

**EMBARGOED until Feb 12th 2013: 7 am EST; 12 midday UK time**



*Your Peers, Your Science  
Academic Publishing is Evolving*

***Embargoed PeerJ Press Release  
PeerJ, San Francisco and London***

### **PeerJ Publishes Its First Articles**

*Journal Publisher Heralds in a New Era of Innovation and Affordability in Academic Publishing*

PeerJ (<https://peerj.com>), a new academic journal publisher, founded on the principles of affordability, innovation, and Open Access, published its first articles today.

PeerJ, launched by Jason Hoyt (formerly at Mendeley and Stanford University) and Peter Binfield (formerly at PLOS ONE), has been shaped from the premise that ‘if society can set a goal to sequence a human genome for just \$99 then why shouldn’t academics be given the opportunity to openly publish their research for a similar amount?’. By publishing its first 30 peer-reviewed articles today, PeerJ moves one step closer to realizing that vision.

“We are doing things that no other publisher is doing,” said Hoyt, Co-Founder and CEO of PeerJ. “It has been reported that the global academic community pays as much as \$9.5B per year for access to academic journals. We believe that these costs could be reduced by as much as 75% using new business models such as that employed by PeerJ, and utilizing open distribution licenses such as the Creative Commons license. The result will be a net benefit to the global research effort and a welcome increase in the efficiency and effectiveness of academic publication.”

PeerJ aims to establish a new model for the publication of all well reported, scientifically sound research in the Biological and Medical Sciences. To achieve that, the organization has built an economical and efficient peer review and publication system and assembled an [Editorial Board](#) of 800 esteemed academics, including an [Advisory Board](#) of 20 (five of whom are Nobel Laureates). A rigorous peer review process is operated, and the journal strives to deliver the highest standards in everything it does.

Uta Francke, an author on one of the launch day articles; PeerJ Advisory Board member; Professor of Genetics and Pediatrics, Emeritus, Stanford University School of Medicine; and Past President of both the ‘American Society of Human Genetics’ and the ‘International Federation of Human Genetics Societies’ said that she was “excited about the launch of PeerJ, which represents much more than just another Open Access publishing venture. The innovative membership model, including a commitment to review the work of one’s peers, will ensure an interactive relationship of equals - authors, editors and reviewers - all striving for high quality research reports published in a totally transparent fashion after rigorous constructive peer review.”

Tim O’Reilly, the founder of O’Reilly Media and a thought leader in the Open Source movement, sits on the Governing Board of PeerJ Inc. and brings a wealth of knowledge, and passion, for the promotion of open, unfettered communication in academia. Tim had this to say about PeerJ: “It’s easy to forget that technological revolutions also demand business model revolutions. Open access is transformative for science publishing, not only because it spreads knowledge more efficiently, but because it slashes the cost of producing and consuming that knowledge.”

Authors wishing to experience the future of publishing can now submit their articles at: <https://peerj.com/>

###

**Additional Press Releases:** Two of the 'launch day' articles are being separately press released (also under embargo): These are a neuroscientific study of Penn and Teller's "Cups and Balls" magic trick (at: <http://bit.ly/RieiroPeerJRelease>); and a study by 23andMe on consumer reactions to information regarding their genetic predispositions to breast and ovarian cancer (at: <http://bit.ly/FranckePeerJRelease>)

#### **Essential Features of PeerJ:**

- *PeerJ* is a rapid, peer reviewed, 'Open Access' scholarly journal, using a Creative Commons license which means that all articles are entirely free to read, distribute, and reuse provided authors are properly attributed.
- Publication decisions are made only on scientific validity (not on perceived impact).
- *PeerJ* uses a 'Membership Model' whereby authors become lifetime members, giving them the ability to freely publish their articles thereafter. As a result, publication costs for authors are significantly lower than similar publications.
- *PeerJ* has 800 Academic Editors, including 20 Advisory Board members (of which 5 are Nobel Laureates). Full list at: <https://peerj.com/academic-boards/subjects/> and Advisors at: <https://peerj.com/academic-boards/advisors/>
- *PeerJ* encourages 'open' Peer Review (meaning that reviewers are encouraged to provide their names; authors are empowered to reproduce their peer review history alongside their published article).
- By utilizing short, iterative development cycles, users will see the rapid development of new features and innovative functionality, dramatically improving the academic publication and reading experience.
- Learn more about PeerJ here: <https://peerj.com/about/how-it-works/>
- Note: PeerJ PrePrints (the second component of the PeerJ publishing system) will debut in the coming months.
- Reference for the quoted market size: [http://www.stm-assoc.org/2012\\_12\\_11\\_STM\\_Report\\_2012.pdf](http://www.stm-assoc.org/2012_12_11_STM_Report_2012.pdf)

**Links:** Facebook: <http://www.facebook.com/thePeerJ> ; Twitter: [@ThePeerJ](https://twitter.com/ThePeerJ) ; Google+: <http://peerj.com/+> ; Blog: <http://blog.peerj.com/> ; Member sign up: <https://peerj.com/signup/>

**Media Contact:** [press@peerj.com](mailto:press@peerj.com) (Tel: +1 415 413 4596 PST)

**Prior Press Releases and Media Resources** (including logos) can be found at: <https://peerj.com/about/press/>

---

**About PeerJ:** PeerJ Inc. is an Open Access publisher of scholarly scientific content, which offers researchers a lifetime membership, for a single low price, giving them the ability to openly publish all future articles for free. The company has two publications - a peer-reviewed journal named "PeerJ" and a preprint server called "PeerJ PrePrints". PeerJ is based in San Francisco, CA and London, UK and can be accessed at <https://peerj.com>.

**About Open Access:** Open Access is the practice of providing unrestricted, free, online access to peer-reviewed scholarly content (typically journal articles). Copyright is retained by the authors, and a Creative Commons 'attribution license' is commonly applied, meaning that anyone can re-use the material provided they attribute the original source.

All works published in PeerJ are Open Access and published using a Creative Commons license (CC-BY 3.0). Everything is immediately available—to read, download, redistribute, include in databases and otherwise use—without cost to anyone, anywhere, subject only to the condition that the original authors and source are properly attributed.

**For more information; to be put in touch with authors or Academic Editors; or to schedule interviews - please email [press@peerj.com](mailto:press@peerj.com)**