

2022 Sales & Marketing Review

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Reconnecting in 2022

After two years of working remotely, in 2022 we finally returned to the office! The fall in particular saw our desks at 800 Bay Street in Toronto full of smiling faces – including many new faces. UTP staff members were excited to venture back to in-person events and attended many conferences, industry events, and book launches. Our higher education sales representatives were also back on campuses across Canada and the United States. There is a definite energy in the air at UTP these days and a sense of gratitude to have an overflowing events calendar once again. We were so glad to finally reconnect in person with you – our authors – in 2022. In this report you'll find highlights of these activities and more.

Change Is in the Air

It's not only the return to in-person work and events that has the UTP team energized. We were thrilled to spend 2022 getting to know our new CEO, Jessica Mosher, who has now been in her role for just over a year. Late in 2022, Jessica announced the integration of our book publishing and scholarly journals teams and introduced Antonia Pop as VP of our new Publishing Division. We are certain that this integration will help us to further elevate the brilliant work of our authors.

On the Horizon: 2023

Our plans for 2023 include even more dynamic growth to meet the current world reality. We will continue to develop new ways to promote our books to the widest possible audience and, also, to connect ideas for a better world.

Our authors are at the heart of what we do. We hope you enjoy this update and are inspired to work with us in the future!

Visit **utorontopress.com** to learn more. Learn how to **Reach Your Audience with UTP**.

Planning for 2023

As we look ahead at 2023, this is an exciting moment for the UTP team. In 2026, just three short years away, we will be celebrating UTP's 125th anniversary – a marker of our long history of dedication to the scholarly community. This upcoming milestone is an opportunity for us to reflect on how UTP's role in the scholarly community has evolved and how it will continue grow over time.

UTP has launched a new **strategic plan for 2023-2026**, outlining our priorities and how we will continue to pursue our legacy of relevant, innovative, and essential scholarship and service. In the constantly shifting publishing landscape, dynamic growth and response to change are essential in guiding us forward.

Building on UTP's long history of dedication to the community and excellence in scholarship, 2023 started with the development of the Publishing Division by bringing together UTP's book and journal publishing

teams. This exciting collaboration promises to amplify the voices of the amazing authors we work with, and to celebrate the strengths of our publishing program, and it will allow us to continue to serve as a leader in the global publishing industry.

I am excited to work with all our authors, journal editors, and societies to together developing new ways to fulfil our mission: "To connect ideas for a better world."



ANTONIA POP Vice President, Publishing

Global Impact Map



Where Did We Travel?

Campus Visits

British Columbia

Douglas College Kwantlen Polytechnic University Langara College Simon Fraser University University of British Columbia University of the Fraser Valley University of Victoria Vancouver Island University

Alberta

Mount Royal University University of Alberta University of Calgary University of Lethbridge

Ontario

Brock University Carleton University McMaster University Queen's University Toronto Metropolitan University Trent University University of Guelph University of Ottawa University of Toronto Mississauga University of Toronto Scarborough University of Toronto St. George University of Waterloo University of Western Ontario University of Windsor Wilfrid Laurier University York University

Quebec

Concordia University McGill University

New Brunswick

Mount Allison University St. Thomas University University of New Brunswick

BRAZIL Some of our backlist books became more relevant in 2022, such as Ukraine by Orest Subtelny, which was signed for a Brazilian Portuguese translation

Nova Scotia

Acadia University Dalhousie University Mount Saint Vincent University Saint Mary's University St. Francis Xavier University

UNITED KINGDOM

IRELAND We published a few books on Ireland this

year, including Learning behind Bars by Dieter Reinisch, which is

an oral history of IRA prisoners and their role in the

peace process

FRANCE

UTP is publishing books with global connections. In 2022, we released

Texas A&M scholar

Richard Golsan's Justice in Lyon:

Klaus Barbie and

France's First Trial for Crimes against Humanity.

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UTP books are sold in the UK by Oxford Publicity Partnership. Our UK and European distributor, Ingram Publisher Services UK, is located in Milton Keynes

The UK is also home to Durnell Marketing Ltd., which represents UTP across Europe.

FRANKFURT

ITALY

We were so happy to send a delegation to the Frankfurt Book Fair for the first time since 2019.

education titles also garnered global interest, with The Devil's Historians

receiving a Serbian translated edition.

SERBIA

Our higher

Boccaccio's Florence by Elsa Filosa is the newest

addition to our Toronto Italian Series, which offers an unrivaled breadth of scholarship on Italy's social, historical, poetic, cinematic,

linguistic, semiotic, and architectural contributions,

past and present.

IBERIAN PENINSULA UTP continues to garner attention and praise for Toronto Iberic, an innovative

praise for loronto lberre, an innovative interdisciplinary series on topics ranging from the Middle Ages to modern times. One notable 2022 title is The Art of Witnessing: Francisco de Goya's Disasters of War by Michael larocci.

CZECH REPUBLIC Behind the Glass: The Villa Tugendhat and Its Family by Michael Lambek examines the history of the author's grandmother's family home, a UNESCO World Heritage site designed by Mies van der Rohe in 1928.

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\bigcirc UKRAINE

Proceeds from the sale of Messages from Ukraine will go to the Canada-Ukraine Foundation, a national charitable foundation that provides humanitarian aid to the people of Ukraine.



RUSSIAN ARCTIC

TURKIYE Turkish publishers were very interested in UTP's titles in 2022, signing three of our books for translated editions, including Paul Magosci's *Historical Atlas of Central Europe*.

INDIA

MIDDLE EAST

Our Rotman-UTP imprint drew the interest of global business leaders, highlighted by an Arabic translation of Searching for Trust in the Global Economy.

Imperial Engineers: The Royal Indian Engineering College, Coopers Hill by Richard

Hornsev examined the history of what was arguably the first engineering school in Britain.

BANGLADESH

BEIJING

UTP books are sold into the Chinese market by Everest International Publishing Services, located in Beijing.

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The Political Economy of Education in South Asia: Fighting Poverty, Inequality, and Exclusion was signed to a territorial edition in Bangladesh, ensuring greater access to this book for Bangladeshi readers, an important goal for the authors

MHM Limited, headauartered

in Tokyo, distributes UTP's books throughout Japan.

AUSTRALIA & NEW ZEALAND

This year we were excited to continue our relationship with NewSouth Books, our distributor in Australia and New Zealand.

Every year we work with authors from down under. In 2022 we published An Anthropogenic Table of Elements by a bi-national author team from Australia and New Zealand.

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North Carolina

Duke University North Carolina State University University of North Carolina Chapel Hill University of North Carolina Charlotte University of North Carolina Greensboro University of North Carolina Pembroke University of North Carolina Wake Forest University of North Carolina

Michigan

Grand Valley State University Michigan State University University of Michigan Western Michigan University

Exhibits & Events

Boston Chicago Frankfurt Houston London, UK Los Angeles Mexico City Minneapolis Montreal New York City Seattle Vancouver Washington, DC Waterloo

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Social Impact

MISSION

To connect ideas for a better world.

VISION

UTP is a global leader in cultivating and communicating consequential ideas that positively impact society. Across multiple channels, our commitment to diversity broadens perspectives, inspires loyalty, and fuels innovation, making UTP the enduring brand of choice for our people and our customers.

VALUES

Respect, Innovation, Accountability, and Customer Focus

DIVERSITY, EQUITY, AND INCLUSION

One cross-divisional initiative of particular importance to our company is our Diversity, Equity, and Inclusion (DEI) team. With strong commitment from leadership, we are collectively bringing forward change across the organization, both within our company culture and in our publishing, distribution, and retail endeavours. Our DEI team worked collaboratively with our human resources department in 2022 on a long list of initiatives intended to permanently integrate DEI into the fabric of our culture at UTP.

SUPPORTING THE UKRAINIAN PEOPLE

Russia's unprovoked invasion of Ukraine on February 24, 2022, prompted global concern for the Ukrainian people. After a year of fighting, the Russia-Ukraine war is routinely discussed in terms that normalize the bloodshed, such as strategy and territory. In 2022, UTP published *Messages from Ukraine*, a work of graphic reportage by Swedish migration expert Gregg Bucken-Knapp and illustrator Joonas Sildre, which refocuses this narrative on the human costs of Russia's hostilities.



Proceeds from the sale of *Messages from Ukraine* will go to the Canada-Ukraine Foundation, a national charitable foundation that provides humanitarian aid to the people of Ukraine.

Visit our **Books on Ukraine** page to learn more.

SUSTAINABLE DEVELOPMENT G ALS

SUSTAINABLE DEVELOPMENT GOALS

In 2022, University of Toronto Press joined the **United Nation's Sustainable Development Goals Publishers Compact**. The Compact was launched in collaboration with the International Publishers Association and aims to accelerate progress to achieve the United Nation's Sustainable Development Goals (SDGs) by 2030.

UTP continues to develop sustainable business and services models reflecting a changing landscape and innovates to be more customer centric. By 2026, our distribution division will offer print-on-demand and digital distribution for our client publishers.

ENVIRONMENTAL POLICY

University of Toronto Press is committed to using energy responsibly, reducing waste, and implementing green policies that look to the future. We carefully examine the print runs of each of our books, ensuring that our initial print run corresponds to our immediate sales forecasts, and then reprint as necessary to meet the actual needs of our customers. All of our manufacturing partners offer eco-friendly materials.

Digital resources are important assets for our editorial team, at both the acquiring and the copyediting stages. Our digital exam copy system allows instructors access to potential course material instantaneously, eliminating the carbon footprint and the wait times associated with physical mailing, as well as reducing the raw materials used and the waste produced through the manufacturing and shipping processes. Our digital seasonal catalogue (produced twice yearly) keeps our customers informed about upcoming titles from UTP and is available for **download from our website** as well as Edelweiss, Bookmanager, and Catalist.

UTP cultivates an open atmosphere for green initiatives and actively encourages employees to come forward with ideas about how to further reduce, reuse, and recycle in our day-to-day operations.

Visit our **Books on Climate Change** page to learn about some of our titles that contribute to and further conversation on this issue.

Innovative Publishing

University of Toronto Press is Canada's leading academic publisher and one of the largest university presses in North America, with particular strengths in the social sciences, humanities, and business. We are a mission-driven publisher widely recognized in Canada for our strength in history, political science, sociology, Indigenous studies, and cultural studies. Internationally, UTP is a leading publisher of medieval, Renaissance, Italian, Iberian, Slavic, and urban studies, as well as studies in book and print culture.







As a not-for-profit university press with the goal of publishing affordable books for undergraduate students, UTP is a first alternative to commercial textbook publishers. Part of our mandate is to publish materials for course use that are pedagogically valuable and that also contribute to ongoing scholarship. The possibilities for rethinking how texts can be used in the classroom, along with new formats for their delivery, are endless, and UTP looks forward to partnering with instructors and scholars in this innovative endeavour. We are grateful to all instructors who support the press by adopting our books. Your continued support and important feedback from the classroom are vital in developing engaging coursebooks.







Trade Publishing at UTP

With the publication of influential authors and award-winning research, as well as a continuing dedication to groundbreaking new scholarship and innovative texts for the higher education market, UTP has firmly established its reputation for excellence. In addition to our scholarly and higher education lists, our trade imprints include:



Aevo UTP books delve into major issues facing today's world. Written by leading experts and intended for the intellectually curious, these books tackle a range of topics including the climate crisis, urban development, mental health, and popular science.







New Jewish Press (NJP) books touch on Jewish and Jew-ish topics that are timely and rooted in empathy and inclusivity. These books aim to bring the Jewish community together with strong, smart commentary that demands critical thinking and conversation.



Business books from Rotman-UTP Publishing bridge the gap between research and practice, offering creative tools for navigating today's complex business environment. Business professionals, students, and anyone interested in staying current with the latest in business thinking will be engaged by these titles, which reflect the Rotman School's vision for "a new way to think."



Rights Sales

In 2022, in collaboration with our authors, we signed sixteen subsidiary rights licenses, bringing UTP titles into ten international language markets: Brazil, China, France, French Canada, Italy, Portugal, Saudi Arabia, Serbia, Spain, and Turkiye.

We also worked with the authors of *The Political Economy of Education in South Asia*, John Richards, Manzoor Ahmed, and Shahidul Islam, to make their book available in a Bangladeshi territorial edition more accessible to students and teachers within their area of research.

The rights results this year reflect the shifting global situation in two significant ways. First, the list is shorter than usual, in part because of China's reduced presence in the international rights market amid the continuing COVID-19 pandemic. Second, the titles selected for translation highlight the increased interest in the history, geography, and culture of Ukraine, and in the current state of global cooperation and access to information more generally.

UTP was able to attend the Frankfurt Book Fair in October 2022 for the first time since 2019, and with a renewed sense of purpose and interconnection, we look forward to another dynamic year for rights sales.

Firsts this year:

• First Arabic translation

Searching for Trust in the Global Economy by Jeanne M. Brett and Tyree D. Mitchell

• First Serbian translation The Devil's Historians by Amy Kaufman and Paul Sturtevant





Full list of 2022 subsidiary rights deals:

Bal-Narratology, Fourth Edition-Spanish Bal-Narratology in Practice-Spanish Bal-Travelling Concepts in the Humanities-French Brenneis-Spaniards in Mauthausen-Spanish Brett/Mitchell-Searching for Trust in the Global Economy-Arabic Cavell-McLuhan in Space-Chinese simplified characters Duffin-History of Medicine, Third Edition-Portuguese Ericson/Haggerty-Policing the Risk Society-Chinese simplified characters Kaufman/Sturtevant-The Devil's Historians-Serbian Kenny/Smillie-Stories of Culture and Place, Second Edition-Turkish Magocsi-Historical Atlas of Central Europe, Third Edition-Turkish Magocsi-Ukraine: An Illustrated History-Turkish Richards/Ahmed/Islam-The Political Economy of Education in South Asia-Bangladeshi territorial edition Rizzo-Poetry on Stage-Italian Subtelny-Ukraine: A History-Brazilian Portuguese Woodcock-Anarchism-French pocketbook format









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Open Access at UTP



Open access (OA) offers a wide range of benefits to authors, readers, and libraries – most notably by providing readers anywhere, anytime, unrestricted, online access to peer-reviewed research. UTP is pleased to broaden its open-access program to support a full-service Gold Open Access publishing model available for research monographs.

UTP participates in several open-access publishing initiatives.

In 2019, UTP and the University of Toronto Libraries announced the formation of a new partnership to support the open-access publication of books authored by University of Toronto scholars. Books published through this partnership can be accessed through the utorontopress.com website or through the **University of Toronto Press Open Monographs Collection**.

Knowledge Unlatched: UTP has participated in the **Knowledge Unlatched** program since 2015. UTP books unlatched under this partnership can be accessed through **our website** or through the **Open Research Library**.

We have worked with authors on other open-access funding partnerships, including TOME (Toward an Open Monograph Ecosystem) and the Swiss National Science Foundation.

UTP TITLES MADE OPEN ACCESS IN 2022

















Award Winners in 2022



AATSEEL **Best Edited** Multi-Author Scholarly Volume



American Folklore Society Elli Köngäs-Maranda Prize



PROSE Award -Nonfiction Graphic Novel

Foreword Indies: Graphic Novels and Comics - Silver



Basil Stuart-Stubbs Book Prize for Outstanding Scholarly Book on British Columbia

Gabrielle Roy Prize for Canadian Literary Criticism -English Section



International Council for Canadian Studies Pierre Savard Award



Canadian Communication Association Gertrude J. Robinson Book Award



International **Planning History** Society: IPHS Book Prize 2022 -Third Prize



Carl E. James

Foreword Indies: Education - Silver



Foreword Indies: Business - Bronze



Foreword Indies: Health -Honourable mention



CHA CLIO Prize -Atlantic Region



Saskatchewan Book Awards -The Rasmussen & Co. Indigenous Peoples' Writing Award

Saskatchewan Book Awards -Jennifer Welsh Scholarly Writing Award

CHA CLIO Prize -The Prairies Region



2022 J.W. Dafoe **Book Prize**



Hagiography Society Book Prize 2022



CSN Best Edited Collection Prize



Seymour Martin Lipset Best Book Award 2021



Radomir Luza Prize 2022





NCA's Asian/Pacific American Division Outstanding Book Award



The Donald E. Osterbrock Book Prize for Historical Astronomy



2022 Omeljan Pritsak Book Prize in Ukrainian Studies

2022 USC Book Prize in Literary and Cultural Studies



2019-20 Robert K. Martin Prize



UEL CLOWES HUNEKE

Smith Award – European History Section of the Southern Historical Association



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



Choice 2022 Outstanding Academic Title



The Society of Authors -John Florio Prize



Canadian Jewish Literary Award -Holocaust category



Canadian Jewish Literary Award – Biography/Memoir category



Canadian Archaeological Association Public Communications Award



Advertising

UTP promoted its authors and books in both print and digital media throughout 2022. As we returned to more in-person events, we sought out opportunities to advertise directly to conference attendees while maintaining a strong digital presence. In 2022, UTP advertised in the following venues:



Social Media

In 2022 our social media channels were once again populated with images and news from in-person author events and academic conferences from around the globe. What a wonderful change from the previous two years!

We are always studying the social media landscape and adjusting our digital strategy in order to ensure that our books end up in front of intellectually curious customers. We welcome input from you about the social media accounts and trends that are most relevant to your book projects and your online communities!



Steady growth in followers in 2022 to over 4K! Page reach: 2,758,230

Surpassed 12.3K followers in 2022 and still growing! Impressions: 1,847,000



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We have over 6.5K followers, and in 2022 our Instagram Shop allowed us to reach new customers for your books! Reach: 776,823

We published 33 book trailers, digital shorts, author videos, and book discussions in 2022! Total views: 191,272



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We reached 3K followers in 2022! Page views: 7,301

Follow us @utpress

Journals

NEW TO UTP JOURNALS

At this crucial moment in the climate change agenda, University of Toronto Press and C40 Cities are pleased to introduce the *Journal of City Climate Policy and Economy* (*JCCPE*) under its new Subscribe to Open (S2O) model.

JCCPE publishes evidence-based research that contributes to the urban climate agenda and supports governmental policy towards an equitable and resilient world. The journal is a platform for dynamic content that highlights ambitious, near-term climate action, with a particular focus on human-centered solutions to today's most pressing climate challenges.



JCCPE is available through a **Subscribe to Open** model in an effort to achieve the goals of broad dissemination of content valued by scholars and researchers.

Subscribe to Open (S2O) is a sustainable and equitable business model that offers a wide range of benefits to researchers, libraries, and the community at large. Institutional subscribers access the content through subscription, as with a regular subscription model. What is unique to the model is that once an annual subscription threshold is met, the volume year becomes available as open access. This makes the content available to all without any cost to authors.



CITIES 1.5 PODCAST

Cities 1.5 is a podcast featuring progressive policy conversations with urban leaders taking action to limit global heating to 1.5 degrees. Each week, join **host David Miller** as he speaks with the mayors, city policymakers, economists, youth leaders, and scholars, among others, who are working toward

transformative solutions to today's most pressing climate challenges. Global cities are helping to shape a more resilient and equitable world through action, climate policies, and research. The fight toward a resilient planet is closer than you think—subscribe to this podcast today so you don't miss a single episode.

Cities 1.5 is produced by the University of Toronto Press and supports the mission of *JCCPE*.

Bestsellers from 2022



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Publish with UTP

"When it came time to publish, I was introduced to the marketing team, who would help me do the important work of making sure people actually read my book. You can write something great, but if no one reads it, what's the point? The marketing team was key in helping me to get the word out and amplify my voice."

> NOAH S. SCHWARTZ Author of On Target

"UTP maintains some of the very highest standards in academic publishing with respect to all stages of review and production."

MICHAEL LAMBEK Author of Concepts and Persons

"The whole process was topped off by the efforts of the editing team at UTP who acted as a perfect sounding board. Headed by my editor, they were exactly the audience I was aiming for and their questions and feedback sharpened the final text."

> DAVID M. BEATTY Author of Faith, Force, and Reason

"The editors at University of Toronto Press were really supportive and patient with us as well, as this was the first time either of us had been involved in a publication on this scale."

AMY BOURNS AND EDWARD KUCHARSKI Authors of Caring For LGBTQ2S People

"Working with the press editors was a very positive experience. I found them to be very supportive of our project. I am very thankful for their support in helping me navigate the various stages of the production process."

> SUNERA THOBANI Editor of Coloniality and Racial (In)Justice in the University

"The University of Toronto Press was great. With every submission, we got valuable feedback... Major kudos to all the great folks there who made this book possible."

RICK BURTON AND NORM O'REILLY Authors of Business the NHL Way

"I have published three books with UTP, with a fourth in the works. It has been a fantastic outlet for my work, it is a natural home for scholarship on Canadian governance and constitutionalism, and I am gratified to work with an excellent staff that consistently makes the entire process as smooth and efficient as possible."

> EMMETT MACFARLANE Editor of Dilemmas of Free Expression

Online Discount for UTP Authors

As a UTP author, you are entitled to a 40% discount on all purchases. Visit **utorontopress.com** and select "Yes, I am a UTP author" when setting up your online account. If you have already set up an account on our website, simply email us and we will adjust your account.

Let's Keep in Touch!

Looking ahead, we hope to continue building valuable relationships with all of our authors. Be sure to follow us on social media to find out what we're up to, check out our **events calendar** to attend book launches or find out what conferences we'll be attending, and of course please contact any of us with questions or comments. We look forward to another strong year of promoting the excellent work you do!

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