



Blackwell
Publishing

The Business of Journals Publishing

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Overview

- What is a journal?
- How journals have evolved
- What authors want
- Submission of an article to the editorial office
- Managing the peer-review process
- Developing journal quality
- About the impact factor
- Production process
- Online publication
- Getting the article to the right readers

Background to Blackwell Publishing

- Publishing journals since 1922
- Medicine, science, social science and humanities
- 800 journals to be published in 2006 (> 50 new journals)
- Two thirds published on behalf of not-for-profit societies



What is a journal?

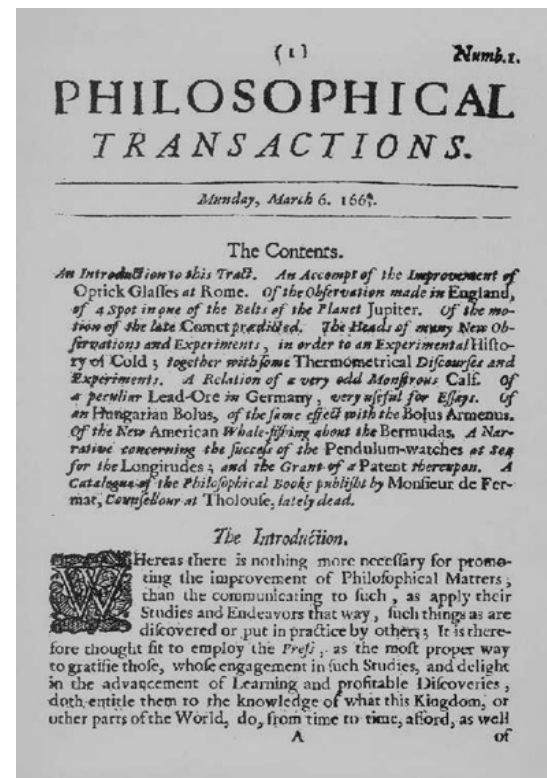
- A serial publication
- Appearing at regular intervals
- No termination date
- Articles written by scholars
- Report original research or review current scholarship
- Dedicated to a specific subject area
- Read by specialists in the field
- Originally to share the findings of a learned society



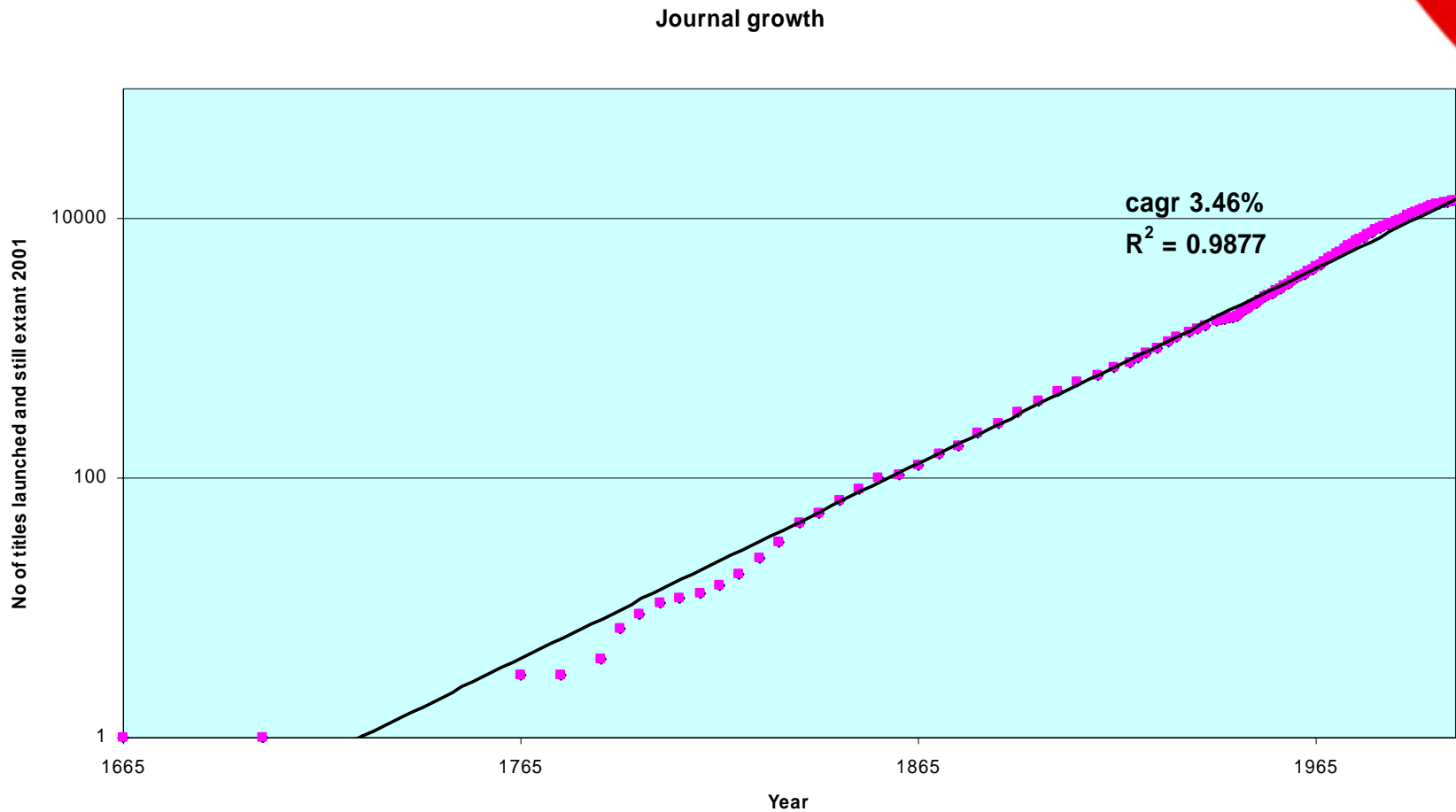
First Journal launched in 1665



Henry Oldenburg



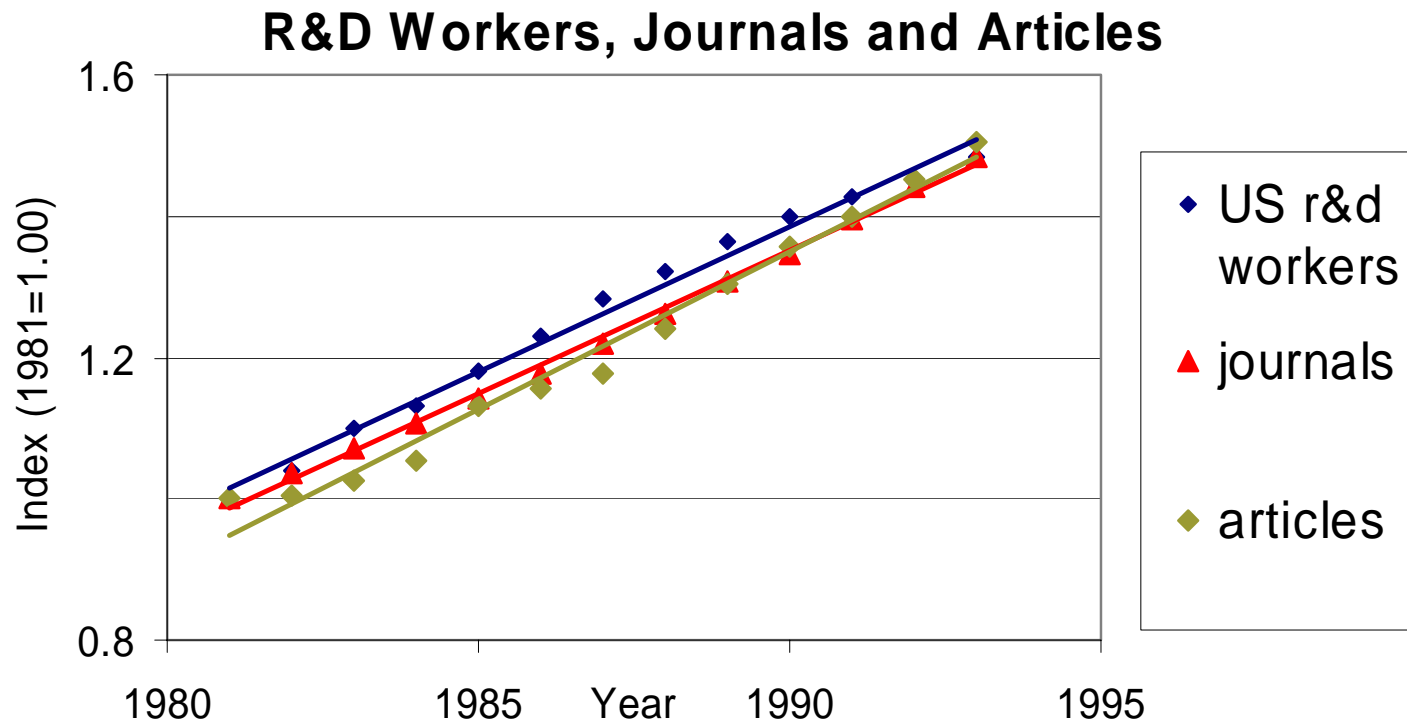
Journal Growth 1665-2001



Total number of active refereed learned journals in 2001: 14,700

Now well over 20,000

Main Cause of Journal Growth



More researchers \Rightarrow more journals

Why do journals survive?

- Useful vehicles for disseminating research results
- Archive knowledge
- Provide a stamp of quality and authority to work
- Provide recognition to the person who carried out the research
- Keep other researchers and practitioners up to date
- Advance the knowledge base of the discipline
- Researchers can further their own careers
- Concludes a study

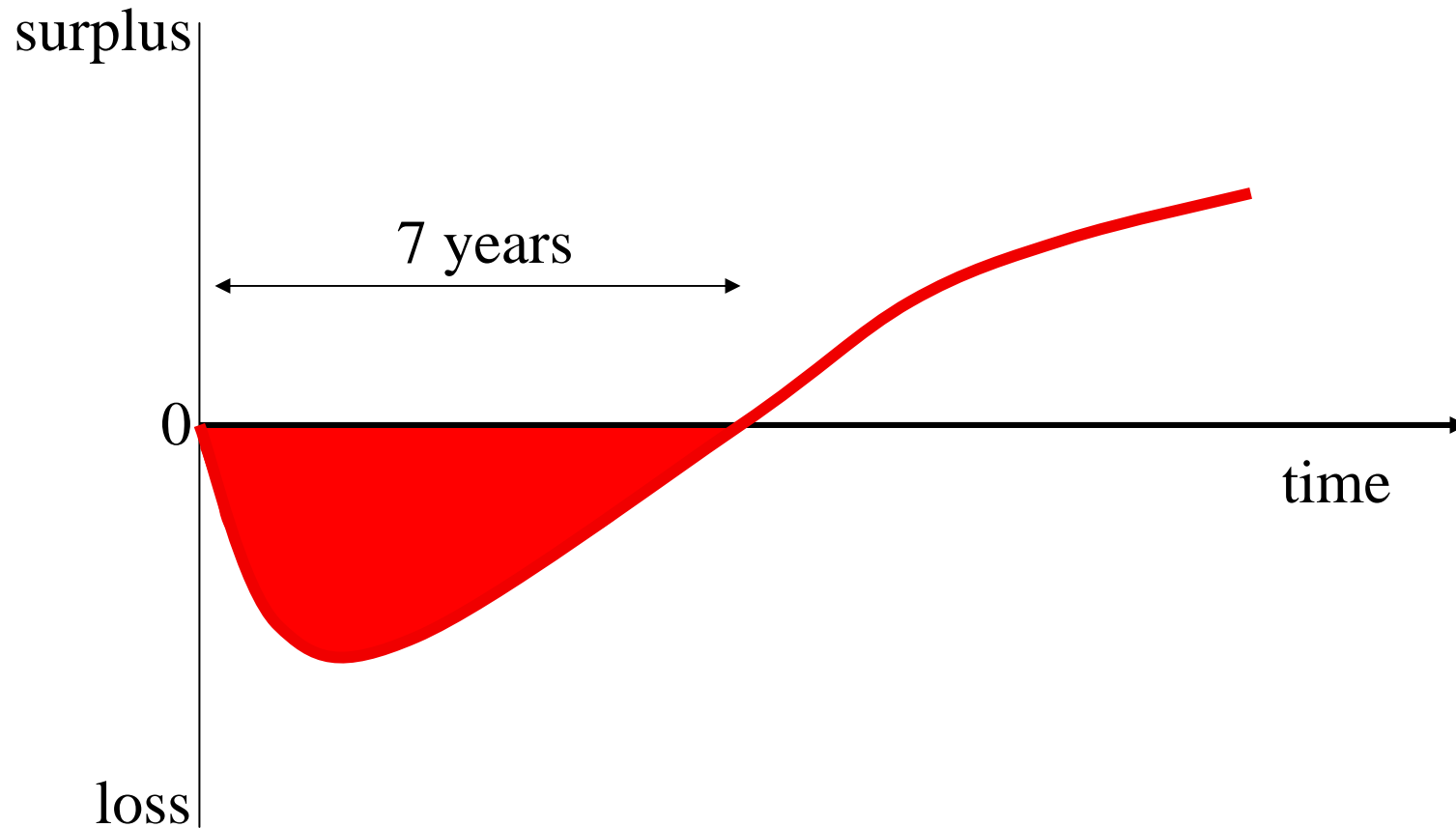


How publishers develop their journal lists

1. Launch brand new titles for new research areas
 - May be a spin-off from another title
2. Transfer journals from other publishers
3. Take on journals previously self-published

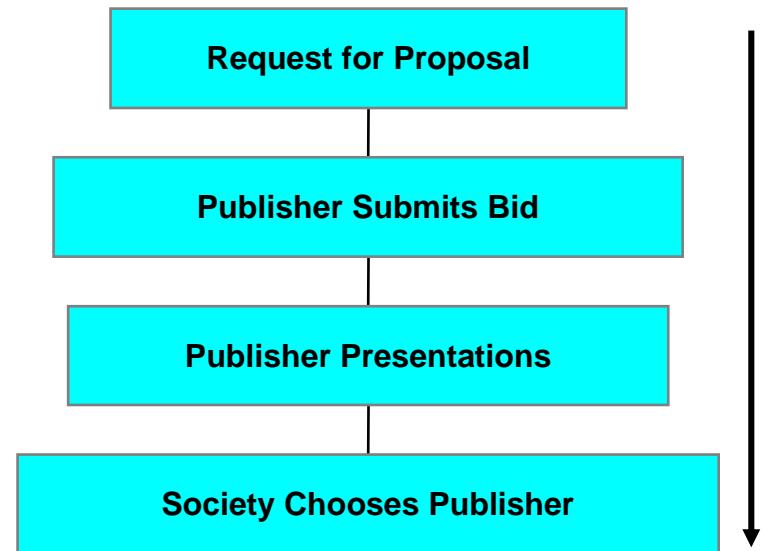


Launching new journals is a long-term strategy



Transferring Journals

- Titles owned by Societies
- Publishing Contracts usually last 3-7 years
- Change Publisher for a number of reasons
 - Value for Money
 - Increased exposure
 - Additional Value Added Publishing Services
- Can cause many admin and access headaches
 - Being tackled by the TRANSFER Project



Publishers Add Value...

- **Technical infrastructure**
- **Electronic editorial office**
- **Best practice**
- **Sharing costs**
- **Financial support**
- **Administrative services**
- **Copy editing**
- **XML tagging and mark up**
- **Proofing and typesetting**
- **Online publication**
- **Print publication**
- **Print distribution**
- **Management of metadata**
- **Marketing media**
- **Usage statistics**
- **Archival deposit**
- **Legal infringement monitoring**

How do authors choose a journal?

- Reputation of the journal
- Quality of its content
- Quality of the peer-review process
- Speed of publication
- Lots of the right readers
- Relevance to their subject
- Impact factor
- Abstracting and indexing services




Submitting an article to a journal

- Online submissions systems on the market:
 - Manuscript Central (ScholarOne)
 - Editorial Manager (Aries Systems Corp)
 - Bench>Press (HighWire)
 - Allen Track (Allen Press)
 - Espere (consortium of publishers)




Log In


Welcome to the *American Journal of Gastroenterology* manuscript submission site. To Log In, enter your User ID and Password into the boxes below, then click "Log In." If you are unsure of your password, click the "Forgot Your Password?" Link above. If you do not have an account, click on the "Create Account" Link above.



User ID:

Password:

 Blackwell Publishing

 Log In

Online submission and review

- Online submission of articles
- Authors can track their article's progress
- Automated correspondence with authors, reviewers and the publisher
- Reduced time from submission to publication
- Reduced time spent on administration
- Provides a database of referees and authors
- Version control of revisions
- Sophisticated reports and data analysis



The editorial office

- May be based at the publisher, the society, the editor's department or their home
- Manage the peer-review process:
 - Receive and acknowledge manuscripts
 - Identify and track down referees
 - Send to referees and get reports back
 - Inform authors of decision
- Liaise with the production manager to manage corrections and ensure on time delivery of the issue
- Obtain assignment of copyright or grant of exclusive rights to publish
- Process publication or colour charges

The role of the Editor

- Gatekeeper of quality for the journal
- Rejects low quality or inappropriate articles outright
- Selects reviewers for the article
 - From editorial board
 - From a specially built-up database
 - By looking at the authors of the cited articles
 - Might be staff employed by the journal
 - Not usually known to the author
- Makes final decision to publish or not
- Allocates papers to issues, orders papers within issues
- Commissions reviews, editorials, special features

Developing journals to meet the needs of their subject communities

- Journal editors work with publishers to determine the direction for the journal
- Survey researchers to find out what they think of the journal
- Conduct citation analysis to understand the research area
- Develop unique Aims and Scope for each journal
- Agree a plan for developing the quality of the journal
- Commission special issues to serve new fields of study
- Ensure the size and scope of the journal matches what the community wants

The impact factor

- Measures how frequently a journal is cited by other journals
- A way of quantitatively comparing journals
- Calculated by dividing the number of citations in a year (e.g. 2005) by the source items published in that journal during the previous two years (e.g. 2004 and 2005)
- Other quality measure include usage data and readers reports

934 L. Guerra et al.

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The Production Process

- Taking the accepted article through to publication online and in print
- Functions of the production department
 - Copyediting – Checking text, tables, figures, and references
 - Proofreading
 - Language editing – in some cases
 - Correcting mistakes and ambiguities
 - Managing freelances to do the above
 - Ensuring schedule is adhered to
 - Liaising with authors and editors
 - Briefing and quality-control of suppliers (free typesetters, printers, e-content providers)



Electronic files received

Article edited and typeset

Proofs checked

Corrections made and checked

Article ready for publication

Issue compiled

Issue printed

Issue dispatched



Article published online
before issue compiled

Issue published online



Online journal publication

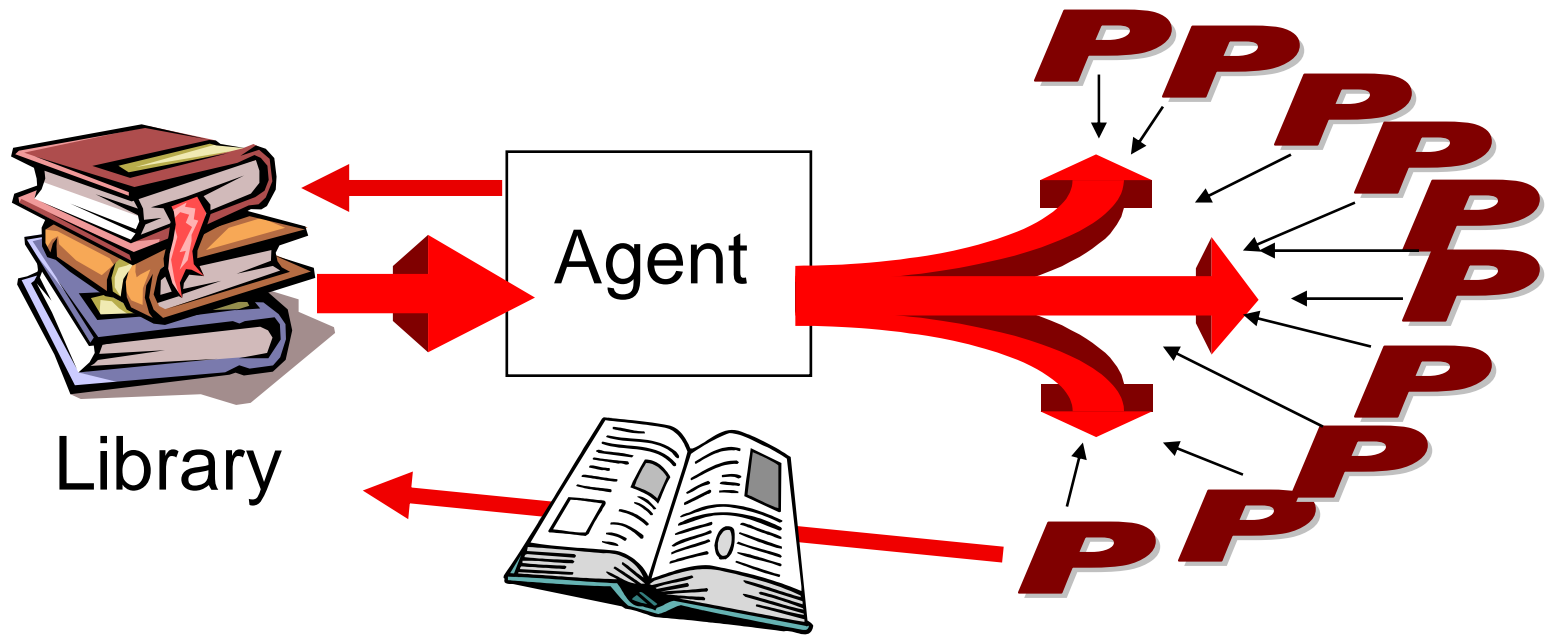
- Publisher platforms:
 - Blackwell Synergy
 - Oxford Journals
 - Science Direct
 - Springer Link
 - Wiley Interscience
 - Informa World
- Aggregators and gateways:
 - HighWire
 - Ingenta
 - Ovid
 - Swetswise
- Table of Contents alerts
- Searching and browsing
- HTML for onscreen reading
- PDF for printing



Getting the article to the right readers

- Communications with the scholarly community to make the publication known
- Search engine promotions
- Linking through abstracting and indexing services
- Email table of contents alerts
- Marketing at conferences, etc.
- Publishing expertise
- Licensing access to libraries
 - Many more libraries with access through consortia deals
 - 400% increase in the number of titles in libraries for an additional 15% cost

The Purchasing Process: Print



The Purchasing Process: Electronic

- Libraries are now working together...
 - To save money
 - To buy in bulk
 - To negotiate better terms and conditions
- Consortia Purchasing
 - Groups of Libraries (Local, Regional, National)
 - “The big deal”
 - Print plus electronic or e-only
 - More content, more information





Example: NESLI Consortium

- JISC/HEFCE Funded
- Open Consortium
- UK Academic Institutions (incl. Research Councils)
- Independent Negotiating Agent
 - Content
 - Price
 - Other terms and conditions
- Blackwell Publishing's NESLI Offer 2006
 - Collections (FULL, STM, HSS, ST, MN)
 - Price based on JISC banding
 - Earlybird Renewal Discounts
 - Restricted print cancellations/substitutions

NESLI²

Print vs Electronic – Blackwell Publishing

The move to e-only...

- **December 2004**
 - Print plus electronic: 91.7%
 - E-only: 8.3%
- **December 2005**
 - Print plus electronic: 86.8%
 - E-only: 13.2%
- **September 2006**
 - Print plus electronic: 79.27%
 - E-only: 20.73%

Print vs Electronic – What's stopping the move?

- **Archiving**
 - Would one or more trusted archive accelerate the trend towards e-only?
- **Tax**
 - Increased VAT on Electronic content is slowing down the move from print to e-only
- **Users are still demanding Print**
 - Is this the case in your institution?

Print vs Electronic – The move is possible...

- Pharmaceutical Company
- Closed all libraries globally
- Now purchasing e-only based on usage
- Saved +20% of budget
 - Now running a “virtual library”
 - No cost for physical sites
 - Lower staff costs
- Used savings to off-set increased tax
- Used savings to acquire new content
- Concerns regarding Archiving, Tax and the existing demand for print are no longer there!

Summary - Harnessing Technology

- Electronic Workflows
 - Speeded up publication processes
 - Author Submission
 - Peer Review
 - Production
 - Distribution e.g. Blackwell Synergy
- Electronic Content
 - More content is available to more users
 - Subscriptions
 - Collections
 - Pay-Per-View
 - Usage Based Pricing
 - Open Access



Summary – The Business of Journal Publishing

- Publishing companies are **innovative**
 - Embracing technology to improve...
 - Content creation
 - Content management
 - Content delivery
 - Ongoing support

- Journal Publishing is **evolving**
 - Provision for search and retrieve culture
 - Providing information on demand
 - Increasingly moving away from print (as primary version)
 - Alternative publishing models
 - Author pays (Open Access)
 - Institutional repositories (Open Access)

Open Access

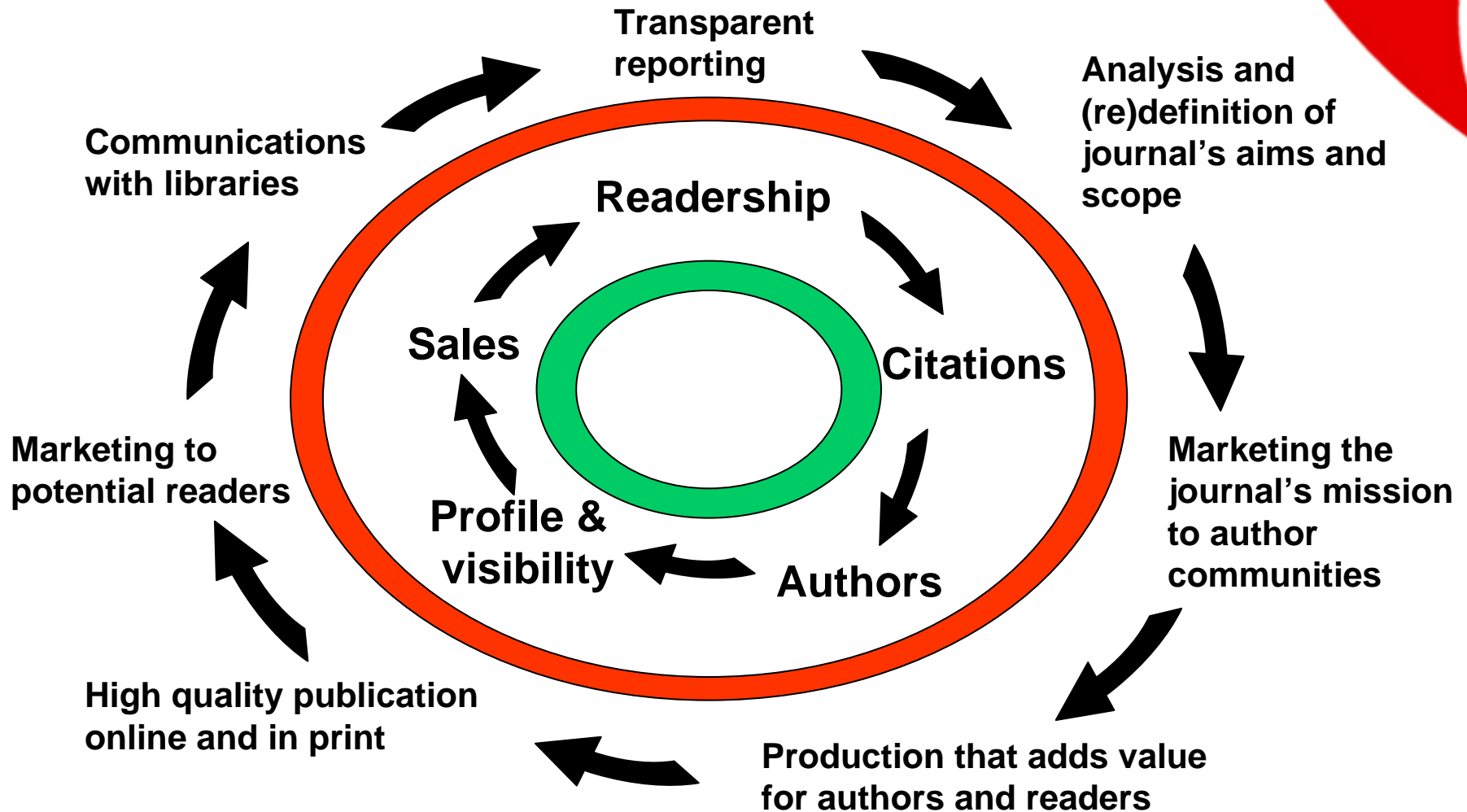
Latest news from the funding bodies:

- **Wellcome Trust** - mandating 6 months deposit.
- **National Institutes of Health (NIH)** – mandating 12 months deposit.
- **Research Councils UK (RCUK)** – Research Councils mandating between 6 and 12 months deposit depending on subject area (Medical Research Council requires deposit within 6 months).
- **Deutsche Forschungsgemeinschaft** – strongly encouraging deposit with 12 month embargo.

Publishers' responses:

- Active **participants** in government and funder reviews of publishing.
- Quick expansion of **author-pays 'hybrid journals'** from publishers, eg. Online Open, Open Choice, iOpenAccess, Oxford Open, etc.
- **Approved Wellcome publishers** – they will pay author-fees in exchange for publisher depositing OA articles in PMC immediately on publication.
- Some now offer **Exclusive License Form** rather than Copyright Assignment Form – authors can self-archive their own version of their articles on institutional or subject repositories or personal website after an embargo period (providing they acknowledge that the article has been submitted and link to the definitive version).

The 'virtuous circle' of publishing





Thank you!

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