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For Immediate Release

DataSalon celebrates 20 years of innovative insight solutions for scholarly publishers

20 years since its founding and the creation of its flagship product MasterVision, DataSalon is going from strength to strength.

Oxford, UK, 2 September 2026—Customer insight expert DataSalon is proud to announce its 20th anniversary, marking two decades as a leading provider of fast and user-friendly customer insight solutions to the academic publishing industry.

DataSalon's founders, Nick Andrews and Jon Monday, are still with the company, as are their first two clients, Oxford University Press and BMJ. In the years since 2006, further talented staff have been recruited to add to DataSalon's pool of expertise, and OUP and BMJ have been joined by many other happy customers – many of the world's biggest scholarly publishers now rely on DataSalon for their data insights.

DataSalon has seen many important milestones on the journey towards this landmark birthday, key ones including:

- the introduction of a second product, PaperStack, to provide a complete reporting suite for the scholarly submissions process
- the adoption of a four-day week
- the move to employee ownership

Amongst all these changes, DataSalon's core values have remained the same: the company provides flexible and affordable solutions, trusted advice, quick turnarounds, and excellent service and support.

Looking forward, DataSalon will focus on maintaining its position as a leading supplier of data insight solutions for scholarly publishers: plans include continuing to monitor industry developments and to support clients in meeting the challenges they face, and keeping up with an ongoing roadmap of enhancements to MasterVision and PaperStack.

Nick Andrews, Managing Director of DataSalon, commented: "*We'd like to extend a big thank you to all of our clients – we look forward to working with them for many more years to come.*"

About DataSalon

DataSalon are the experts in customer insight for publishers. We pride ourselves on excellent service, and our cloud-based services are fast, flexible, and backed by first-class support. Many of the world's biggest scholarly publishers rely on DataSalon to help drive new sales, inform future strategy, and provide accurate insight to the whole organization.

www.datasalon.com

About PaperStack

PaperStack provides journal publishers with comprehensive editorial reporting. Direct API feeds from ScholarOne and/or Editorial Manager drive a suite of interactive visual reports. Leading publishers use PaperStack's insights to attract better submissions, retain the best reviewers, and maximize the efficiency of their publishing programme.

www.datasalon.com/paperstack