

# Cambridge University Press

## Overview

Cambridge University Press is the publishing business of the University of Cambridge, one of the world's leading research institutions. It is the oldest publisher and printer in the world, having been operating continuously since 1584. Its spread of publishing covers virtually every educational subject seriously studied in the English-speaking world – from starter-level English Language Teaching materials for learners worldwide, through curriculum-oriented textbooks, to the most specialized academic research outputs, professional books, monographs, reference works, software and electronic publishing. With branches, offices and agents throughout the world, Cambridge University Press is able to market and distribute material (both print and electronic) worldwide. Most Cambridge titles are available in all markets.

Over 85% of the company's publishing sales are now made outside the United Kingdom and its publications are distributed in more than 200 countries. Every book and every journal is the subject of a coordinated international sales, marketing and distribution service. To support its international reach, Cambridge operates in three regions – Europe, the Middle East and North Africa, Asia-Pacific, and the Americas, comprising nine branches that act as publishing and administrative centers.

***The Europe Branch*** comprises all countries in Europe as well as all the countries of the Middle East and North Africa. It publishes the full range of titles, from the schools market, through English Language Teaching, to academic and professional publishing. The majority of Press titles are published from this Branch. In 2009 it demonstrated revenue growth of 10% over the previous year, delivering sales of £67 million in its domestic markets. The three principal publishing businesses – Journals, ELT, and Academic and Professional publishing – were the main drivers of growth, all finishing the year significantly ahead of their respective revenue targets.

***The Middle East/North Africa Branch*** of the Press operates from offices in Cairo, Dubai and Riyadh. It publishes materials principally for the curriculum-education markets of the Arab World. Through the MENA Branch, the Press is engaged in a strategic Joint Venture with the Obeikan Group of Saudi Arabia which focuses on publishing for schools in the Gulf area. In 2009 sales revenue in the MENA Branch accelerated, giving a total of £4.5 million, 19% higher than the previous year.

The Press's representation in ***Brazil*** had been available for many years through a number of bookshops around the country and as its operation grew rapidly, the Brazil Branch was established in 1998. Today, with its office in Rio de Janeiro and its head office in São Paulo, Cambridge University Press is one of the largest international publishers in this important market. ELT is the driving force of the Press's businesses in Brazil, while its academic publications are well known in all major universities. The Brazil Branch Cambridge University Press is currently engaged in 35 partnerships on social projects. In 2009 The Brazilian Branch increased its sales by over 21%, despite suffering from unfavorable exchange rates.

## Contact information

Corporate web-site in the US: <http://www.cambridge.org/americas/>

Corporate web-site in Europe: <http://www.cambridge.org/emea/>

ELT catalog and online store: [http://www.cambridge.org/us/esl/?site\\_locale=en\\_US](http://www.cambridge.org/us/esl/?site_locale=en_US)

Cambridge Learning- Education, ELT and electronic products developed by Cambridge-

Hitachi: <http://www.cambridge.org/learning/>

Annual report:

[http://www.cambridge.org/about/annualreport/downloads/annual\\_report\\_2009.pdf](http://www.cambridge.org/about/annualreport/downloads/annual_report_2009.pdf)