



Background

Since its formation in 1997, The International Child and Youth Care Network (CYC-Net [www.cyc-net.org]) has outsourced book publishing and web development services to Pretext Publishing, based in Cape Town, South Africa.

Established in 1994, Pretext has published some 131 titles. Many of these publications have been closely linked with the field of Child and Youth Care resulting from the close working relationship with CYC-Net

After discussion between CYC-Net and Pretext it was agreed that, as of January 2014, Pretext Publishing would establish a dedicated Child and Youth Care publishing imprint known as *The CYC-Net Press*, with a book store operating as a subweb of the already well established CYC-Net web.

The CYC-Net Press

The *CYC-Net Press* will publish original Child and Youth Care writings, professional Child and Youth Care journals, as well as re-badge existing out-of-copyright Child and Youth Care publications.

The CYC-Net Press will enter into agreements directly with authors of original material as well as existing copyright holders.

The CYC-Net Press may also enter into agreements with other publishers with a view to having their publications available for sale through *The CYC-Net Press* book store.

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The CYC-Net Press

An imprint of Pretext Publishing

PO Box 23199, Claremont 7735, South Africa

cycnetpress@cyc-net.org



The primary format for publications will be e-books*.

All production, marketing and distribution will be handled by *The CYC-Net Press* in collaboration with CYC-Net.

Benefits of publishing with *The CYC-Net Press*

- The price of e-books* offered through *The CYC-Net Press* book store will be lower than traditional outlets due to *The CYC-Net Press* having lower costs of production and overheads.
- *The CYC-Net Press* will have the leverage of 1.3 million annual (over 3,500 per day) unique visitors to the CYC-Net web.
- Royalty payments to authors will start at 25% of selling price per copy (after recovery of production costs).
- All production, marketing and distribution will be handled by *The CYC-Net Press*.
- Profit from sales of books from *The CYC-Net Press* book store will be used to promote the day-to-day operations of CYC-Net and support its mission to supply training and professional development materials for care workers around the world.

* *Traditional printed books may be provided if demand warrants or if specifically requested.*

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