



Document history

VERSION	PUBLISHING DATE	SECTIONS UPDATED/ADDED
Version 1.0	January 2018	Publication of new the Publishing Guidelines, based on the 2017 Publishing Guidelines.
Version 1.1	May 2018	Sections Publications Committee; Editorial Board.
Version 1.2	September 2018	Sections Publications Committee; Editorial Board. Added new section: Evaluating your project.
Version 1.3	October 2018	Sections Publications Committee; Peer review.
Version 1.4	November 2018	Section How can
Version 1.5	March 2019	Sections Peer review; Production.
Version 1.6	August 2019	Section Peer review.

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x For comments or queries, please send an email to [pubhD 3 >>BDC7\(es\) /l.h>BDC7\(engq\)-11.2 @B](mailto:pubhD3@BDC7(es).h>BDC7(engq)-11.2@B)

How can we help you

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- x **Editing and proofreading.** We maintain [lists with editors and proofreaders](#) on the Union Portal. Contact the IUCN Publications Officer for more information.
- x **Translation.** We maintain a list of professional translators who can translate IUCN publications into the three official IUCN languages. Other languages may be handled, if necessary. This [list with translators](#) is available on the Union Portal. Contact the IUCN Publications Officer for more information.

Translations have to be checked and approved by the Publications Officer. After approval, the Publications Officer will assign a new ISBN (and possibly DOI) and upload the final PDF to the IUCN library database. See for more information, the section "[Translations](#)" in these Guidelines.

- x **Translation permissions.** IUCN encourages the translation of its publications. To request permission for translation of an IUCN publication, a **translation permission form** must be completed and submitted to the IUCN Publications Officer. Translation should only start after permission has been granted. The translation permission form is available on the [Union Portal](#) and on the [IUCN website](#).
- x **Printing services.** A [list of printers](#) for the production of IUCN publications and merchandise is available on the Union Portal. The distribution of hard copies of IUCN publications to their intended audience is the responsibility of each office or Commission.

We manage procedures

- x **Allocation of ISBNs.**

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How to make a publication?

Define objectives and target audience

Before beginning your publication, decide exactly what it is you are trying to achieve: what are your objectives? Your objectives can include a variety of different goals and will determine your target audience(s), which should help you decided on the message, output type, and medium of your communication product.

Here are some examples on how this type of strategic thinking might work:

If your objective is to...	You will need to target...	How does this target audience prefer to acquire information? What is the best output type and medium for communicating your message to the target audience?
Influence policy and decision-making at the upcoming COP	Policymakers attending the COP	Policymakers typically need easily digestible key messages, as they are often very busy and bombarded with information at conferences and events.
Promote protected area management best practices among protected area managers in Africa	Protected area managers	

The primary purpose of books and monographs is to communicate knowledge. They:

- x consist of at least 20 pages of substantive, original content (i.e. excluding title page, credits page, table of contents, reference list/bibliography, annexes);

- x are arXiv preprint arXiv:2601.01613v1 [cs.LG] 26 Jan 2026 (MC ETBT/CID 0 >>BDC.33/C2_0 1- Td[(- T141)10.MC /P <</MCID 0 >

Visual identity

IUCN publications must bear the IUCN name and logo and follow the [IUCN visual identity guidelines](#).

When collaborating with partners, IUCN encourages the use of the IUCN visual identity to brand publications. In such cases, the IUCN visual identity rules, in addition to the logo rules, must be followed. In cases where the IUCN visual identity cannot be used for jointly produced material, a neutral design must be agreed on a case-specific basis.

Publications produced by the Commissions (including Specialist Groups) (i)2.6 (6(i)2.7 (n addi)uoint (i)2J0

[Publications Committee](#) (for publications with IUCN Secretariat staff (co-)authors/editors) and/or the [IUCN Editorial Board](#)).

- x IUCN must approve final content before the publication goes into production, including the insertion of our disclaimer information.
- x The IUCN Publications Officer must approve final design and layout (including logo use) before the publication goes into final production.
- x Parties should agree on the amount of stock each organisation will receive, if applicable.

Co-publishing with commercial publishers

Advantages of co-publishing with commercial publishers include:

- x Publisher takes most of the financial risk associated with producing the publication.
- x IUCN becomes associated with a well-known, credible publisher. Note that it is important to ensure that IUCN's contribution is clearly visible in the final product.

Some disadvantages to be aware of are:

- x IUCN may not be able to retain copyright. This prevents further use and distribution of our material.
- x Production times in commercial publishing are often much longer.
- x IUCN may lose editorial control.
- x IUCN staff may be required to provide considerable input. The project could become time-consuming.
- x IUCN is usually required to buy in stock to help cover production costs.
- x The publications may not necessarily reach IUCN's main audiences.
- x IUCN may not be able to put the finished publication on the website.

Conditions for acceptance of commercial publishing proposals

In addition to reviewing the advantages and disadvantages above, there are certain conditions that should be met before you co-publish with a commercial publisher:

- x Both the commercial publisher and IUCN must benefit from the collaboration in terms of profile enhancement.
- x The collaboration must lead to an understanding of the importance of IUCN's work amongst a wider audience than IUCN can reach by itself.
- x IUCN must obtain benefits that assist it to pursue its mission and Programme of work.
- x The real costs of the collaboration must be borne by the commercial publishers.

The following criteria should be used to assess these conditions:

- x The publication must meet a standard of quality that IUCN can endorse in terms of scientific credibility.
- x The publication has a high potential for wide distribution amongst primary IUCN audiences.
- x The publication has the potential to reach IUCN's secondary audience to enhance awareness of the importance of conservation and sustainable development amongst a significant segment of the general public.
- x The real costs to IUCN are covered (staff time, including secretarial support, overheads, volunteer compensation).

Negotiating the contract

Although many commercial publishers have their own standard agreements, below are points to consider when you begin negotiating a contract:

- x Ensure IUCN retains copyright or agree to joint copyright as a minimum.
- x Ensure that IUCN's contribution to the publication is duly acknowledged and given prominence.
- x Agree rights reversal within a specific time period should the publication go out of print.
- x Ensure that IUCN will receive a PDF of the final document for the IUCN website. This may be subject to a time exclusion clause.
- x Discuss fees for the contribution of scientific material and expertise.
- x Ensure IUCN receives a final copy of the proofs to approve content and logo use before the publication goes into final production.
- x Agree on a number of hard copies of the publication, if applicable. Sale of the publication might also be subject to a time exclusion clause.

To make sure that the conditions are acceptable, it is recommended to send a draft copy of the contract to the Publications Officer – and to the colleagues of the Office of the Legal Adviser, HQ – and to have the details checked. A final copy of each publishing contract should be forwarded to the Publications Officer.

Checklist of items for co-publishing

The three tables below contain a checklist of items that need to be included, discussed or negotiated when entering into a co-publishing agreement with another organisation or with a commercial publisher.

Table 1: Checklist of items to be agreed when co-publishing with another organisation

Item	Done
Agree on the respective roles and responsibilities of each party from the outset, including: <ul style="list-style-type: none"> - Responsibility for content - Management of the overall project - Design - Production - Assignment of an ISBN (and DOI), if applicable - Electronic / Print distribution - Level of financial contribution from each party 	
Negotiate sole or joint copyright	
Approve final content, including the IUCN disclaimer information, prior to production	
Approve final content, including the IUCN disclaimer information, prior to production	
Approve final design and layout (proof), as well as logo use and copyright info, prior to publishing/printing	
Agree on amount of stock to be made available to each organisation against no costs	
Agree on distribution, sales and marketing	

Table 2a: Conditions for evaluating a co-publishing project with a commercial publisher

Conditions	Yes	No
Do both the commercial publisher and IUCN benefit from the collaboration in terms of profile enhancement?		
Will the collaboration lead to an understanding of the importance of IUCN's work amongst a wider audience than IUCN can reach by itself?		
Will IUCN obtain benefits that assist it to pursue its mission and Programme of work?		
Are the real costs of this collaboration borne by the commercial publisher?		

Table 2b: Criteria to be used to assess the above conditions

(Assign a value – either “high” or “low” – to each of the criteria below. If there are a majority of “high” values, then it is worth co-publishing.)

Criteria	High	Low
The publication meets a standard of quality that IUCN can endorse in terms of scientific credibility		
The publication has a high		

Acknowledging support from donors and IUCN Framework partnerships

It is **mandatory to acknowledge the institutional support of IUCN Framework partners** in our publications. Many of our publications are project funded but there is also some core funding that goes into IUCN publications. A paragraph acknowledging IUCN Framework partnerships is included in the template of the [IUCN standard credits page](#).

If a publication is being produced with a contribution from IUCN Framework partners, the following text should be included in the acknowledgements section of the publication:

Planning your publication

When planning a publishing project, the first step will be to prepare a [publication concept note](#) for all publications to which IUCN ISBNs are intended to be assigned. The concept note should be submitted to and approved by the Publications Committee before the writing starts. The Publications Committee concept note review meeting is held twice per year. A call for submission of concept notes will be sent out well in advance of a meeting. Incomplete submissions will not be taken into consideration.

Publication concept note

The publication concept note is designed to help you plan and execute your publishing project by:

- 9 keeping you and all team members focussed;
- 9 defining who is involved in the project and their respective roles, including publication leads, unit/team heads, project managers, writers, peer reviewers, editors, designers, printers, etc.;
- 9 setting the time-frame and the chronology of stages in the project;
- 9 helping you budget appropriately for publishing costs, including hidden ones.

Set timeline

Because the publishing process involves a sequence of events some of which are dependent on previous stages being completed (e.g. development of concept notes, writing, design and printing), and some of which can take place simultaneously (e.g. writing and identifying distribution), time management is critical. Time management is particularly important when a publication is being produced for a specific event, e.g. a conference, a launch, etc.

When planning a publication:

- 9 Set realistic deadlines. It is often best to **work on your timeline by working backwards** from the date you would like to launch the publication.
- 9 Set aside sufficient time for the concept note review process by the Publications Committee, peer reviewing, clearance of the post-peer review and copy-edited manuscript by the Publications Committee, Editorial Board sign-off on the peer review tracking table, and solving any issues that may arise.
- 9 Allow plenty of time for substantial editing, copy-editing, design, proofreading and printing. Do not cut corners on any of these processes, i.e. do not decide that because writing or review have taken longer than foreseen, you will shorten the time allocated to editing and design.
- 9 Set aside sufficient time for review of the complete, proofread, PDF by the Publications Officer.
- 9 Foresee sufficient time for preparation of the digital release by the Publications Officer.
- 9 Build in extra time wherever possible to allow for unforeseen events.
- 9 Foresee sufficient time for shipping, particularly if a publication is planned for an event (conference, book launch, etc.). To save time (and shipping costs), a possible option would be to have the publication printed in the country where the event will take place.

A template for planning the timeline for your publishing project is available on the [Union Portal](#). You can also [use digital tools such as Asana to help you plan your publication launch](#).

Example of a timeline showing the minimum amount of time needed to produce a publication, including the **minimum amount of time** (weeks) **you should reserve** for each step in the publishing process:

Set budget: costing and funding your publication

As with all projects, it will be necessary to establish a budget for your publishing project. The budget can serve different purposes:

- 9 It can be used to fundraise for your project.
- 9 If the funds have already been allocated, it can assist you to see whether you need to raise more funds, or alternatively whether you need to modify your project so that it comes within the allocated budget.
- 9 It can help you to focus your expenditure and evaluate where over183 0 T (.)]Te w wt72 360. tanj budge be neceseto o 2 (us)8.9 -6.6 ()11.3 (f)-6.6 (or)5 (y)8.8 (our)-5.9 (publ)2.83 0 2ve al (or)5 (

Below is a checklist of the items that you will need to include in your budget.

“Visible items”:

- 9 Consultant’s fees (if a consultant is being commissioned to write/compile the content), including expenses (travel, etc.);
- 9 Copyright fees, i.e. for using information on which a third party owns copyright;
- 9 Photographic fees for use of images from other sources, e.g. photo libraries;
- 9 Costs for peer reviewing (the IUCN Editorial Board recommends to offer peer reviewers a CHF 500 honorarium in gratitude, if applicable);
- 9 Costs of any meetings that may be required to discuss issues;
- 9 Editing costs, e.g. of an external substantial editor;
- 9 Copy-editing costs; Photo costs; Agency costs; Design costs; Printing costs; Illustration costs; Translation costs; Travel costs; Accommodation costs; Food and beverage costs; Transport costs; Insurance costs; Miscellaneous costs; Contingency costs; Other costs.

Example of items in a publication budget:

Publication Budget	
Donor/source of funds:	
Item	Amount
Consultant fees/staff time for writing and research	
Consultant fees/staff time for substantive editing	
Honoraria for peer reviewers	
Copyright and image license fee	
Consultant fees/staff time for copy-editing	
Design and layout	
Consultant fees/staff time for proofreading	
Printing (if applicable)	
Shipping and distribution of hard copies (if applicable)	
Communication/promotional costs	
Monitoring and evaluation	
Other staff time/overhead	
Other costs (e.g. translation, DOI)	
Total	

Outsourcing and external contractors

Once your budget has been agreed, you will be able to make an informed decision about the type of publication to produce. You will also know how much funding you have available for each stage of production.

In order to complete a publishing project, it will be necessary to contract certain services to outside suppliers (if applicable), e.g.:

- writers
- substantive editors
- copy editors
- designers
- proofreaders
- translators
- printers
- distributors

Choosing your suppliers

The following criteria will help you make your final choice of suppliers:

- 9 Does the supplier have experience with and knowledge of the subject matter with which they are dealing (particularly important in the case of writers, substantive editors and translators)?
- 9 Is the supplier acquainted with IUCN and its work/mission? Does it follow environmentally and ethically sound business practices?
- 9 Does the supplier have a proven track record (it is often useful to ask for previous examples of work)?

IUCN Publications Committee

Work process

The [IUCN Publications Committee](#)



The licence agreement has to be countersigned by the appropriate D-level Secretariat staff (who can then delegate to a lower grade staff if they wish).

Editors versus authors

When editors are listed (i.e. on the front cover and title page: 'Edited by: [names]', and in the citation with 'eds.'), it is common practice to also credit the authorship of the individual chapters. If there are specific chapter authors, then their names need to be added to each chapter. If there are no specific chapter authors, then the term 'editors' (or 'Edited by') should not be used but instead list the names of these persons as "authors" of the entire manuscript.

Executive summary

- Make your piece look easy to read
- Put important information up front
- Make your writing interesting
- Keep the tone professional and avoid unnecessary jargon
- Use attractive, **short** titles. Sub-titles can be longer and more explanatory
- Include key findings and key message(s)
- Include only information necessary to get the message across
- Use examples, photographs, infographics, tables to reinforce your writing

Volume and substantive editing

All authors have to agree on the content before the final manuscript is submitted for peer reviewing. Before sending your manuscript to peer reviewers, make sure your manuscript has been edited. It is important to allow enough time for editing.

There are different levels of editing:

- ¾ “Volume” editing
- ¾ Substantive editing

Volume editing

If your publication is a collection of chapters or articles by different authors, one or many editors may be appointed to oversee the process. These are the “volume” editors. There can
e,

- 9 Checking the accuracy and consistency of the content, raising questions with the author(s) and/or editor(s)
- 9 Checking to ensure the manuscript is complete and includes:
 - line numbers (for ease of reference for the peer reviewers)
 - table of contents
 - foreword (if applicable),
 - executive summary/abstract
 - acknowledgements

your publication. You can try using the [Creative Commons Search](#) to find images and media you can share and use.

Photographs acquired through photo agencies

There are many photographic agencies. We regularly use the following:

- Corbis (pro.corbis.com/)
- Lonely Planet Images (www.lonelyplanetimages.com)
- Natural History Photographic Agency (www.nhpa.co.uk)
- National Geographic (

- x EPS and TIFF files are the preferred formats. If the photo is supplied as a JPEG, you should ensure that it is the original scan or digital photo. Each time a JPEG is saved it loses quality, whereas EPS and TIFF files do not.
- x Never embed images in the manuscript that you are submitting to the typesetter. Images should be submitted (by email or otherwise) separately.
- x Clearly indicate where each photo should be placed in the text. Include captions in the text with a clear indication that these are photo captions.

Artwork, illustrations and other graphic material

If you are including artwork, graphics or illustrations, please provide the following information:

When including a **map or artwork for which data was used from an existing publication**, add at the end of the caption: Source: Compiled by the report authors using data from [author name(s)] (publishing year).

For example: [Caption]. Source: Map compiled by the report authors using data from Jones et al. (2020)

Or: [Caption]. Source: Compiled by the report authors using data from UNEP-WCMC and IUCN (2020)

When including a **map, artwork or table that was prepared by the authors**, add at the end of the caption: Source: Compiled by the report authors.

For an infographic that was prepared by the designer of your publication, add: Source: [name of designer] for IUCN. If this type of artwork also includes specific data, e.g. numbers or a quote, add: Source: [name of designer] for IUCN. Data from Jones (2019)

Special attention for captions and sources of tables: the table caption is placed above the table but the source of the table should be placed beneath the table. (For further information about style and layout of tables, see the [IUCN Style Manual](#), chapter “Visual content”).

Peer review

Peer review is the mechanism used throughout the world's scientific communities to ensure

The IUCN Editorial Board can support in the identification of potential peer reviewers; please contact the Publications Officer for more information.

Responsibility for coordination of peer review

Once peer reviewers have been identified, coordination of the peer review process is the full responsibility of the project/publication lead in the Centre/Regional Office/Commission in question, under the guidance and authority of the Centre or Regional Director/Commission Chair concerned. This includes receiving and sharing review comments with authors, author revisions, and soliciting re-review (if the situation requires, e.g. when requested by the Editorial Board) from the peer reviewers.

Peer review of the manuscript

Upon completion, the final and complete (i.e. including [front and back matter](#)) draft

do, nor are “no time” or “limitations in capacity” acceptable reasons to reject peer review comments; tracking tables with such author responses will be rejected by the Editorial Board. In case more than one author is involved, all co-authors should agree on the responses made to peer reviewers’ comments and the revisions made to the manuscript. The revised manuscript should be sent to a copy editor.

Each tracking table of each peer reviewer should be merged into one final document.

The Editorial Board only accepts one complete and signed (by the Centre or Regional Director/Commission Chair) tracking table. The email addresses of **all** authors or editors should be included in the peer review tracking table (r)-5.3(t)-6.6 (he)10.mn Tw 0.283 tablhor -4.3 (en)11.1

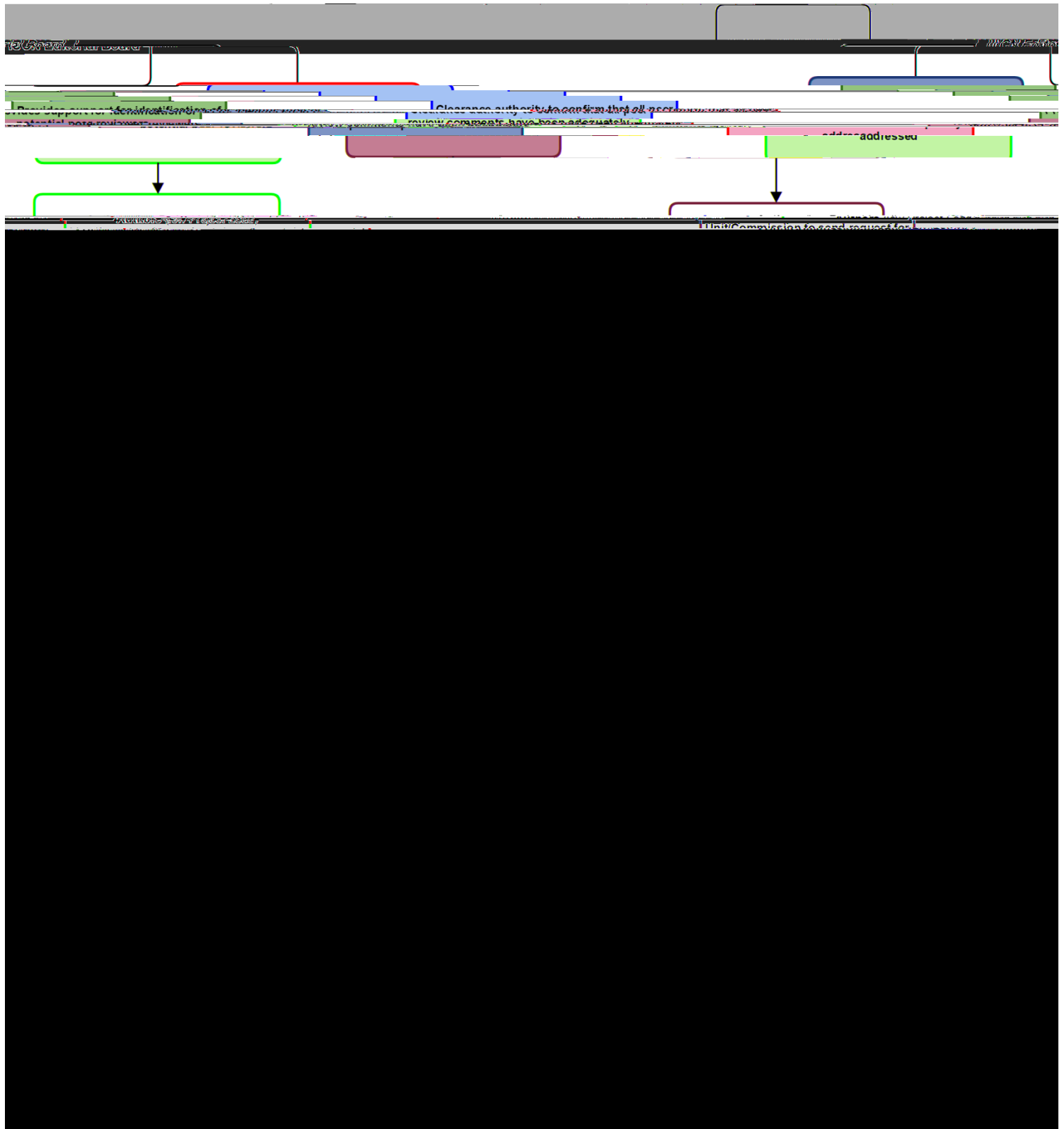
Copy-editing

Once your complete (incl. front and back matter!) manuscript has been peer-reviewed and revised following the reviewers' comments, it will need to be copy-edited.

The role of the copy editor is to check the post-peer review manuscript for the following:

- Titles, headings, sub-headings (all lower case, except for the first word)
- Table of contents against actual chapter/section headings
- Consistency of style
- Spelling
- Inconsistencies within the text
- Accuracy of captions against pictures and photographs, and graphics
- Inclusion of all front and back matter
- Check compliance of the reference list with IUCN's reference style (see IUCN Style Manual) and make sure that all in-text references are included in the reference list and are complete.
- Run final check on spellings (incl. abbreviations) and punctuation
- Mark all changes in the manuscript using 'track and change'
- Return manuscript to the publications lead for incorporation of final corrections

There is a list with contact details of professional copy editors, maintained by the Publications Officer, available on the [Union Portal](#). Make sure to share the [IUCN Style Manual](#) with the copy editor beforehand.



Production

Once your manuscript has been

- 9 written
- 9 substantively edited
- 9 peer reviewed and copy-edited
- 9 approved by the Publications Committee and its peer review tracking table signed off by the Editorial Board ...

... please make sure to have

The overall (cover) design and layout of your publication will be determined by the IUCN visual identity, which is described in the [IUCN Brand Book](#) and sample [templates](#). The following is covered:

- x use and placement of logos
- x colour palette and typography
- x cover design
- x layout, including margins, font (**for IUCN publications: Helvetica Neue (Light)**) and font size >> If the designer does not have this type of font, contact the Publications Officer!
- x headings and spacing

There are different possibilities for design. You may seek a creative designer who will provide a design concept and then do the layout. Alternatively, you may already have a design template and simply require layout services. You should be clear about this before you approach a designer.

If you use the services of an external designer to produce your publication, you will need to provide them with a copy of the [IUCN Brand Book](#) and appropriate [templates \(inclj-0.002 Tetehavd-\(\)TjC75](#)

Spine

The existence of a spine depends on the number and thickness of pages. The spine of all IUCN publications should contain the title of the publication as well as the IUCN logo (or the 'IUCN' acronym, depending on the width of the spine). The title on the spine should be written to conform book industry standards:

- o

Remove all other formatting features, including:

- leading
- kerning
- double spacing, especially after full stops

Submit all non-text items in separate electronic files. They should NOT be supplied in Word format. Non-text items include:

- digital photographs
- illustrations
- graphs

Clearly indicate in the text file where in the document each of the above should be placed. If necessary, include a short list of instructions for the typesetter in a separate file.

Make-up of a publication

In order to give all IUCN books a common visual identity and ensure the highest standards of publishing, the below items must figure in all IUCN publications. **All required items are in bold and should appear in the order shown below.** (Please also note the use of Roman versus normal page numbering):

Item	Page number (if relevant)
COVER:	
Front cover	Not counted in the page numbering (not considered part of the front matter)
Front inside cover	Not counted in the page numbering (not considered part of the front matter) May contain the [optional] IUCN boilerplate ("About"), as well as that of a Commission/partner Roman page organisation (if applicable)
Spine	
Back inside cover	Blank page, no page numbering (not counted) nor header/footer
Back cover	
FRONT MATTER:	
Half-title page	Roman page number, not visible
Frontispiece	Roman page number, not visible)
Title page	Roman page number, not visible
Credits page	Roman page number, not visible
Table of contents	Roman page number
List(s) with boxes, tables, figures, maps, illuBT- 220.0865	Roman page number

Explanation of each element:

- Front cover. This must include the title of the work, the author(s) or volume editor(s) and/or series editor, a cover image, further information such as series name and number, the IUCN logo and other partner logos (where appropriate). The front cover has to abide the [IUCN visual guidelines](#).
- Front inside cover. The inside cover page can either stay blank or can contain the [IUCN boilerplate text](#). The IUCN boilerplate (or “About IUCN” text) gives short information about IUCN and is available in English, French and Spanish. Additional “About” text c9 ()TJ0.007 T id[(and 98(.)-5 ()](d[(and 98.)-d(a Td()Tj-0.005 T-0.4 Tw [8]-6 (g)(ay)

- Acknowledgements. This is the “thank you” page where the author can acknowledge the contribution of donors, participating organisations, project staff, peer reviewers (if they agree), service providers (e.g. substantive/copy editor, proofreader, designer), etc. It should be numbered using Roman numerals and follow on sequentially from the Executive summary/Abstract.
- Acronyms and/or abbreviations. If included, it should be numbered sequentially with

- Run final check on spellings (incl. abbreviations), punctuation, etc. to ensure that nothing has been lost in the typesetting conversion process (e.g. check especially L, 1, I, O and nought, all of which can sometimes convert erroneously)

The proofreader should mark all changes in the proofs using mark-up signs and return the proofread PDF with these mark-up signs/sticky notes to the publication lead (who shares it with the designer) for incorporation of final corrections.

least expensive printer is not always the most cost-

In saddle stitching or stapling, the pages are folded over and then stapled in the spine. This form of binding is ideal for very thin publications.

Hard-cover binding is the most expensive form of binding and involves producing a book in a hard-back cover. Binding methods include gluing or stitching (a book is printed as a series of 16-page booklets which are then stitched together and a cover is placed over them). This is suitable for “coffee table” books for example. Hard cover books are more expensive to produce and mailing and distribution costs tend to be higher. Covers can be paper or cloth and include a dust jacket.

Additional considerations:

- x For large, important or complicated jobs, it is always advisable to supervise the initial print-run at the printer. In this way, if there are any problems, e.g. poor colour, they can be sorted out immediately rather than once the final print-run has been completed. For this reason, you may want to select a printer who is close by.
- x Provide the printer with the final files – remember to make sure that all the technical specifications, fonts, colour separations, etc. have been included by the designer.
- x If there is a lot of colour in the publication or many photographs, it is advisable to request a high-resolution print-out which will show the true colours once printed.
- x Once you have checked the proofs for any last-minute corrections, and signed off on them, the printer can run the final print-run.
- x If the printer is responsible for providing the final electronic files, always ask for:
 - a high-resolution PDF to be used for printing on demand
 - a low-resolution PDF for use on the Internet and for uploading to the IUCN Library database

Electronic publishing

Publishing PDFs

All printed publications should be produced electronically as PDF files. The designer or desktop publisher will be.

Publishing e-books

Traditionally, IUCN has not published e-books. The e-PUB format is the most widely supported e-

How to get your publication to your audience?

Your publication project is not over after it has been released, or even printed! You will still want to make sure that it reaches your target audiences and is having an impact. These efforts can take just as much time and energy as actually producing the publication and should not be overlooked!

Marketing

You have many options for further marketing your publication. These include:

- x Social media
- x News story
- x Press release
- x Promotional events
- x Launch event
- x Seeking book reviews in influential journals and magazines
- x Email newsletters
- x Direct mailings (e.g. targeted emails)

Collaborations can be vital to promoting your publication. Consider collaborating between offices, the Global Communications Unit, Commissions, and more.

Promotional events can take place before a publication's official release and can be a great way to generate buzz about or simply announce your upcoming publication. One may consider producing a "teaser" for promotional events, but it is important to not reveal too much (i.e. major findings) prior to launch. Examples of "teasers" include a promotional postcard with a few teaser lines and/or an infographic, or a paper copy of a single chapter (clearly add a watermark "draft" on all pages). NEVER share the complete draft publication online **before** the actual release. A book launch refers to an event planned for the day of a publication's release. Do not use the term "launch" to refer to promotional events that occur prior to the release of the final publication, as it will cause confusion amongst your readers and the media.

Digital release

To generate the official access point, once your publication has been finalised and approved, you will want to send the electronic files to the Publications Officer so that it can be catalogued in the Library Portal for official release. Please inform the Publications Officer in advance of any embargo or launch event.

Electronic dissemination and promotion

Once catalogued in the Library Portal, your publication should appear on the IUCN Website under [Publications](#) as well as under the Latest Publications section of your own unit. If the publication is not appearing as expected, please contact the Library and Publications Manager. Please keep in mind that the website is typically "synced" with the Library Portal three times a week, on Monday, Wednesday, and Friday mornings. For emergency syncing at other times, for example due to a launch event, please contact the Webmaster.

New publications will be promoted to all IUCN Secretariat staff via the biweekly New Library Acquisitions Newsletter. Publications with an IUCN ISBN will also be promoted via the monthly Off the Shelf newsletter to the over 9,000 contacts who have signed up to be informed of new IUCN publications.

If your publication has been assigned a DOI, you should use the DOI as the stable and persistent identifier to your publication in all of your promotions. This ensures that people are always directed to the correct version of the publication, regardless of actual location on the web

Errors and new editions

New editions

Over time, it is natural for new knowledge to be brought to light as a result of scientific advances and newly published literature. As a result, it might become desirable for IUCN to want to create a new edition of an already published IUCN publication in order to incorporate new knowledge into the findings.

When IUCN wishes to revise an existing publication in a major way e.g. add a new section like a preface, appendix; incorporate new content (e.g. data from new research); or redesign the publication; this would be considered a new edition.

Important to note is that 'edition' is used when referring to the version in which a text is published. Each form of a text (e.g. a draft or a typeset manuscript) is a version, but when it is published, it is called an 'edition'. It should be clearly mentioned on the front cover, title page and in the credits page (copyright info, citation) when it concerns an (new) edition. We recommend against using 'version' for IUCN publications as this may confuse readers. Also note that when using 'version', it will still be referred to as 'edition' in the IUCN library metadata (in the "Edition" field of the publication record) and in the metadata [submitted to Crossref when registering the DOI](#). In addition, the authors have to include an explanation in

The code 10.5202/224M/CIDB234>BDC0214 (g-0104m)w22/WCE304 (BDC)CpDiam(w/e)25226@aol

Translations

IUCN encourages the translation of its publications. Translations of IUCN publications that have an IUCN ISBN, do not need to go through the Publications Committee and or Editorial Board processes. Each translation has to be proofread by a native speaker, preferably an expert on the subject of the publication, to ensure the translation is accurate and complete. The layout and design of a translation has to be exactly the same as the original publication. No text or illustrative material may be left out.

Translation permission

Organisations that wish to request permission for translation of an IUCN publication, have to complete the IUCN **translation permission form** and submit this to the [IUCN Publications Officer](#). Translation should only start after the permission has been granted.

The translation permission form is available on the [IUCN website](#). IUCN staff that are contacted by organisations with a translation permission request, should transfer such requests to the Publications Officer.

Translation disclaimer

For translations of IUCN publications, special attention is needed for the credits page. The standard **IUCN credits page for translations** should be used as this includes the translation disclaimer. A [template of the credits page in the three official IUCN languages](#) is available on the Union Portal and on the [IUCN website](#). This should be shared with the translators before they start translating (to avoid that they will translate the credits page themselves).

Clearance of translation

The laid-out and proofread (but not published yet) PDF of the translation has to be sent to the Publications Officer to check the copyright information, visual identity and layout. After clearance, the Publications Officer will assign a new ISBN and possibly DOI (Never re-use an ISBN or DOI), and upload the final translation to the IUCN library database.

Evaluating your

respondents are identified, is another way to reach more people who have used the publication.

Focus groups or group interviews are also a good way of exploring evaluation questions with target audiences at major events. It should be noted that both focus groups and group interviews require skilled facilitators.

Web download statistics are a valuable indicator of interest when properly filtered. They are, however, of less value when answering most evaluation questions or exploring reasons why a publication is popular or not.

On a monthly basis, the Library and Publications Manager supplies the number of downloads for the top downloaded publications of the past month. The Library and Publications Manager can also supply download statistics for your publication on a request basis for statistics up until the end of the previous month. Please send your request via email with the following information:

- x The dates you would like the statistics for (e.g. "1 November – 31 December 2020")
- x The URL to the library record of the publication (e.g. "https://portals.iucn.org/library/node/47778")

The Library and Publications Manager can also provide the number of successful resolutions to your DOI upon request.

Since November 2018, IUCN has held a subscription to Altmetric Explorer, a service to help IUCN track and capture the online attention to its IUCN ISBN publications. All IUCN Secretariat staff have access to this service; click [here](#) to create a profile (with your IUCN email address).

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Do you have comments or queries after reading these Publishing Guidelines?

Send an email to publishing@iucn.org, or get in touch with us directly:

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