



# **Language Learning in Higher Education**

Journal of the European Confederation of Language  
Centres in Higher Education

Prepared by: Dr. Christina Lembrecht // Berlin // February 2016

## Subscriptions and consortia/package sales in 2015

Type of subscription	Percentage
Total number of subscriptions (incl. Pick&Choose)	37
Thereof: Print	14%
Thereof: Online	81%
Thereof: Print & Online	5%

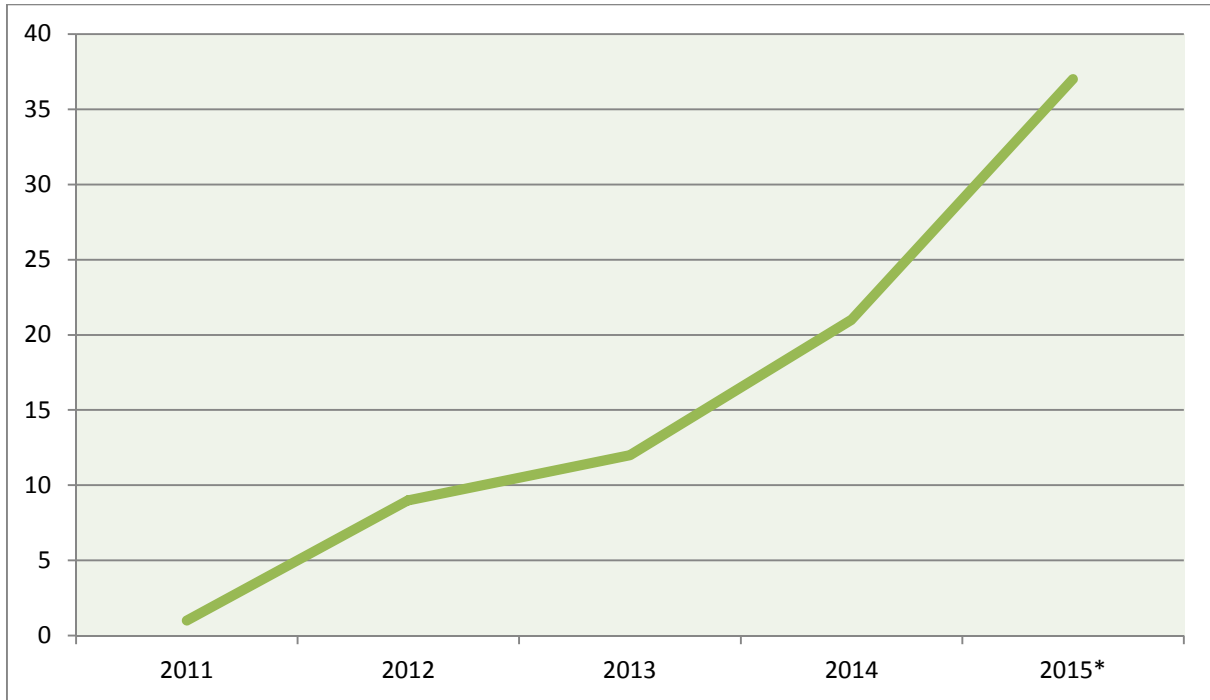
Geographical spread of subscriptions	Percentage
U.S./Canada	43%
Austria/Switzerland	5%
Great Britain	9%
Asia	16%
Italy/Spain	16%
Individual subscriptions in Finland, New Zealand, Netherlands, Czech Republic	11%

Geographical spread of consortia and journal packages
Germany (incl. 50 university libraries)
Sweden, Denmark
Katar
Switzerland
South Africa, Great Britain

# Journal development 2011-2015

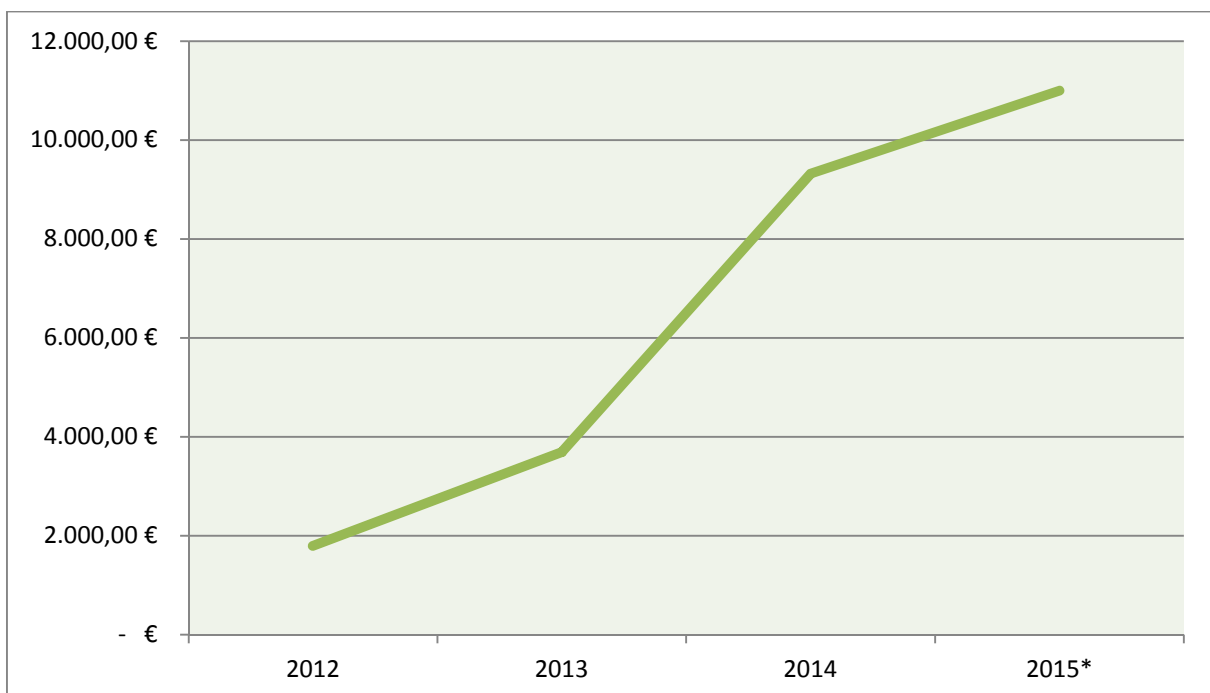
## Subscriptions

\* Please note: 2015 figures include individual Pick & Choose Sales



## Revenues from subscriptions and consortia/package sales

\* Please note: 2015 figures are still preliminary



# Abstracting & Indexing

Language Learning in Higher Education is covered by the following services:

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EBSCO Discovery Service

**ERIH PLUS (European Reference Index for the Humanities and Social Sciences)**

Genamics JournalSeek

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**Linguistics Abstracts Online**

**MLA International Bibliography**

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ReadCube

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Ulrich's Periodicals Directory/ulrichsweb

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## Promotion within Mouton's journal portfolio

### Marketing

- *Language Learning in Higher Education* is featured in Mouton's annual new title catalog which is distributed electronically and in print to libraries worldwide
  - Print mailing: 2.300 copies to more than 700 libraries and customers
  - Digital distribution: eMailing to 4.368 addresses
- Display of the journal incl. free take-away conferences at relevant academic conferences. In 2015, we promoted *Language Learning in Higher Education* at our booth at the following conferences:
  - American Association of Applied Linguistics (AAAL): <http://www.aaal.org/>
  - The 10th International Symposium on Bilingualism (ISB): <http://isb10.rutgers.edu/>
  - International Pragmatics Association (IPrA): <http://ipra.ua.ac.be/>
  - The Societas Linguistica Europaea (SLE): <http://www.societaslinguistica.eu/>

### Sales

- Sales of subscriptions (print, online, print+online) to institutional libraries and individuals subscribers
- Inclusion of the journal in large, electronic journal packages and subject packages (linguistics)
- Inclusion of the journal in consortia deals with national library networks