Cambridge Elements

Frequently Asked Questions



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1. What is a Cambridge Element?

Cambridge Elements are original, concise, authoritative, peer-reviewed scholarly and scientific research, organised into focused series edited by leading scholars, providing comprehensive coverage of the key topics in disciplines spanning the arts and sciences.

Conceived from the start for a digital environment, they provide a dynamic reference resource for graduate students, researchers, and practitioners.

Elements include:

- Analytical surveys on foundational building blocks of the discipline.
- Original, cutting edge insights into frontier topics.
- Masterclasses and advanced tutorials on emerging topics.
- Detailed descriptions of novel technologies or protocols (in Medicine and Engineering).

2. How many words does an Element have?

Each Element has **20,000–30,000 words** or **40–75 pages**. Please be aware that all words in your manuscript count towards this, including references and appendices.

3. Are Elements available in digital and print formats?

Elements are available in HTML and PDF formats for institutions via the **Cambridge Core** platform and also in **print** (paperback format) through print-on-demand (POD) technology. Some Elements are now available in hardback too. Print Elements will typically be published up to six weeks after the HTML and PDF formats go live on Core. Please allow for this time lag, as well as postage time, when waiting for printed Elements to be delivered.

4. Are Elements peer reviewed?

All Elements undergo rigorous single-blind peer review and receive final signoff from the series editor(s).

Read our Research Publishing Ethics Guidelines **here**.

As a leading publisher of scholarly journals and books, Cambridge University Press is committed to meeting high standards of ethical behaviour at all stages of the publication process.

These guidelines outline the publishing ethics responsibilities of Cambridge University Press, authors, peer reviewers and editors.

COPE membership

We are a member of the Committee on Publication Ethics (COPE), an organisation that provides advice and resources on all aspects of publication ethics and research and publication misconduct. We also closely follow industry associations such as the International Committee of Medical Journal Editors (ICJME) and the World Association of Medical Editors (WAME), which provide best practice recommendations for the conduct and reporting of medical research.

How to raise a concern

Anyone who believes that research published by Cambridge University Press has not been carried out in line with these principles should raise their concerns with the relevant editor, or email publishingethics@cambridge.org.

5. What should I expect from the production process?

- Elements will be published within 12 weeks of acceptance of the final manuscript, and each manuscript will be copy-edited prior to publication.
- Submission is through **ScholarOne** (please contact your Cambridge University Press Publishing Editor for access details).

- Authors will have a chance to review page proofs.
- Authors will be provided with clear and practical instructions for submitting their manuscript through the **ScholarOne** platform, and will work closely with the series editor and Content Management to shepherd it through the peer review and pre-production process.

6. How will my Element be promoted?

Elements will be promoted through global sales and marketing channels and will therefore reach the broadest possible international audience. They will be available as digital collections to institutional libraries as well as being available to individuals as e-books and in print-on-demand paperback format.

Individual Elements and Elements series will be marketed via email, social media and printed flyers to their respective target audiences, both specifically and alongside books and journals in the same subject/s. Material highlighting Elements will be available at relevant subject conferences. Individual Elements, series, and larger Elements collections will also be marketed to librarians at selected institutions.

Elements of particular topical interest will also receive additional exposure to mainstream and social media via a dedicated publicity team.

Where appropriate, textbook sales and marketing teams will include Elements in conversations when they conduct marketing campaigns and campus visits.

7. How can I help promote my Element?

As an Elements author or series editor, any activity you can do to promote your publication is likely to have a very positive impact in driving engagement and downloads/sales of your publication(s).
There are many things you can do, from sharing materials with colleagues to social media posts. Be sure to refer to your Element as an Element, and not a book or article, when sharing on social media!

Browse our range of guides and resources to learn how you can help promote your Element by visiting **cambridge.org/promotingyourwork**

Author Hub.

8. How will Elements be priced and where will they be sold?

For individual readers, printed paperback Elements are priced accessibly at around **£15** with a hardback option available for some Elements at **£39.99**. These can be ordered on **cambridge.org** or via online book retailers.

Researchers and students at institutions which have purchased online Elements will enjoy automatic access with no DRM and no limitations on concurrent users.

Libraries wishing to explore purchase options should contact:

online@cambridge.org in the Americas or

library.sales@cambridge.org in the rest of the world.

9. Will Elements data be provided for indexing and abstracting?

Relevant metadata for individual Elements will be sent to the key abstracting and indexing organisations, and **MARC** records and **KBART** lists will be provided for libraries, library systems, and Knowledge Base providers.

Libraries with access to Elements content via **Cambridge Core** will be able to download usage statistics for their organisation.

10. What other data will be available?

Altmetric data, which measures social media activity around individual publications, is also available for Elements where applicable.

To learn more about Altmetric, please visit our ***Author Hub Guide to Altmetric*** at **cambridge.org/guidetoaltmetric**

11. What digital functionality will Elements benefit from?

Elements are hosted on the **Cambridge Core** platform, an online platform which brings together all Cambridge journals and the majority of Cambridge e-books. Cambridge Core provides a robust, stable and high performing foundation for online publishing, ensuring that Elements benefit not only from the latest publishing technology, but also from their proximity on the same platform to over 370 Cambridge journals and over 33,000 Cambridge e-books.

Inline video and audio can be hosted in the HTML version of an Element on Core and a Metrics tab shows download figures, as well as the Altmetric attention score. An example of inline video can be seen in the Open Access Element ***Redefining Development***. Please note that, for accessibility, all videos must be delivered with closed captions and a transcript and all audio must be delivered with a transcript.

Usage of **Cambridge Core** in its first year of operation was over **30%** higher than on previous Cambridge platforms. In its second year, Cambridge Core usage grew an additional **38.5%**, which is testament to the profound impact of the new technology.

Elements will also benefit from launch marketing, increased discoverability and platform functionality updates on a regular basis.

12. Where do I list an Element on my CV?

This will depend on how you organize your CV, but Elements should be listed as peer-reviewed scholarly writing published within a series with the series editor's vetting.

13. Are Elements recognized by REF?

Yes, Elements are recognized by REF.

14. Can I publish an Element without submitting to a specific series?

Because the Elements initiative is organized around curated subject-specific collections, we do not publish Elements as free standing works outside existing series.

15. What does a typical Table of Contents look like?

Elements do not have chapters as such, but most Elements have section breaks. For more information please refer to the **Elements Author Style Guides** at **cambridge.org/elementsauthorguides**.

Please note, the POD version of Elements will not have a Table of Contents.

16. What makes a good title for an Element?

Short, snappy titles can be the most impactful, but should ideally contain the sort of keywords people might be searching for, to aid discoverability. If your Element has a subtitle, please bear in mind that most Elements series do not have space for a subtitle on the cover, so it will only appear on the title page inside the print format and will not appear in all web listings. It is important, therefore, that the main title is not overly reliant on a subtitle to provide clarity.

17. Can Elements be Open Access?

Elements will be published in line with our **Green OA policy**. In order to comply with the requirements of funding agencies, Cambridge will also offer the opportunity to publish your Element as Gold Open Access. More information can be found on our **Open Access** page.

18. What should I do if I am interested in writing an Element?

Please contact the editor(s) of the relevant series for details on the submission process. You can find the series editor(s) details by visiting the Elements series page on **Cambridge Core** at **cambridge.org/core**.