

## **The Haworth Press Inc. selects PublisherStats for COUNTER reports and web analytics**

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*As part of its continuing efforts to make maximum use of its online content, journals and book publisher The Haworth Press has chosen PublisherStats to provide web analytics to their internal teams and COUNTER reports to their customers.*

Karen Andrews, VP, Information Technology & Digital Resources at Haworth stated: "Providing COUNTER reports to our customers is now an essential part of our business, while the web analytics tools PublisherStats provides will also help Haworth to ensure that our online resources continue to meet our customers' needs."

Web analytics now plays an increasingly important role in online publishing, particularly in the journals sector. PublisherStats provides a suite of powerful web analytics tools and reports to help publishers understand how their content is being used, and how they may better serve their existing customer base and attract new users. The service also enables publishers to provide the Project COUNTER Release 2 compliant reports required by institutional customers.

MPS Technologies has been a strong supporter of Project COUNTER (Counting Online Usage of Networked Electronic Resources) since it was launched in March 2002. MPS works constantly to ensure that all updates to the COUNTER code are rolled out to PublisherStats clients immediately, guaranteeing that they are COUNTER-compliant. PublisherStats is delivered by MPS Technologies in partnership with Coremetrics and current clients also include IoP, SAGE, Elsevier, NPG, RSC and IEEE.

Jayne Marks, CEO - Global Operations at MPS Technologies said, "We are delighted that The Haworth Press has joined the growing family of PublisherStats customers. We look forward to helping Haworth achieve COUNTER compliancy and working together to ensure that Haworth get the most from the wide range of powerful analytics tools offered by PublisherStats."

### **Note to editors:**

#### **About MPS Technologies**

MPS Technologies provides a range of technology-driven services specifically designed to support libraries and publishers. These services include web analytics, fulfillment services and content delivery. MPS Technologies is part of the Macmillan group of companies and has offices in London, Boston, New York, Basingstoke, Hamburg and Delhi.

[www.publisherstats.com](http://www.publisherstats.com)  
[www.mpstechnologies.com](http://www.mpstechnologies.com)

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### **About The Haworth Press**

The Haworth Press, Inc., founded in 1978, is an independent publisher of over 220 academic and professional journals (both in print and electronically) and over 150 books each year, specializing in subjects such as social work/human services, agriculture/horticulture, pharmaceutical science, psychotherapy, medicine and health care issues, pastoral care, library and information science, hospitality and tourism, business and marketing, LGBT/women's studies, and much more. Haworth's journals on cutting-edge topics are written and edited by the leaders in their fields, with contributions from all over the world.

<http://www.HaworthPress.com>

### **About Coremetrics**

Coremetrics is the leading provider of on-demand web analytics and precision marketing solutions, offering the industry's only web analytics platform that captures and stores all customer and visitor clickstream activity to build LIVE (Lifetime Individual Visitor Experience) Profiles. Representing the single most accurate and comprehensive source of online customer data, LIVE Profiles serve as the foundation for all successful digital marketing initiatives. Coremetrics is also the foundation of MPS Technologies' PublisherStats service. Coremetrics services more than 600 brands and has delivered over \$300 million in documented ROI in the past two years.

[www.coremetrics.com](http://www.coremetrics.com)

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