

WILEY

ENABLING DISCOVERY | POWERING EDUCATION | SHAPING WORKFORCES

Launching a pricing pilot based on purchasing power





Background



PROBLEMS WITH CURRENT MODELS

The current APC model is uniform across geographies, often leading to discussion about the affordability of APCs for authors in lower-income countries.



PRICING POWER PARITY

Pricing power parity is a strategy used by businesses to set prices based on regional purchasing power.



TESTING A NEW PRICING FRAMEWORK

We have designed a pilot APC pricing framework based on pricing power parity which will allow us to:

- **Increase OA accessibility** for authors.
- Test the concept of pricing power parity more closely by focusing on a **region with diverse economic environments and fast-growing research output, but limited OA funding**.
- Ascertain if this is an effective mechanism to **accelerate OA article output** from countries currently underrepresented in our OA portfolio.



Pilot Highlights



TIMEFRAME

Launched January 2025, anticipated to run for 12 months with check-in point at 6-month mark to decide on continuation or adjustment of initiative based on performance results.



GEOGRAPHICAL AREA

33 countries in Latin America (LATAM): Mexico, Central America, South America, and the Caribbean.



JOURNALS

All (~600) fully open access (Gold OA) journals.



MEASURING IMPACT

Submissions, journal publications, author feedback.

Supporting the Research Community

We're making open access publishing more accessible by reducing financial barriers for researchers. Globally equitable pricing improves representation and broader participation in the research community.

CREATING EQUITY

Pricing based on regional purchasing power creates a more equitable publishing landscape.

Authors in lower-income countries frequently report finances as the primary barrier to publishing open access.

DIVERSIFYING REPRESENTATION

By enabling greater access to publishing in impactful journals, the scholarly community becomes more globally inclusive.

More diverse participation in open research creates a more level and equitable representation of who research is for: everyone.

INNOVATING OPEN ACCESS

Evolving open access and open research is critical to reach our open access publishing goals.

We're piloting new models and approaches in addition to existing transformational agreements and waivers and discounts.