

JUNE 16 2011

***Library Journal* and Bowker PubTrack Consumer Partner to Publish Research on Public Library Patron Behavior for the First Time**

New *Patron Profiles* Online Quarterly Provides Vital Data and Analysis for Public Library Decision Makers

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FOR IMMEDIATE RELEASE

New York, NY, June 16, 2011—For the first time, public library directors and decision makers can have direct access to critical information related to library patrons’ evolving usage patterns, shifting behaviors, and media preferences, through the new online quarterly, *Patron Profiles*. Two of the best known brands serving the library community, *Library Journal*, the leading media voice, and Bowker, with its longstanding reputation for reliable research and statistical analysis, are coming together to share expertise and present timely, accurate, and ongoing information through a subscription-supported online service.

For each quarterly issue, *Patron Profiles* surveys 1,500 individual library users of balanced demographic backgrounds from eight regions of the U.S. about their experiences and expectations regarding the big questions and trends in libraries. For the 2011–2012 survey year the focus is on important digital themes and new reading technologies that are affecting today’s library usage. They include: ebook usage; mobile devices, mobile content and library apps; library Web sites and virtual services; and media consumption and the library user. In the coming years, other equally significant topics will be explored.

“*Patron Profiles* is groundbreaking. For the first time, we will have real information about the experiences of library users—placed in the context of their broader, consumer behavior,” said Ian Singer, V-P and Group Publisher, *Library Journal*, *School Library Journal*, and *The Horn Book Magazine*. “It will be invaluable not just for those planning and directing library services, but for anyone wanting to understand where the library market is headed.”

Randy Asmo, CEO of Media Source, Inc., parent company of *Library Journal* said, “This is just one step in Media Source’s goal in developing digital products and services that will make it more seamless for librarians and educators to build their future.”

Library Journal and Bowker PubTrack are constantly refining and updating research methodology, composition of respondent panels, and questions asked in an effort to offer library stakeholders the most accurate information possible in the online, subscription-based quarterly. No one else is surveying this critical market segment and offering up-to-the-minute data and

expert analysis about what current and potential library patrons like and dislike about library service, and the actions that should be taken in response.

“As we see significant shifts happening throughout the publishing industry as it accelerates into the digital age, it is essential to know how library patrons fit into this new world,” said Kelly Gallagher, Vice President of Publishing Services at Bowker. “This essential information for librarians and those who serve the library market will provide direct insights into how to best meet the needs of the patrons they serve.”

The premier issue of *Patron Profiles* will be available online in October. For more details on the publication and to subscribe visit www.patronprofiles.com.

ABOUT *LIBRARY JOURNAL*

Founded in 1876, *Library Journal* is one of the oldest and most respected publications covering the library field. Over 60,000 library directors, administrators, and staff in public, academic, and special libraries read *LJ*. *Library Journal* reviews over 8,000 books, audiobooks, videos, databases, Web sites annually, and provides coverage of technology, management, policy, and other professional concerns. For more information, visit www.libraryjournal.com.

ABOUT BOWKER

Bowker is the world’s leading provider of bibliographic information management solutions designed to help publishers, booksellers and libraries better serve their customers. The company is focused on developing various tools and products that make books easier for people to discover, evaluate, order and experience, as well as providing services to publishers that help them better understand and meet the interests of readers worldwide. Bowker is a member of the ProQuest family of companies and is headquartered in New Providence, N.J., with additional operations in England and Australia. For more information, [visit www.bowker.com](http://www.bowker.com).