches to Ancient Greek Institutional History series edited by Mirko Canevaro and David Lewis, both University of Edinburgh, and Edward Harris, University of Durham.

It investigates the construction of democratic ideology in Classical Athens through a study of the social memory of Athens’ mythical past.

Imperial Visions of Late Byzantium: Manuel II Palaiologos and Rhetoric in Purple
By Florin Leonte

This book launched our Edinburgh Byzantine Studies series which has three series editors based at the University of Edinburgh. This is a fresh and exciting look at a crucial period of Byzantine history. Florin Leonte offers direct and critical engagement with a body of texts that have not yet received very much attention in scholarship.

Film

We published two new books in our Platinum Open Access Visionaries: Thinking Through Female Filmmakers series:

Ana Kokkinos
By Kelly McWilliam

The Australian director Ana Kokkinos is particularly known for her contributions to New Queer Cinema. This book examines how she uses the figure of the outsider within her films, offering readers a new way of analysing her work.
Kathleen Collins
By Geetha Ramanathan
Kathleen Collins is known as a philosophical filmmaker, making her an ideal subject for the Visionaries series. This book examines and assesses the director’s contribution to the New York Black Independent Film Movement.

Stanley Cavell and the Magic of Hollywood Films
By Daniel Shaw
We were honoured to publish Stanley Cavell and the Magic of Hollywood Films in August 2019, before Professor Shaw’s untimely death in March 2020. He was a renowned film-philosopher, the author of several ground-breaking books and editor of the influential journal Film and Philosophy. It was such a privilege to work with him – he is an enormous loss to Film Studies.

Islamic & Middle Eastern Studies

The Kurds in Erdoğan’s Turkey: Balancing Identity, Resistance and Citizenship
By William Gourlay
This is the first book to publish in the Edinburgh Studies in Modern Turkey series (which now has 10 titles under contract). Within the context of Turkey’s troubled trajectory towards democratisation, this important book documents Kurdish narratives of oppression and resistance, and enquires how Kurds reconcile their distinct ethnic identity and citizenship in modern Turkey.

Syria in Crusader Times: Conflict and Co-Existence
Edited by Carole Hillenbrand
Professor Hillenbrand has gathered a stellar line-up of contributors to explore the juxtaposition of conflict and co-existence in 12th-century Syria. Covering a wide range of themes relating to Crusader–Muslim relations, special attention is paid to the Christians residing in the Middle East, from Italians to Melkites and Armenians.

New Editions of Bestselling Textbooks:

Arabic Sociolinguistics, Second Edition
By Reem Bassiouney
This second edition offers an extended commentary on the important findings of new critical approaches to language and society in Arab-speaking countries and includes a new chapter on Arabic critical sociolinguistics: the critical analysis of the field of sociolinguistics itself and its scholarly practices.

A History of Christian–Muslim Relations, Second Edition
By Hugh Goddard
This new edition of the classic introduction to Christian–Muslim Relations from earliest times to the present brings the coverage up to date with a major new chapter covering the key developments in Christian–Muslim relations in the 21st century. Professor Goddard was the Founder-Director of the University of Edinburgh’s Alwaleed Centre from 2009 to 2017.
Law

**Diversity and Integration in Private International Law**
Edited by Verónica Ruiz Abou-Nigm, University of Edinburgh and Maria Blanca Noodi Taquela, University of Buenos Aires

This agenda-setting collection brings together leading academics and lawyers from Europe and South America to explore how methodologies and techniques of private international law can be used to engage with legal diversity. It opens a cross-regional dialogue, shifting the Eurocentric discussion on diversity and integration to a more inclusive engagement with the Global South in private international law issues.

**A History of Scottish Child Protection Law**
By Kenneth McK. Norrie, University of Strathclyde

This book traces the development of child protection law in Scotland from its origins to the present day and sheds light on how and why the contemporary law is designed and operates as it does. By examining the history, it provides a valuable reference for informing the choices made for the future.

**Dilapidations and Service Charge**
By Denis J. Garrity, Advocate and Lorna Richardson, University of Edinburgh

Following our acquisition of Avizandum Publishing Limited’s list of law publications, we were pleased to publish in 2020 this clear and practical guide to the law governing dilapidations and service charge in Scotland.

Linguistics

**Last Lectures: Collège de France, 1968 and 1969**
By Émile Benveniste, Translated by John E. Joseph, University of Edinburgh, Edited by Jean-Claude Coquet and Irène Fenoglio

John E. Joseph provides the first English translation of the last lectures of the leading French linguist Émile Benveniste. These lectures influenced a generation of scholars including Barthes, Deleuze, Foucault, Derrida, Kristeva and Todorov and here these are made available in English for a new generation of linguists and philosophers of language.

**English Syntax: A Minimalist Account of Structure and Variation**
By Elspeth Edelstein, University of Aberdeen

A new addition to the popular Edinburgh Textbooks on the English Language – Advanced series edited by Heinz Giegerich of the University of Edinburgh. This textbook delivers a firm grounding in the tools of syntactic analysis using a minimalist framework.

**Principles of Radical CV Phonology**
By Harry van der Hulst, University of Connecticut

Renowned linguist Harry van der Hulst presents a new theory of the structure of phonological representations for segments and syllables. This is the fourth book to publish as part of our Edinburgh Studies in Theoretical Linguistics series edited by Nikolas Gisborne at the University of Edinburgh and Andrew Hippisley at Wichita State University.
Annual Report 2020

Literary Studies

**Refugee Imaginaries: Research Across the Humanities**  
Edited by Emma Cox, Sam Durrant, David Fanier (of the University of Edinburgh), Lyndsey Stonebridge and Agnes Woolley

We were delighted to publish this important work of scholarship which explores the ways in which refugees imagine the world and how the world imagines them. It demonstrates the vital new interdisciplinary perspectives on refugee experience currently being undertaken in humanities research.

**Teaching Social Justice Through Shakespeare: Why Renaissance Literature Matters Now**  
Edited by Hilary Eklund and Wendy Hyman

How to approach and teach issues of social justice in the early modern classroom is at the centre of this Open Access book. Its twenty-one chapters provide diverse perspectives on Shakespeare and early modern literature that engage innovation, collaboration, and forward-looking practices. Each chapter addresses specific topics – from race to LGBTQ+ – and many more in between.

**Transatlantic Rhetoric: Speeches from the American Revolution to the Suffragettes**  
Edited by Tom Wright

This pioneering collection brings alive the world of public speaking between the American Revolution and the age of the Suffragettes. It presents over 70 speeches by a diverse range of female and male activists, politicians, tribal leaders, fugitive slaves and preachers from both sides of the Atlantic, debating the crucial issues of the day, from socialism and imperialism to slavery and women’s suffrage.

Philosophy

**Nietzsche’s Human All Too Human**  
By Ruth Abbey

This is the second volume to publish in our Edinburgh Critical Guides to Nietzsche series edited by Keith Ansell-Pearson and Daniel Conway. This is a critical introduction and guide to one of Nietzsche’s pivotal but lesser-known texts, suitable for students with no prior knowledge of Nietzsche or this particular text.

**Lucretius II: An Ethics of Motion**  
By Thomas Nail

Thomas Nail develops an original ethics of motion for the 21st century in this re-reading of Lucretius’ didactic poem *De rerum natura*, showing it to be a foundational text in the philosophy of movement. It is the second volume in the trilogy which will complete next year.

**The Edinburgh Critical History of Middle Ages and Renaissance Philosophy**  
Edited by Andrew LaZella and Richard A. Lee, Jr

Written by a team of leading international scholars, this crucial period of philosophy is examined from the novel perspective of themes and lines of thought which cut across authors, disciplines and national boundaries. It is the second volume to publish in The Edinburgh Critical History of Philosophy series edited by Howard Caygill and David Webb.
Politics

**Standing up for Scotland: Nationalist Unionism and Scottish Party Politics, 1884–2014**
*By David Torrance*

This reassessment of the relationship between ‘nationalism’ and ‘unionism’ in Scottish politics combines nationalist theory with empirical historical and archival research to argue that these conceptions of Scottish nationhood had much more in common with each other than is commonly accepted.

**We published two new books in the Advances in Critical Military Studies series:**

**Making War on Bodies: Militarisation, Aesthetics and Embodiment in International Politics**
*Edited by Catherine Baker*

A vibrant collection of essays that reveals the intimate politics of how people with a wide range of relationships to war identify with, and against, the military and its gendered and racialised norms.

**Disordered Violence: How Gender, Race and Heteronormativity Structure Terrorism**
*By Caron Gentry*

A look at how gender, race and heteronormative expectations of public life shape Western understandings of terrorism as irrational, immoral and illegitimate.

Scottish Studies

**Land Reform in Scotland: History, Law and Policy**
*Edited by Malcolm Combe, Jayne Glass and Annie Tindley*

This landmark volume brings together leading researchers and commentators working in law, history and policy to analyse the past, present and future of Scottish land reform. It covers how Scotland’s land is regulated, used and managed; shows why and how this has come to pass; and makes some suggestions as to the future of land reform.

**Industry, Reform and Empire: Scotland, 1790–1880**
*By Iain Hutchison*

This new textbook in the widely acclaimed *New Edinburgh History of Scotland* series charts the major political developments in a particularly turbulent phase of Scottish history. Focusing on the impact of rapid industrialisation, the author shows how it transformed the economic and social identity of urban and rural Scotland.

**The Making of Classical Edinburgh:**
*By A. J. Youngson, with photographs by Edwin Smith*

We were proud to publish a new edition of this classic book to coincide with an exhibition of the work of acclaimed photographer Edwin Smith. Superbly illustrated with Smith’s photographs, along with a selection of contemporary images and a preface by Colin McLean, this is an enduringly fascinating account of the shaping of one of the most beautiful cities in the world.

Book Publishing Report

In the 2019–2020 publication period the Press published 242 new books and issued 137 books new in paperback.
Marketing Report

Prizes

**Winner**

BAFTSS Best Monograph 2020

*Blood in the Streets: Histories of Violence in Italian Crime Cinema*

Austin Fisher

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Robert Rhodes Prize for Books on Literature

*Novel Institutions: Anachronism, Irish Novels and Nineteenth-Century Realism*

Mary L. Mullen

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Annual Symposium Book Award

*Arendt, Natality and Biopolitics: Toward Democratic Plurality and Reproductive Justice*

Rosalyn Diprose and Ewa Plonowska Ziarek

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**Runner Up**

BAFTSS Best Edited Collection 2020

*Drawn From Life: Issues and Themes in Animated Documentary Cinema*

Edited by Nea Ehrlich and Jonathan Murray

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2020 Robert and Vineta Colby Scholarly Book Prize

*Contested Liberalisms: Martineau, Dickens and the Victorian Press*

Iain Crawford

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Honourable Mention

Frank Watson Book Prize

*Building Early Modern Edinburgh: A Social History of Craftwork and Incorporation*

Aaron Allen

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Honourable Mention

BAFTSS Best Edited Collection 2020

*Journeys On Screen: Theory, Ethics, Aesthetics*

Edited by Louis Bayman and Nardila Pinazza

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Shortlist

Saltire Society History Book of the Year

*Frederick Douglass and Scotland, 1846: Living an Antislavery Life*

Alasdair Pettinger

---

Saltire Society History Book of the Year

*Lord Seaforth: Highland Landowner, Caribbean Governor*

Finlay McKichan

---

Shortlist

British–Kuwait Friendship Society Book Prize 2020

*A Monument to Medieval Syrian Book Culture: The Library of Ibn Abd Al-Hadi*

Konrad Hirschler
Praise for our Books

World Christian Encyclopedia
Third Edition
Edited by Gina A. Zurlo and Todd M. Johnson

‘The editors have, in putting together this data, assembled a document that will likely be the benchmark for reference books on Christian religious demography for the foreseeable future.

‘This formidable effort negotiated substantial difficulties of communication, data collection, and researcher availability to present a sound, credible reference work. The highly skilled editorial team’s success in obtaining, collating, and creatively presenting highly complex data eloquently articulates the story of one of the most remarkable centuries in the growth of Christianity. I commend this book to scholars and missionaries alike, who will find this an indispensable asset for their work.’
Kyama M. Mugambi in Global Missiology

Corpus Stylistics: Theory and Practice
Dan McIntyre and Brian Walker

‘In conclusion, Corpus Stylistics is much recommended for those interested in this emerging discipline. It offers a practical introduction for the novice, as well as an up-to-date overview of the field – with some interesting theoretical considerations – for the more advanced reader. With its wide-ranging scope and comprehensive approach, this book fills a gap in the literature, providing the growing number of researchers interested in this approach with an excellent point of departure for exploring this exciting field of research.’
Lorenzo Mastropiero in Language and Literature

Iran and Saudi Arabia: Taming a Chaotic Conflict
Ibrahim Fraihat

‘In Iran and Saudi Arabia: Taming a Chaotic Conflict, Ibrahim Fraihat explores the often overlooked possibility of rapprochement between the two states, setting out a potential roadmap for conflict resolution. Read as a starting point for a forward-looking dialogue, this book can be transformative of the discourse on relations between Iran and Saudi Arabia and should be read by diplomats and policymakers involved in the conflict as well as students and researchers of the region.’
Hesham Shafick in LSE Review of Books

Nietzsche’s Unfashionable Observations
Jeffrey Church

‘A lucid, bold, and insightful interpretation of Nietzsche’s Unfashionable Observations … Church’s interpretation is full of interesting observations, unexpected connections, and nuanced reflections. His erudition and familiarity with Nietzsche’s corpus clarify conceptual distinctions and illuminate textual obscurities. Yet the outstanding virtue of Church’s work lies in the probing questions it raises about human nature and the search for meaning … Such questions take us to the heart of Nietzsche’s thought, and Church is to be commended for writing such a stimulating and provocative book.’
Paul T. Wilford in The Review of Politics
Monstrosity and Philosophy: Radical Otherness in Greek and Latin Culture
Filippo Del Lucchese

‘A real masterpiece for all those who intend to understand the wide range of philosophical approaches to defining the Monstrous, Otherness and Evil in the classical world. The text is well written and clearly organised to allow readers to follow the exposition of the author. Multidisciplinary scholars can benefit from Monstrosity and Philosophy; literary critics, classicists, philosophers and scholars in religious studies can appreciate the diversity of the scholarship and the author’s superb grasp of the subject matter.’
Andrea Di Carlo in Journal of Gods and Monsters

Scottish Coal Miners in the Twentieth Century
Jim Phillips

‘The book is a fitting tribute to the thousands of Scottish miners who toiled underground across the twentieth century and played an essential role in building a new society and defending it in the 1980s and 1990s. As an academic text it is a major piece of scholarship that will stand the test of time. However, just as importantly, its empathetic reconstruction of working-class culture and politics will ensure that it will be just as warmly received by the general reader with an interest in the history of Scotland.’
Keith Gildart in Scottish Labour History

Dilapidations and Service Charge
Denis J. Garrity and Lorna Richardson

‘Denis Garrity and Lorna Richardson have produced a highly useful, concise, and readable textbook on dilapidations and service charge. It is written in plain English, is well set out, and has a most helpful index, and deals thoroughly with the subject matter. It is a textbook which has been much needed for too long. The book gives a very helpful and comprehensive overview of the commercial property market and the common law, or set of default rules that apply in the absence of specific provision within the lease document itself. This highly digestible textbook should be on the desk of every solicitor and surveyor practitioner involved in commercial leases, and it should be well-thumbed – it is a very helpful guide which allows the practitioner to access the relevant law and obtain practical advice quickly and easily.’
Kenneth S. Gerber in Edinburgh Law Review

War in Space: Strategy, Spacepower, Geopolitics
Bleddyn E. Bowen

‘An impressive and comprehensive study which makes a significant contribution to spacepower theory and will undoubtedly take its place on the essential reading lists of universities and defence academies around the world… it is required reading for any student of International Relations or Strategic Studies. It is also required reading for any serious practitioner (from any service) who aspires to think clearly about how modern wars will be fought.’
Andy Netherwood in The Wavell Room
‘Belsey provides a lively and thorough account of a slippery subject. Marshalling a vast range of ghost stories from Homer to the 2017 Man Booker Prize–winner Lincoln in the Bardo, plus a good helping of “true accounts,” she asks what the ghosts of our imaginations do, where and when they appear, how they dress, move and communicate – and how they reflect their times … Today, as Belsey suggests in an elegant coda, the idea of the ghost is so deeply embedded in our ways of thinking about history, story-telling and our place in the world that we can hardly do without it.’

Susan Owens in *Times Literary Supplement*

‘Cinéma-monde: Decentred Perspectives on Global Filmmaking in French offers a rich, timely and thought-provoking examination of the theoretical, linguistic, cultural, aesthetic, ethical and economic dimensions of cinéma-monde that will prove invaluable for researchers and students of French and Film Studies.’

Kaya Davies Hayon in *H-France Review*

‘The Literary Politics Of Scottish Devolution is one of the most original and arresting studies of our political culture written for 10 years. It is a powerful deconstruction of the political myths that made modern Scotland and a compelling reassessment of Holyrood’s – frequently miscast – institutional origins.’

Jamie Maxwell in *The Herald*

‘As a filmmaker and as an essayist, Paul Schrader has always been focused on the life of spirit, often under the most debased conditions and shocking circumstances. That focus, as a writer and as a director, has resulted in several truly remarkable pictures. We’ve worked together on and off throughout the better part of our lives. It hasn’t always been easy, but it has always been fruitful and, quite often, revelatory. Truly, I don’t know where the art of cinema would be without his work, his mind, and his presence. This collection is a just and illuminating tribute to the work of a very important artist.’

Martin Scorsese
'This book is an important, and powerful, example of how interdisciplinary and cross-period studies can illuminate otherwise-overlooked points that lead to essential reconsiderations of subjects …’
Melissa Ridley Elmes in *Bryn Mawr Classical Review*

‘A. Robert Lee’s *The Beats: Authorships, Legacies* is a sweeping testament to the cultural allure and significance of Beat Generation writers. Anyone who wishes to be schooled in their complex art and lives would be wise to begin with this comprehensive overview of Beat literature and its post-Beat influence – written by one of the major critical voices on counterculture poetics.’
Nancy M. Grace in *Journal of Beat Studies*

‘Diligently researched and well-written – Sanmark examines diverse examples of assembly sites, blending the discussion of archaeological data with that of textual evidence and place names; this is all supported by numerous informative, high-quality maps and photographs – highly recommended as a thought-provoking and valuable addition to any early medievalist’s bookshelf.’
Ben Raffield in *The Society for Medieval Archaeology*
Marketing Activity

Conferences
We attended 25 conferences between August 2019 and January 2020, displaying our books and journals to 10,250 delegates. We sold hundreds of books and signed up new contacts to our mailing lists. In the second half of the year 19 conferences that we planned to attend were cancelled, with just one, the International Medieval Congress, flipping to a full virtual conference. We shared bespoke virtual conference pages for a number of other conferences and while online sales were less than at in-person events, we were encouraged by the spikes in traffic to our book and journal pages. As we move into the new academic year, more conferences are providing online exhibition opportunities for publishers and we will use these to showcase our publications and connect with delegates.

We also take the opportunity throughout the year to provide our authors and editors with promotional materials for individual journals and books and traditionally reach a large number of people at conferences and events.

Catalogues
We updated some of our subject catalogues in the first half of the year, sending these to events and mailing to our in-house list as well as through our network of agents and representatives. As many academic staff moved to working from home we paused work on the remainder of these catalogues with a view to recommencing design and print activity in response to working patterns and the opportunity to travel.

Email
Our email bulletins keep us in close contact with our key customers and supporters. During the first part of the year we were on track to increase our subscriber numbers in line with previous years. After a trial in one subject area where we saw a reengagement campaign remove contacts who showed no interaction and subsequently increase our open and click rates, we rolled this out across the entire list. We have seen subscriber rates drop by 14% but we have seen engagement increase.

Blog
We have made a conscious effort to increase the number of blog posts we publish – and also to space these out as regular content updates. The number of posts published increased by 40% year on year with an average of 8 per month and just shy of our goal of 2 per week. Content is evergreen and we see views increase over time as readers find their way to our blog from a variety of sources or navigate through posts within a specific subject area.

Social Media
We saw our Twitter following grow by a 1,000 from year to year, at a steady rate throughout the year. Engagement with our posts improved by 0.5% while mentions of EUP increased 100%. The social media team spent time analysing our posts to optimise our content and improve our scheduling. We are now systematically finding and following our authors and contributors, improving interaction and reach.

Journals Anniversary Events
Several journals have reached significant milestones this year, and to celebrate we have launched a programme of digital activities, including broadcasts to our highly engaged Twitter following plus:

- A Virtual Collection of over 25 archival articles made free to access for the year, with an accompanying blog post to celebrate 50 years of the Irish University Review
- A Virtual Collection of over 40 archival articles made free to access for the year, with an accompanying original introduction and editorial piece to celebrate 70 years of The Innes Review
- We also celebrated 5 years of CounterText with an anniversary Virtual Collection of essays, interviews and original works, and an accompanying blog post
Society Relationships
We work closely with our societies to support their member outreach efforts, meetings and conferences throughout the year, with activities such as calls for papers, production of membership forms and support for virtual and in-person events, where relevant. We also continue to distribute our ‘Partnership Benefits’ leaflet that details all the ways in which we support and nourish our societies.

Editors and Contributors
We have an open dialogue with our journal editors and contributors and strive to help them raise the impact and accessibility of their research. Our contributions regularly engage with our services including producing more than 30 blog posts this year, distributing our materials at conferences as well as ensuring our journal content is visible on our virtual conference efforts and recommending journals to their institutions.

Working with our authors
As part of our mission statement, we commit to putting our authors at the centre of all we do. The marketing team make it a priority to have a personal conversation with our authors, especially around the time of publication. This gives us the best chance to collaborate on opportunities to promote new books, whether that is providing materials for a conference, amplifying our joint presence on social media, working on a blog or identifying the key outlets for promotion and review.

edinburghuniversitypress.com
The year saw two major projects for the books website. First we overhauled our author information, collating multiple versions of forms and rewriting out-of-date copy. Now any new author can come to EUP, click on ‘For Authors’ and find answers to questions from the early stages of putting a book proposal together, through the important technical details around submitting a manuscript, to finding out more about marketing.

At the same time we prepared for the migration of our site to an upgraded platform with Magento 2 and planned the integration of our dollar ecommerce facility. We have improved and future-proofed functionality behind the site, including a move to the Stripe platform for collecting payment.

euppublishing.com
The journals website saw an increase in visits this year. Over 774,000 users visited the site and generated over 1 million sessions, an increase of 30% on last year, with an additional 29% increase in page views. We saw an increase in visitors from all over the world, including the United Kingdom, North America, India, Australia, Germany and China with the biggest increases. A great deal of work has gone on behind the scenes to make our content more discoverable and accessible, with improved promotion of sample content to help generate awareness and usage.
Journals Publishing 2019–2020

Journals Publishing Highlights

We published 48 journals in the 2019–2020 financial year, with revenues of £1,034,500 (including rights).

Three journals joined the fold in 2020: Crime Fiction Studies, Global Energy Law & Sustainability and Library & Information History.

New for 2020

Crime Fiction Studies
Editor: Fiona Peters
Crime Fiction Studies is an innovative new journal that provides a much-needed, academically strong publication within the area of Crime Fiction that is focused, interdisciplinary and international. It draws scholars together through a series of themed and general issues which explore the status of the genre today, its history, social and cultural influences and current popularity.

www.euppublishing.com/cfs

Global Energy Law & Sustainability
Editor: Raphael Heffron
Global Energy Law & Sustainability is an international journal dedicated to research in energy law and policy, with an interdisciplinary focus comprising themes from a range of disciplines involved in energy research, such as: the energy life-cycle; energy production and infrastructure; energy regulation; economics and legal policy; energy justice; low-carbon energy law and transition; international energy law; subsidies; risk; governance; climate change; sustainability and environmental law.

www.euppublishing.com/gels

Library & Information History
Editors: Peter Reid and Jill Dye
Library & Information History is the journal of the Chartered Institute of Library & Information Professionals, and the only British periodical devoted exclusively to the history of libraries and librarianship and to the burgeoning field of information history. The journal publishes works about all subjects and all periods related to the history of libraries and librarianship, and to the history of information.

www.euppublishing.com/lih
Journals Publishing Report

Online Publication

Readership and Subscriber Profile
There were over 985,000 articles accessed via EUP Journals Online in 2019, compared with 470,000 downloads in 2018. We published 1095 journal articles in 2019 – over 15,000 pages of journal content.

Most accessed in 2019:
1. Film-Philosophy
2. Archives of Natural History
3. Edinburgh Law Review
4. Journal of British Cinema and Television
5. Scottish Affairs

Frequency Increases
In 2020, Gothic Studies increased from two to three issues a year.

Discoverability
Key activities to improve discoverability of our titles include a variety of abstracting and indexing (A&I) arrangements, ensuring our industry-compliant title spreadsheets are updated each year and sent to all major link resolvers, continuing and improving library relations via conferences and direct meetings, and ensuring metadata for all published content is appropriately tagged. Activities during FY20 include:
- 557 submissions to new A&I databases: 215 accepted; 17 rejected; 325 in progress or awaiting response
- Journals added to key A&I databases, including: Web of Science, Scopus, Index Theologicus, British Humanities Index, and more.

Special Issues
The journals below published a special issue as both a journal issue and separate book publication. The issues are included within a journal subscription and also available for separate purchase via standard book channels.

Paragraph
Religion in Contemporary Thought and Cinema,
Edited by Libby Saxton and Anat Pick

Irish University Review
Irish Studies Now,
Edited by Emilie Pine
Book Sales Report

Global Sales Summary

2020 was certainly a year to remember and to end it 2% ahead of FY2019 at £3.6m was a considerable achievement. Unsurprisingly, due to Covid-19 and the global closure of university libraries, bookshops and the demise of a major UK wholesaler, our books print revenue, which represents half of our total sales revenue, fell 7% on the prior year. However, as online learning became a necessity, we witnessed ebook sales growth of 17% on FY2019. Therefore, at year end, our total print and ebook revenue was £2.5m, 1% down on last year and worth 70% of our total sales revenue. Journals sales grew 9% in FY2020 with an end-of-year revenue of £825k and again, we saw increased digital subscriptions over print. Rights and Permissions revenue was 6% ahead on last year at £286k.

Regional Print Summary

Print revenue in the UK declined 7% as a result of the pandemic, with sales falling for the last 5 months of the financial year. The closure of Bertrams, one of the UK’s top accounts at the end of March, had a substantial impact on UK revenue. Unsurprisingly, we saw a huge increase in online print book sales through Amazon in the UK as a result of Covid-19. In North America, we changed book distributors from OUP to Ingram in June 2020 and despite warehouse closures and print supply chain issues at the peak of the pandemic, the on-boarding of the new distributor was successful and we saw a large spike in US sales in July as a result. However, reflective of the UK decline in print sales, we also saw an overall 7% decline in North American revenue. Revenue from key European markets (Germany, Scandinavia and Benelux) grew 13% on FY2019 due to strong regional internet sellers and library suppliers whilst growth of 13% in the ROW region was largely attributable to bulk orders from China prior to the pandemic.
Ebooks

Ebook revenue for FY2020 was £719k and increased 17% on last year. EUR, like many other publishers, took part in ‘Covid’ promotions with multiple aggregators to offer increased content to support libraries worldwide through the pandemic. Since most of the campaigns ended in August, we would not necessarily have seen a substantial financial uplift in FY2020 as a direct result; however, our visibility amongst a wide range of institutions has been notable and the revenue boost should be evident in FY2021. Most aggregators were quick to adapt to the sudden demand of digital content and e-textbook models were refined to meet the needs of institutional libraries and their students. Having digitised our backlist early this year, we were well placed to provide e-content as demand dictated. Of our eBook revenue, 80% came from 4 aggregators, but we saw growth in all accounts so we are starting to witness more diversification in terms of ebook revenue.

Finance Report

Abstract from the Financial Statements for Financial Year 2020 (to 31 July 2020)

Sterling £ (000)

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<th>2020</th>
<th>2019</th>
<th>2018</th>
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<tr>
<td>Profit/(loss) for the financial year</td>
<td>(127)</td>
<td>87</td>
<td>145</td>
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<tr>
<td>Movement in restricted funding</td>
<td>7</td>
<td>(2)</td>
<td>-6</td>
</tr>
<tr>
<td>Net movement in capital and reserves</td>
<td>(127)</td>
<td>87</td>
<td>137</td>
</tr>
<tr>
<td>Opening capital and reserves at 1 August</td>
<td>2,037</td>
<td>1,950</td>
<td>1,813</td>
</tr>
<tr>
<td>Closing capital and reserves at 31 July</td>
<td>1,910</td>
<td>2,037</td>
<td>1,950</td>
</tr>
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Financial year runs 1 August to 31 July
The Press Committee

The Press Committee, as a Court Committee, embodies the academic relationship between the University and its Press by validating the academic standards of the books published with the University’s name on them.

The Press Committee membership

Convener: Dr Alex Thomson, MA (Hons), MA, DPhil
English Literature (Continental Philosophy)

Dr Paul Crosthwaite, BA, MLitt, PhD
Philosophy and Literary Studies (Modern Literature)

Professor Andrew Erskine, MA, DPhil
Ancient History

Professor Penny Fielding, BA, DPhil
English Literature (Scottish Literature and 19th-Century Literature)

Professor David Fox, PhD
Law

Professor Robert Hillenbrand, DPhil, Honorary Professorial Fellow
Islamic and Middle Eastern Studies

Professor John E. Joseph, BA, MA, PhD, FRSA
Linguistics and English Language (Applied Linguistics)

Dr Anouk Lang, BMus, BA (Hons), PhD
English Literature (Postcolonial Studies and 20th-Century Literature)

Professor Bettelou Los, PhD
English Language and Linguistics (Historical Linguistics)

Dr Mihaela Mihai, MA (Hons), MRes, PhD
Political Science (Political Theory)

Dr Mark Newman, BA, MA, PhD, FRHistS
American Studies

Dr Gordon Pentland, MA, MSc, PhD, FSAScot, FRHistS
Political History of Britain since the French Revolution

Dr David Sorfa, BA (Hons), MA, PhD
Communications and Image Studies (Film Studies and Film-Philosophy)

Dr Ewan Stein, MA (Hons), MA, PhD
International Relations (modern Middle East)

Dr Gary West, MA, PhD
Celtic and Scottish Studies
People

The Board of Trustees

The Board of Trustees is a non-executive body charged with the general oversight and control of the Press which is in itself a division of the University Corporate Services Group. The individual Trustees are senior members of the University, independent of management, and all bring their individual expertise to bear on issues of strategy, performance, resources, key appointments and standards of conduct.

Professor Ewen Cameron
School of History, Classics and Archaeology and Chairman, Board of Trustees (pictured)

Professor Alvin Jackson
Sir Richard Lodge Professor of History

Dr Catherine Martin
VP Corporate Services (interim)

Ms Ashley Shannon
Director of Operations, Corporate Services

Dr Alex Thomson
School of Literatures, Languages and Cultures and Convenor of Press Committee

The Board of Management

The Board of Management consists of a Non-Executive Chair, two Non-Executive members, Chief Executive, Head of Editorial (Books), Head of Journals, Head of Finance and Operations, Head of Sales, Head of Marketing and Head of Production. The Board meets four times a year alongside the Trustees. The Executive Management Group, excluding the three Non-Executives, meets monthly.

The Non-Executives

Margaret Hewinson
Non-Executive Chair

Richard Fisher
Non-Executive

Mark Allin
Non-Executive
The Executive Management Group

Timothy Wright  
Chief Executive

Anna Glazier  
Head of Marketing

Nicola Ramsey  
Head of Editorial (Books)

Sarah McDonald  
Head of Journals

Agnieszka Gacka  
Head of Finance and Operations

Rob Dale  
Head of Production

Charlotte Mason  
Head of Sales