



Members of the Professional and Scholarly Publishing Division of AAP publish books, journals, looseleaf, and electronic products in technology, science, medicine, business, law, humanities, the behavioral sciences and scholarly reference.

Professional/ Scholarly Publishing Bulletin

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From the Executive Director's Desk 2011 AAP Industry Analysis of Journals Publishing

by John Tagler, PSP Executive Director

The 2011 AAP Industry Statistics for Professional and Scholarly (PSP) journals is complete. The report (including data tables) has been dispatched to AAP/PSP members and non-member survey participants.

This survey provides insights into activities, trends and shifts among the 28 participating publishers. The results reflect the ways traditional scholarly publishers are responding to the needs of their constituents – authors, librarians and readers. While the survey is not comprehensive – several established publishers declined to participate and no open-access-only publishers accepted an invitation to submit – the survey does provide a window into the industry and has implications beyond participating publishers relative to the universe of +/- 28,000 scholarly journals (estimated in the 2012 STM Report: An Overview of Scientific and Scholarly Journal Publishing).

PSP thanks every organization that submitted data used to help us produce this valuable industry summary. It is a time-consuming but critical task that provides a perspective on the scholarly and scientific journal publishing landscape.

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Social Media and Science

by Barbara M. Ford, President, Meyers Consulting Services

Do scientists use social media? The answer is a definitive yes. But perhaps not in the way the rest of us do. Millions of scientists are collaborating, researching, sharing data, and saving citations every day. Collaborators are found through online communities dedicated to academia and specific disciplines. Research is carried out through tools designed specifically for the scientific community. And social bookmarking tools provide easy ways for researchers to capture bibliographic information for the various articles and other information items they have found using specialized databases in addition to Google and Google Scholar.

When did all this begin? Nearly three decades ago!

The earliest social networking websites began as communities not focused on any one particular group of people. The WELL, considered the birthplace of the online community movement, was established in 1985 and is still networking today! Theglobe.com (1994-2008), Geocities (established in 1994, bought by Yahoo! In the late 1990s, now closed) and Tripod.com (1995 to the present)

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Scope of the Report

It is critical to note when comparing the 2011 and 2010 survey results that a slightly different list of publishers and titles are submitted each year; a few publishers whose data appeared in the 2010 report did not submit for 2011 and vice versa. Similar patterns may be observed for other recent years. Year-to-year industry trends may be inferred by comparing different yearly surveys, but this statistical analysis is based on data reported for the three-year period 2009-2011. With that in mind...

Submissions for 2011 were received from 28 publishers reporting on 6,481 journals in 2011. This sample reported on 6,271 journals for 2010. In comparison, the 2010 edition of the report contained data from 25 publishers submitting data on 5,928 journals. Comparing the overlapping 2010 data shows that in terms of published journals the reach of the survey increased 3.3% on the prior report. Purely coincidentally our 28-strong 2011 sample showed an increase in journals published by 3.3%.

The 2011 survey reports on a total of 798,624 published articles. Among those publishers responding, there has been a modest but steady growth in article output over the three-year span from 740,871 articles in 2009 to

773,785 in 2010 to 798,624 in 2011 – a 4.4% growth between 2009 and 2010 and a 3.2% growth between 2010 and 2011. This is consistent with a longstanding pattern of growth, according to the 2012 *STM Report*, which states, “The number of articles published each year...have grown steadily for over two centuries by about 3%.”

The 2011 output of 798,624 articles from 6,481 journals easily represents at least 50% of the significant and impactful research articles produced annually. The 2012 *STM Report* estimates that there are around 11,550 main English-language journals (p. 5), so about half of that universe is included in this survey. Considering the fact that many of the journals included in the survey are among the most widely-read and highly-cited journals published, their influence in terms of citations as well as usage in academic and research institutions would likely account for well above the 60% mark in each case. These patterns are consistent with bibliometric research published by Thomson Reuters and Elsevier (Scopus).

The survey collected data in three areas:

- Production in units
- Sales in thousands of dollars
- Subscriptions in units (Continued on page 4)

Social Media and Science

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followed and as you can see these four spanned a decade in appearance on the scene. From that point on many different approaches were taken. Some simply linked people together through email. The major leap was from merely email to real networking systems that allowed users to manage much of the “networking” on their own. In 2002, **Friendster** brought to the fore a system that allowed users to invite people they trusted and thus the idea of social networking became a part of everyday communications worldwide. [Note: Friendster started as a social networking site but exists today as a gaming site.] Just a year later, we see **MySpace** (music, videos, and radio) and **LinkedIn** (focused on business connections) emerge and become major players followed by **Facebook** (the largest social network with over 1.06 billion people logging in every month).

All in all we now have over 196 social networks in the world.

No doubt some of their names are quite familiar to you, but what about: **ResearchGATE? BiomedExperts? Scientist Solutions? Academia.edu? PHYZOOM?** These are just a few of the more than 30 online communities (i.e. social networking websites) specifically developed for the research community comprising STM and STEM disciplines. These are not small endeavors. As of this writing, for example, **Academia.edu** boasts “a growing community of 3,407,372 academics.” When I visited the **Academia.edu** site in late April the community was a mere 2.5 million.

These communities are joined by a few publisher-based online meeting sites for the sciences, such as **Nature**

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R.R. Hawkins Acceptance Speech

by Peter J. Dougherty, Director, Princeton University Press

Thank you. I would especially like to thank the judges, our sponsors, and John Jenkins and Kate Kolendo for organizing the awards lunch, and all the people who make it possible. This annual luncheon has evolved into a very special event for us publishers and our authors, and a fitting tribute to the great books we collectively bring to market.

At Princeton University Press I'd like to thank the team that brought about the publication of Peter Brown's book, *Through the Eye of a Needle*, led by its editor, the extraordinarily able Rob Tempio, production editor, Debbie Tegarden, designer, Tracy Baldwin, and publicists Casey LaVela and Caroline Priday. I'm especially pleased with the quality of the book-making that went into the publication of this great book. In fact, Peter Brown himself has kindly commented on the book's design and production, as has Gary Frazee, the head of our distribution center. People in this room will know that when you get compliments from both the author and the head of the warehouse, you must have done something right.

When we published *Through the Eye of a Needle* back in September, I had the occasion to tell a friend and colleague of ours once in commercial publishing about it, and noted that it had broken the coveted ranking threshold of 1,000 at Amazon.com and appeared to be holding its own there. My friendly former trade colleague asked me what the book was about and I explained that it was a historical analysis of changing patterns of culture and economy in western Europe between 330 and 550, AD.

Following a long pause, my friend remarked, "Princeton really is a scholarly publisher, isn't it?" To which I answered a resounding "yes." I purposely refrained from telling her the book is 806 pages long.

I could have answered my friend's question differently by explaining that Peter Brown is perhaps the world's greatest living historian, that he has done more than any scholar of his – and maybe any – generation, to illuminate the so-called Dark Ages; and that since publication of his first books, *Augustine of Hippo* in 1967, and *The World of Late Antiquity* in 1971 (a book that I sold in my first year as a college textbook rep for Harcourt Brace Jovanovich), he has done nothing but publish great books. As one of the reviewers of *Through the Eye of a Needle* remarked, it can't really be called a magnum opus because every book Peter Brown has published could be described as a magnum opus.

Speaking of reviews, Brown's book garnered the single most adulatory sentence I've ever seen in a book review. Writing in the *New York Review of Books*, Garry Wills paid Brown's book the ultimate compliment, saying: "It is a privilege to live in an age that could produce such a masterpiece of historical literature." Wills' review was followed by a swarm of equally laudatory reviews on both sides of the Atlantic. Typically, when you publish a book of 800 pages, you expect a long wait for reviews in prominent publications. This was not one of those times.

So what is this book, with its long title and longer list of reviews? In the first blush it is a history of the role wealth played in the transition from the Roman Empire through the rise of the Christian West. Peter Brown tells the story of how the early Christian Church, which once renounced wealth, heeding the biblical admonition that it is "easier for a camel to pass through the eye of a needle than for a rich man to enter heaven," grew to be the wealthiest institution in Western Europe through the absorption of the large fortunes of its new converts from the Roman elite as well as the Roman middle class. These new Christians were eager to tithe their worldly goods to the Church in return for the promise of eternal life. After a fractious debate amongst the Church Fathers over whether to accept and what to do with this new found wealth, Christians saw an opportunity to at once help those in need, expand their influence, and, yes, even enrich their coffers along the way. Brown wears his learning lightly and yet there isn't a page in this book where one doesn't learn something, a point made by a reviewer who described it as "deliriously complicated." Complicated, that is, in the scope and breadth of Brown's erudition and insight.

My own view is that beyond its account of history, institutions, culture, and people, this great book is very much about social justice. As never before, when I hear economists and pundits discussing poverty, inequality, homelessness, hunger, and immigration, I see the trails of these well-worn discussions leading back to the early Christian West, and marvel at how these trails have been lit up brightly by the great Peter Brown. By shining a light on this seemingly remote time, he has illuminated our own condition.

Much as I admire the message of Peter Brown's book, I find the medium noteworthy because *Through the Eye of a Needle* is, at its heart, a monograph, and as such it is a tribute to this vitally important genre of scholarship and scholarly publishing.

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From the Executive Director's Desk

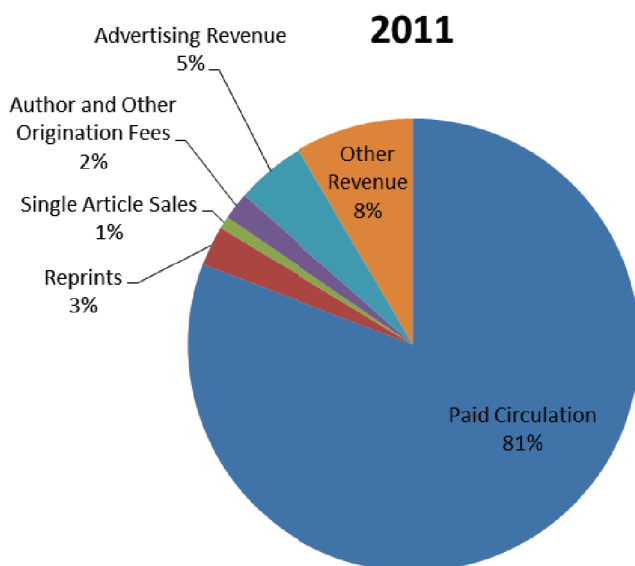
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Sales and Revenue

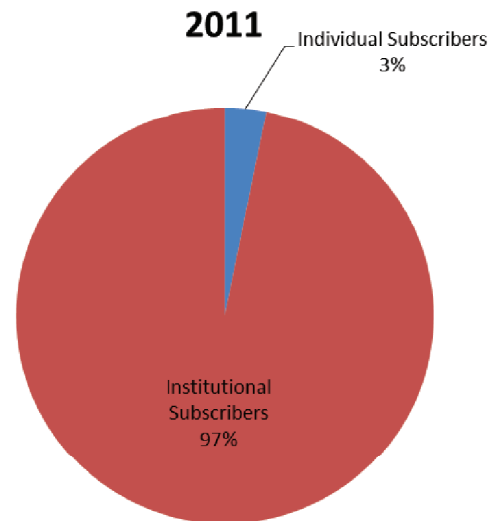
The list of respondents (see end of this report) is significantly weighted toward scientific, technical and medical journal publishers. Total 2011 revenues from 28 publishers reporting on 6,481 journals was \$4.175 billion, which includes paid subscriptions (print and digital), advertising, reprints, single article sales, author fees and other income. This represents an increase of 8.4% compared with 2010 revenues of \$3.851 billion from 6,271 journals containing 773,785 articles. Total revenue growth in 2011 was considerably more than in 2010, which saw a growth of 2.6% over the 2009 total of \$3.754 billion in revenue from 6,266 journals containing 740,871 articles.

As has long been the case, the vast majority of revenue (78.2%) continues to be derived from institutional subscriptions. Scholarly journals, particularly from STM publishers, are principally sold to academic, research, hospital and corporate libraries. Income from paid circulation has grown over the three-year period (\$3.013 billion in 2009, increasing 3.4% in 2010 to \$3.116 billion and increasing by 8.2% to \$3.372 billion in 2011) and institutional subscriptions have remained consistently at approximately 96% of that revenue for the three-year period. In 2011, paid circulation represented 80.8% of total revenue (\$3.372 billion out of \$4.175 billion). Subscription revenue grew by 11.9% from 2009 – 2011 while the number of journals reporting grew by 3.4% (6,266 to 6,481) and article publication increased by 7.8% (740,871 to 798,624).

Total revenue stream for journals in 2011



Breakdown of largest revenue stream – paid circulation



Advertising

A key revenue stream for one STM journal sector – mostly medical specialty titles with circulation to practitioners – is derived from advertising. While advertising is not financially significant for most scholarly journals, advertising from pharmaceutical companies, followed at a considerable distance by medical device and equipment manufacturers, plays a major role for medical journals. This sector has been under pressure and was hit most significantly starting in 2009 by the economic downturn. Dynamics in the pharmaceutical industry (i.e., shrinking marketing budgets, direct-to-consumer advertising, industry consolidation and a downward cycle of major new drug launches) have been compounded by the uncertainties of the transition from print to digital usage.

Advertising revenue in 2011 totaled \$211.5 million which represents a 2.2% increase over 2010's total of \$207.0 million. The 2010 total represented a 1.4% decline from 2009's income of \$210.1 million. The impact of advertising income relative to total journal income has declined during the three-year period, from 5.6% in 2009 to 5.4% in 2010 to 5.1% in 2011.

The balance of electronic vs. print advertising, however, tells an interesting story. While the vast percentage of advertising revenue still comes from print, revenue and usage patterns point to a tangible shift in the impact ads are having. Print-only ad revenues declined from \$98.6 million

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in 2009 to \$91.6 million in 2010 and increased slightly to \$92.3 million in 2011, representing a decline of 7.0% and increase of 0.7% respectively. But there has been dramatic growth in electronic-only advertising from \$3.9 million in 2009 to \$8.3 million in 2010 to \$13.2 million in 2011, representing increases of 114.4% and 58.1% respectively. During this period the largest source of advertising revenue was derived from a combined print + electronic advertising option representing around half of total advertising revenue for each of the three years.

A look at what's happening with electronic ads is quite revealing. The number of print ad pages has declined over the three years from 76,346 pages in 2009 to 74,508 in 2010 to 70,012 in 2011. The electronic advertising sector reveals a different trend, with 71.4 million electronic ads displayed in 2009 followed by a slight but tangible increase to 76.7 million in 2010 and then nearly doubling to 142.9 million in 2011. The number of click-throughs – something that advertisers watch very carefully – totaled 883,251 in 2011. The data on click-throughs for 2009 and 2010 are not discussed in comparative terms as a major publisher revised its methodology for counting click-throughs starting in 2011 and was unable to provide revised statistics for the two previous years.

E-advertising revenue depends on traffic to publishers' websites. Advertisers demand publishers provide detailed analytics of usage patterns. However, with increasing external pressure to host different versions of articles on third-party websites (e.g., PubMed Central, author websites or institutional repositories) – not to mention traffic stolen by rogue sites – publishers' ability to derive revenue from e-advertising may be significantly compromised if access to freely-available content on other sites supplants traffic to versions of record on publisher sites.

Additional Observations on Sales and Revenues:

- Revenue derived from individual subscriptions has fluctuated – \$112.3 million in 2009 increasing to \$114.1 million in 2010 then declining by 5.2% to \$108.2 million in 2011. As a percentage of overall subscription revenue personal subscriptions held steady at 3.7% from 2009 to 2010 then declined to 3.2% in 2011. This suggests a continued trend for institutional users to access licensed library content rather than maintain personal subscriptions.

- Sales of reprints have declined over the three-year period. In 2009 reprints accounted for \$160.0 million which declined to \$131.3 million in 2010 (-17.9%) and declined further in 2011 to \$120.2 million (- 8.4%). It is difficult to discern exactly what is driving this trend. The heaviest purchaser of reprints is the pharmaceutical industry and the dynamics described above in the first paragraph of this section on advertising also apply to reprint sales. But one cannot discount the fact that many articles are now available free of charge on author websites and in repositories and may be easily linked to in promotion campaigns.
- Another interesting dynamic would be the breakdown in revenues in print vs. electronic reprint sales. Unfortunately, the reporting on this data element was inconsistent as several publishers submitted aggregate totals without distinguishing between print and electronic reprint revenues.
- Single article sales (\$37.4 million in 2011) represent less than 1% of all journal revenue. There was 9.3% growth in revenues from this source between 2009 and 2010 and 3.2% between 2010 and 2011, but this revenue stream has remained consistently below the 1% mark for a number of years and shows no evidence of being poised for any significant change.

Print vs. Electronic Subscriptions

The long-standing shift from print to e-subscriptions continues. Virtually all titles offer print and electronic subscriptions (6,329 out of 6,481 titles reporting with 41 offering print-only and 111 offering e-only; 99.4% of the journals are available in e-format). The number of journals offering e-only has increased modestly from 79 in 2009 to 103 in 2010 to 111 in 2011. It should be remembered, however, that publishers responding to the survey have a longstanding investment in and commitment to digital publishing technology and are more likely to offer electronic journal content than some small scholarly publishers.

The institutional market has embraced digital access, and the trends below show the consistent uptake of e-subscriptions in libraries. In 2011, a little less than half (42.2%) of institutional subscriptions were e-only and when combined with the print + electronic option, a total of 63.5% of subscriptions were available to institutional

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users electronically. The percentage of print-only subscriptions declined during the three-year span, from 45.5% in 2009 to 41.4% in 2010 and 36.5% in 2011. The balance between print and electronic subscriptions has reversed, with the largest percentage of subscribers (42.2%) selecting e-only subscriptions as the following table illustrates:

	<u># Inst Subs</u>	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2009	2,532,384	23.9%	45.5%	30.6%
2010	2,517,000	22.4%	41.4%	36.2%
2011	2,524,523	21.2%	36.6%	42.2%

The table also shows that the number of institutional subscriptions has fluctuated slightly during the three-year period: declining 0.6% from 2009 to 2010 and increasing 0.3% from 2010 to 2011. The number of institutional subscriptions is influenced by institutions purchasing access to, rather than ownership of, journals. Each publisher has its own policies with regard to ownership vs. access with subscription models offering journal bundles or clusters of titles as well as individual journals. While it is clear that access to content is growing (see details below on article downloads), it is impossible to discern from the data whether institutional users are accessing traditional subscribed articles or bundles of content that do not break down in the traditional subscription context.

Institutional subscription revenues increased from \$2.901 billion in 2009 to \$3.002 billion in 2010 (+3.5%) to \$3.264 billion in 2011 (+8.7%). During the same period, the number of journals reporting increased by 3.4%.

While revenue from individual subscription hovers around in the 3-4% range relative to total subscription revenue for the three-year period, it is interesting to observe changes in the mix of print vs. electronic among individual subscribers.

	<u>% of Individual Subscribers</u>	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2009	71.4%		17.5%	11.1%
2010	79.5%		11.4%	9.1%
2011	83.7%		8.5%	7.8%

On the surface this pattern is what would be expected (i.e., declining percentage of print-only subscriptions and growth in e-access). A closer look, however, reveals that while the percentage of print-only subscriptions declines by about one-half over the three years, there has been growth in the number of individual subscribers [statistics not shown herein] which has primarily come from e + print subscriptions (increases of 53.3% in 2010 and 31.5% in 2011). Unexpectedly, the percentage of e-only subscriptions declined over the period from 11.1% in 2009 to 7.8% in 2011. As noted above, revenues from individual subscriptions over the three-year span have been limited, but the number of individual subscribers has continued to grow from 1.9 million in 2009 to 2.6 million in 2010 to 3.2 million in 2011. The figures are not sufficiently detailed to determine why revenues from individual subscriptions are relatively flat while the number of individual subscribers has grown considerably (+72.1%). One possible explanation may be society journals hosted on the platforms of publishers (both commercial and not-for-profit) that offer contract publishing arrangements to societies. Are publisher platforms hosting more content whereas previously societies preferred separate platforms? It is also possible that some publisher agreements may vary with regard to format (e.g., whether they provide member subscribers with print and/or electronic format). Nonetheless, the general pattern is consistent with a move toward e-delivery.

Eighteen of the 28 submitting publishers provided data on total electronic article downloads. The total number grew from 1.048 billion in 2009 to 1.196 billion in 2011 (14.1% increase). The price-per-download is somewhat difficult to calculate because it must be based on e-only and e + print income as the latter category does not break down the electronic and print components separately. Based on e-only and e + print revenues for those 18 publishers submitting download data, 2009 revenues were \$2.462 billion in 2009 (with a per-download price of \$2.35) compared to \$2.745 billion in 2011 (with a per-download price of \$2.30).

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Published Output and Open Access Journals

Open access publishing continues to be closely watched. There is growing interest among grant-funding bodies in the US and abroad expanding mandates for free public access to articles documenting grant-funded research. As in past years, no open-access-only publishers participated in the survey. Hence this analysis only addresses open access patterns across a universe where paid circulation, rather than an author-pays model, is the principal source of revenue. That said, most submitting publishers offer an open access option and have for several years. Many have launched open-access-only journals as well as offering a hybrid option where subscription-based journals also provide authors with the opportunity to pay a fee to make the article open access immediately upon publication.

In looking at this community, there are some noteworthy trends.

- Among journals reporting in 2011, 3,570 offered some form of open access, representing 55.1% of the titles in the survey.
- Of these, the vast majority 3,325 (93.1%) offered a hybrid model where the author or funding agency has the option of paying for open access upon publication in a journal that primarily offers articles on a paid subscription model. In 2010 2,117 journals offered an open access option, with 1,885 providing a hybrid model compared with 2009 when 1,323 journals offered an open access option of which 1,044 offered the hybrid model.
- In 2011, the remaining journals offered either open access for the entire journal after an embargo period (212 titles) or a completely gold open access model upon publication (33 journals), i.e., author or funding agency pays to make an article available at no charge upon publication.
- In 2011, 55.1% of all reporting titles offered open access in some form compared with 33.8% in 2010 and 21.1% in 2009, showing appreciable growth over the three years.
- The number of gold open access journals grew modestly from 17 in 2009 to 20 in 2010 to 33 in 2011, but there has been no large embrace of pure open access titles

from this group of publishers. The real growth has been in the hybrid model as noted above.

- In a small number of cases, journal editors or a publisher may decide to make selected articles – usually deemed to hold wide public significance – available upon publication at no charge, but the number of such journals and articles is not broken out.

In looking at the number of open access articles published:

- The vast majority of published articles required subscription access on the publisher's site (94.5%) in 2011.
- The number of delayed open access articles published over the three-year span shows appreciable growth from 2009 (27,671) to 2010 (29,363) and then a levelling-off from 2010 to 2011 (30,668). In most cases delayed open access is a voluntary action and articles made freely available on publishers' platforms do not reflect articles available elsewhere (e.g., PubMed Central or institutional repositories). There obviously is some overlap but data on articles appearing in multiple locations are not collected – and it probably would not be feasible to do so. Also, there may be variation in article content from one site to another (versioning), but the version of record is what appears on the publisher's site.
- The statistics for the number of gold open access articles show an odd pattern over the three years. In 2009, there were 12,880 gold open access articles published, decreasing in 2010 to 10,669 and then rebounding in 2011 to 13,044 articles. Over the three-year period the number of gold open access articles remained fairly flat, suggesting that authors publishing in these journals are not dramatically embracing the author-pays model either in the fully open-access journals or those with hybrid models.
- In 2009 articles published under the paid open access model represented 1.7% of the article output reported. This decreased slightly to 1.4% in 2010 and increased slightly to 1.6% in 2011. There is nothing conclusive to be drawn from this pattern or the overall pattern of what the open access statistics reveal. Are authors who are inclined toward open access publishing avoiding

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these journals in favor of publishers recognized for their open access policies? Are research and university budget cuts factors in authors choosing to publish in a subscription-based journal instead of opting to pay for open access upon publication – or at the very least balance their publishing choices to a mix of open access and subscription-based journals? These are interesting points for consideration but no conclusions may be derived. Most likely several factors influence these choices on an author's part.

Striving to Obtain New Data

In past years we have sought to obtain additional data or to slice and dice input in a variety of ways. However, the current data breakdown requires considerable time for individual publishers to compile, especially those with large journal programs. Many systems do not analyze details as finely as might be desired and there is tremendous variation from one publisher's reporting system to the next – and in some houses there are several systems reporting in different ways on different parts of a program. While the statistics may not provide all we want to know about our industry, they provide useful insights into patterns that are prevailing in scholarly and research publishing. In preparing the statistics for the 2012 journals statistics survey, we will strive to include more publishers and, especially, reach out to the open access publishing community to encourage their involvement in this initiative.

Distribution of the Report

Copies of the survey have been dispatched to heads of house at all AAP member organizations as well as correspondents at non-member organizations that submitted 2011 data. Anyone who should have received a copy and has not may contact jtagler@publishers.org.

And a note of thanks... PSP wishes to express appreciation to every organization that supports our data collection effort. Data collection of this level requires a great deal of time and represents a very difficult task when staff resources in publishing houses are already thinly spread. AAP is committed to gathering and sharing useful statistics about the publishing industry. Within the PSP community, there has been a growing demand for journals publishing data and the changes and trends that affect the

industry. Publishers who submitted data make an important contribution to a better understanding of our industry and the directions in which we're headed.

Each year, there is a serious effort to move the reporting schedule closer to the conclusion of the subscription year, but it remains a prolonged process that requires a great deal of persuasion and waiting for submissions – usually dictated by availability in publishers' schedules – to ensure as comprehensive coverage as possible by major journals publishers. But we continue to strive for improved turnaround each year.

Participating Publishers: 2011 Survey

ACM

American Association for Cancer Research

American Chemical Society

American Dental Association

American Geophysical Union

American Institute of Aeronautics and Astronautics

American Institute of Physics

American Psychological Association

American Physiological Society

American Society for Clinical Oncology

American Society of Civil Engineers

Cold Spring Harbor Labs Press

Elsevier

IEEE

Institute of Physics

John Wiley & Sons

Johns Hopkins University Press

Lynne Rienner Publishers

MIT Press

Oxford University Press

Penn Press

Penn State University Press

Taylor & Francis

Thieme Medical Publishers

University of Chicago Press

University of North Carolina Press

Wolters Kluwer

World Health Organization

Social Media and Science

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Network and **Mendeley** (both now owned by Elsevier). For a fairly complete list of these scientific and medical social networks visit ScienceRoll.com and Wikipedia's "List of social networking websites." What you find will be a world of networking spanning every conceivable area of human endeavor with a significant percentage focused on the sciences.

“Technology does not run an enterprise, relationships do.”

– Patricia Fripp, Fripp & Associates

Social bookmarking has become a major activity on the Internet with several sites focused on just this alone, used by researchers worldwide. Examples include: **DataCite**, formed end of 2009; **CiteULike** was launched Nov 2004, sponsored by Springer since Aug 2008; 3 **Connotea**, developed by the Nature Publishing Group, went online December 2004; **BibSonomy**, opened in 2006.

Major data sharing sites include: **BioMart** with 45 databases on 4 continents; **Figshare**, a global repository; and **BioSharing.org**, focused on the biomedical sciences.

Not all networks are based on the axiom of “information should be free.” There are a few enterprises that provide very specialized networking and data sharing tools such as Epernicus, focused in the area of medicine.

Profile of a Network ~ Epernicus | Increasing Research Productivity

“Epernicus is a Boston-area company (Harvard and MIT roots) founded in 2008 by four passionate entrepreneurs with medical and software backgrounds. Our customers are world-class companies and non-profits doing cutting-edge medical research (Genzyme, the Broad Institute, GSK and Brigham and Women's Hospital, to name a few...). Our products will positively impact healthcare for hundreds of millions of people.

TrialNetworks = Learn more about innovating clinical trial operations with TrialNetworks technology.

epernicus solutions = Private social networking solutions to “accelerate serendipity” inside research-centric organizations.

epernicus network = Public and free social network for researchers to post profiles, network and pose questions.”

[Epernicus website, accessed, June 10, 2013.]

What does all this mean for STM publishers?

There are two approaches to social networking for scholarly, STM, and professional publishers to consider.

First, there is the option to make use of popular social media by using both automated and manual posts. To provide followers with constant contact to content, automated posts work best as you can publish posts direct to Facebook, Twitter, or deliver RSS feeds from your website. The posts provide ToC, abstract, and any other tagged information from your editorial workflow you wish to share. Automated posts are akin to “icing on the cake” according to Aaron Weinstein, Managing Editor of Digital Media and Supplements, *Plastic and Reconstructive Surgery*.

Weinstein adds a personal touch to the journal's social media presence by doing one manual post per day which still highlights and promotes existing content and proves often to be more popular than automated posting.

Second, taking a more discipline-centric view, I suggest that many of these online networking communities can help to keep up with the current interests and information needs of your authors and readers. Charting their actual research activities rather than merely surmising can make your projections and future decisions more accurate. Basing them on what is current in the communities plus input from editors will provide a larger picture on which to see which potential products make the most sense to pursue.

Publishers promoting existing and developing new publications now have some well-established social media to reach their audiences. Those who take advantage and stay current with social media will be better positioned for future success in the digital environment.

The Handbook of Journal Publishing

by Myer Kutz

It would be an extremely difficult task to assemble a better qualified author team than the foursome who have written **The Handbook of Journal Publishing** (Cambridge University Press 2013, 467 pp, hardback, paperback and delivered electronically). Sally Morris, Ed Barnas, Douglas LaFrenier, and Margaret Reich have well over a combined 100 years of experience at numerous noteworthy publishers, both commercial and not-for-profit. And while the authors don't date back to the origins of journal publishing in Paris and London in 1665 or the heady, expansionary days after World War II (nor does anyone else, of course), they've worked on a broad range of titles and experienced enough change to make them excellent teachers and guides to a highly specialized and, dare I say, sometimes underappreciated, sector of the PSP world.

In one sense, this handbook is a how-to manual. It covers everything in the journal publishing process, from starting a new journal or acquiring an existing title, to editing, production, journal metrics, marketing, sales, fulfillment and journal management and finances. There are discussions of such important and relevant topics as copyright, contracts, other legal issues and in addition ethical issues. There is a Glossary and lists of resources and vendors, all of them useful.

I recommend this handbook to anyone working at any level in journal publishing. It's so comprehensive that even a most senior executive will find something that he or she might not have dealt with before or will be glad to be reminded of. For junior level staff members, and for prospective staffers, as well, the handbook has checklists, sample documents and worked examples that enhance its function as a teaching resource.

This handbook can serve as much more than a how-to manual. For even general readers there's plenty in the handbook

about the origins of journal publishing, its history, its size, scope and growth rate, and what the future might have in store. I also recommend it to anyone involved with journals who doesn't work in an actual journal publishing operation. Editors and members of editorial boards, as well as authors of journal papers, for example, will all benefit from learning what it is that journal publishers actually do. Having listened to numerous critics of journal publishers over the years, I think that exposure to the handbook might help them gain an appreciation of publishers' activities, particularly the expertise and care that go into them.

Cambridge has served the authors well. From the Table of Contents through the Index, **The Handbook of Journal Publishing** is well produced. This is a scholarly work, with extensive References and lists for Further Reading at the ends of chapters. The handbook thus serves the needs of yet another audience – scholars of the journal publishing process. They need not feel bound by the book format. The references can send them into the vast wilds of the Internet to ferret out the sources that have informed the author team members throughout their working lives and during the writing of this fine book.

The writing throughout the handbook is measured and elegant. The voice you hear is knowledgeable and calm. Perhaps, if I may permit myself one criticism, it is a bit too calm. The authors acknowledge that journal publishers live in turbulent times, but I didn't get even a hint of the sometimes vicious atmospherics. Well, maybe that's best left for another book on journal publishing, and it would be fair to say that including too much about the battles over journal publishing – especially the money made from it – would divert our attention from the terrific work that went into this handbook.

R.R. Hawkins Acceptance Speech

(Continued from page 3)

By monograph, I mean it is simply the literary result of a single, sustained campaign of research into a well-defined subject. Books that conform to this description are the stock in trade of all university presses as well as many commercial scholarly publishers, especially those working in the humanities and social sciences. Despite the steady and relentless contraction of the market for monographs due to a generation's shrinkage in library book budgets, successful publication of a book like Peter Brown's *Through the Eye of a Needle* reaffirms the value and vitality of the monograph as a basic scholarly art form, and the role of the editor and publisher in bringing the book to market, maintaining it, and positioning it for eventual translation, teaching, research, and long life in both print and digital form.

Peter Brown, a great scholar and writer, and his award-winning book – a flagship monograph for the ages – thus serves not only to advance the frontier of knowledge, but also to inspire us as publishers to work with our partners in libraries, aggregators, booksellers, foreign publishers, and the scholarly media to renew of commitment to this sturdy but challenged genre, and to seek new and exciting ways of reinventing the monograph for the Peter Browns of the future and coming generations of scholarly readers.

Thank you,
Peter J. Dougherty

The 2013 PROSE Awards: Bigger, Better & Accepting Submissions!

As the summer draws to a close, PSP is pleased to announce that the 2013 American Publishers Awards for Professional and Scholarly Excellence (PROSE) submissions period is now open.

Following a vastly successful 2012 season, during which PROSE broke its previous submissions record for the fifth year running with 518 entries from more than 70 publishers, the PROSE Awards are bigger and better than ever. Now entering its 38th year, PROSE features 54 award categories, more than ever before, including a new Best App eProduct category. The Call for Entries, which includes the entry form, has been amended to encourage publishers to provide more information about their submissions by including 250-word supporting statements; plus published reviews; reader reports; and/or editor, publisher or writer

endorsements. These materials help immensely in the judging process. Again, PROSE highly encourages publishers to submit their book cover art with their entries for use in multimedia presentations, which will be posted online at www.proseawards.com and on YouTube, which means invaluable exposure for submitting publishers and winning entries.

PROSE is continuing to grow its social media presence and following, including a new Facebook page, which will allow more people to follow the PROSE Awards than ever before. PROSE will better engage its Twitter followers with interactive contests and prizes throughout the awards season. Like last year, PROSE will feature judges Tweeting during judging in January 2014, and the PROSE Awards Luncheon

(Continued on back page)

SAVE THE DATE

PSP 2014 Annual Conference

February 5-7, 2014 • Ritz Carlton Hotel, Washington, DC

“Managing Innovation: Meeting the Challenges of Change”

Continuing the new tradition of inviting CEO’s from top commercial publishing companies, not-for-profit organizations and university presses, the conference will open with a plenary session of high level, dynamic speakers to discuss the top 3 challenges they have faced in the last year and how they were overcome as well as the speakers’ projections for where their business will be in 2019.

WE LISTENED TO YOU

- Due to overwhelming positive feedback the conference will remain at the same great venue as in 2013 – The Ritz Carlton Hotel, 1150 22nd Street, NW, Washington, DC 20037.
- Wireless Internet will be available for all attendees in the session rooms and if you’re staying at the hotel you will have free Internet in your guest room.

SESSIONS INCLUDE:

- CHORUS: The Publishers’ Solution to Providing Efficient and Cost-Free Access to Articles Reporting on Funded Research
- Making Data Dynamic!
- Legal Update
- When Is the Next Big Thing Mere Hype and When Is It ... The Next Big Thing: What MOOCs Can Teach Us
- Measuring Success: Advances and Application of New Metrics
- The Rapidly Changing World of e-Books and How Libraries are Building Collections
- OPEN Access (including Europe & the UK)
- The Innovators!

PSP PRE-CONFERENCE

The PSP/EIC Pre-Conference session will focus on “Expanding your Markets” and topics will include: International Sales/Culture – Operating Globally, Technology – Offshoring, Business Models, Strategic Alliances & Partnerships, Mobile, Devices, Smart TV, Second Screens and Social Media

Visit the AAP website www.publishers.org for up-to-date information as it becomes available. Any questions please contact Sara Pinto at spinto@publishers.org

The 2013 PROSE Awards: Bigger, Better & Accepting Submissions!

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and webcast will feature live Twitter feeds so that more people than ever before can experience the announcement of the 2013 winners in real time.

This year, PROSE is also expanding its eligibility requirements to create a more inclusive program that better represents the members of our organization and the exceptional works they produce. With the AAP's recent acquisition of the Association of Educational Publishers (AEP), now the AAP's new PreK-12 Educational Group, all former AEP members are now AAP members and will therefore be eligible for the 2013 PROSE Awards. Additionally, as the AEP had its own awards program – and will continue to operate it as a separate program under the PreK-12 Educational Group aegis – PROSE will extend a special invitation to enter our competition to any non-AEP member who participated in the 2013 AEP Awards. Our hope is that this special one time invitation will not only draw more entries to PROSE in 2013, but also expand the overall AAP membership. Of course, works must still meet the PROSE guidelines and criteria to be considered for a prize. As in previous years, all members of AAP, PSP and the Association of American University Presses (AAUP) will be eligible for the 2013 PROSE Awards.

The 2013 PROSE Awards Luncheon will take place and again be webcast live from the PSP Annual Conference in

Washington, DC on Thursday, February 6, 2014. PROSE will encourage publishers to hold viewing parties at their offices around the country, and will ask participants to send photos of the festivities for posting on the PROSE website, www.proseawards.com.

The PROSE Awards is now accepting submissions for 2013. The 2013 Call for Entries, which includes the entry form, is available online only at www.proseawards.com. Don't forget to follow PROSE on Facebook, LinkedIn and Twitter for the most up-to-date information throughout the entry period!

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