**Please use the sample message below and customize it for your institution.**

Dear Librarian,

I am a member of the [Population Association of America](https://www.populationassociation.org/demography/home) (PAA) whose flagship journal is [*Demography*](https://read.dukeupress.edu/demography), published by Duke University Press.

*Demography* is a [Subscribe to Open (S2O)](https://www.populationassociation.org/demography/recommend) journal. S2O is a publishing model that uses subscription payments to convert the current year’s volume to fully open access. Each year’s current content remains gated and limited to subscribers (and PAA members) until the annual S2O revenue threshold is met.

When S2O subscribers commit funding, they gain access to the journal’s full backfile and to the current volume of the year’s content as soon as it becomes available. Additionally, the S2O-subscribing institutions receive a benefit for their associated authors called an OA publishing guarantee. That is, articles with corresponding authors who are affiliated with S2O subscribing institutions are guaranteed to be open access in perpetuity.

You may wonder, why should my library subscribe now to *Demography* instead of waiting until the 2026 volume potentially opens on April 1, 2026?

* There is no certainty that the funding target will be met by the threshold date of March 31, 2026. **A subscription to *Demography* is the only way to ensure access to the current volume year as well as all backlist volumes (1964–2020, 2024-2025).**
* When you subscribe to *Demography*, you secure the OA publishing guarantee for all corresponding authors from your institution for the 2026 calendar year.

Further information is available at this Duke University Press [*Demography* S2O page](https://www.dukeupress.edu/open-access/demography-open-access-funding), [pricing schedule](https://assets-us-01.kc-usercontent.com/f7ca9afb-82c2-002a-a423-84e111d5b498/41c84476-b8de-4fc6-9cbf-392246f09ca5/DEM_pricesheet.pdf), and [list of subscribers](https://dukeupress.edu/open-access/demography-community-funders).

In adopting this model, the PAA continues to make the journal’s research available to policy decision makers, the general public, and the global community of population studies scholars.

[*Add a personal reason about why* Demography *is important to your work—do you use it for your own research? For your courses?*]

Please contact orders@dukeupress.edu for more information about subscribing to *Demography*.

[*Signed Your Name*]