STM journals from Brazil – the next step

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Agenda

• Springer and what’s unique about us

• How our editorial strategy and our processes guarantee the growth and maximum global visibility of Brazilian journals

• Our commitment to your journals and the mission of CAPES
Springer is a large global company

- A leading global scientific, technical and medical publisher, providing researchers in academia, scientific institutions and corporate R&D departments with quality content via innovative information products and services

- Some 2 200 English language journals and more the 8 400 new books titles published in 2013 in all STM fields

- The pioneer in Open Access among STM publishers

- Largest open access portfolio worldwide with over 450 open access journals

- More than 8 000 employees worldwide
A global company – close to you

Argentina / Australia / Austria / Brazil / China / France / Germany / India / Italy / Japan / Malaysia / Mexico / Morocco / The Netherlands / New Zealand / Russia / Singapore / South Africa / South Korea / Spain / Switzerland / Taiwan / Turkey / United Arab Emirates / United Kingdom / USA
The São Paulo office takes local expertise to a global audience

focus on English language

Mathematics

Applied Sciences

Life Sciences

Clinical Medicine

Computer Sciences

BMC

Editorial Assistant

Managing Director

Business & Economics

Life Sciences

Clinical Medicine

Public Health

Physics and Astronomy

Dentistry

doubling staff

2015

Unique!
A pioneer in Open Access

- BioMed Central, founded in 1999, was the FIRST pure Open Access Publisher.

- In 2004, Springer was the first to allow open access articles in subscription journals.


- In 2010, Springer launched the SpringerOpen portfolio of fully Open Access journals.

- In 2014, we celebrated our 200 000th Open Access article; with over 450 journals we have the largest OA journal portfolio spanning all STM disciplines.

- Springer publishes with unmatched experience & commitment to Open Access.
Springer developed Open Access as a sustainable Business Model

• Article Publishing Charges (APCs) form the basic income for a journal

• BioMed Central and Springer built a business framework and implemented technology and processes to enable smooth APC transactions

• Close to 400 Open Access mandates and policies around the world now require researchers to publish their results with Open Access and make funding available

• Over 500 institutions in 53 countries pay for our journals’ APCs through our Open Access membership program

• 13% of all articles of journals indexed in the Web of Science in 2013 were published Open Access with annual growth rates of 30%
We put our authors first

- Leading book publisher – author contacts are our daily business
- Leading open access publisher
- 94% of 88 000+ journal authors said they would publish with us again

We understand authors needs and enjoy greatest author satisfaction
But our major strength is helping your journal reach maximum visibility
How our editorial strategy and our processes guarantee the growth and maximum global visibility of Brazilian journals

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How?
Our Journal Development Editors define a collaborative strategy for each journal

- Copy flow and rejection rate
- Review times, number of reviews and publication times
- Background of your editors (authority and leadership, network, attitude, age)
- Background of your authors (reputation, institutes, funded projects, geographical spread)
- Language and style
- Citation patterns and Impact Factor trend
- Circulation and Usage
- Revenues, financial sustainability, business model
- Platform technology and reliability, meeting the needs of the community
- Adhering to international standards of peer review quality and ethics

- **Key Performance Indicators report: revenue, usage, ToC Alerts, citations and IF**
Author experience a smooth, transparent publishing process

Average production time 20 days
Author can track the status of the articles from acceptance to publication 24/7

Manuscript submitted to Peer-review

Manuscript accepted

Manuscript gets copy-edited, produced and proofed by author

eProofing

Publication of final PDF, HTML and XML

OnlineFirst

Article gets automatically deposited in specified repositories

Journal Editorial Office
Global reach guaranteed: 800 000 visitors per day

SpringerLink Fulltext Article Downloads 2011-14 (in millions)

- 2011: Total 139m
- 2012: Total 157m
- 2013: Total 173m
Our Abstracting and Indexing team has an outstanding track record of getting journals into the relevant A&I services

• Springer has over 1500 journals indexed in JCR
• Two of the top 5 journals from Brazil with the highest Impact Factors in JCR are published by Springer
• We collaborate with all the important A&I services depositing our meta data and submitting new journals for indexing when they are ready
Our 80+ dedicated marketing experts develop and execute high-impact, innovative journal campaigns

Strategy

• To grow worldwide visibility and readership
• To strengthen submissions and increase usage to help drive citations
• To offer a high level of author services to continue to attract and develop the loyalty of top authors in the field

Success factors

• **Individual marketing** plans are created in close collaboration with the editors.
• **Experienced marketing professional** apply proven and innovative tactics and monitor closely their performance
• Powerful database of over 3.4 million names & fast workflows for powerful global campaigns
Journal marketing and promotion

• Email campaigns and article alerts
• Digital banner advertisements
• Advocacy material
• Social media
• Press releases, Blogs
• Videos
• Newsletters
• 300+ conferences
Call-for-Paper mailings - launch / first articles / highly accessed
Customizable journal website and added features

Society affiliation

Highlighted, latest and most viewed articles

Social Media, Article alerts and registration
Social Media tools forms an integral part of all marketing campaigns
World Malaria Day 2014

- Email to internal/external names incl infographic
- VIDEO: Can we find a better way to diagnose malaria?
- Infographic embedded in a blog on the BMC account
Three blogs went live on World Malaria Day

1. Infographic blog – Main BMC Blog
2. Malaria Diagnosis video – Main BMC Blog
3. Why I study Malaria interview – OADW blog
Advocacy page: Suite of digital and print marketing materials available for editors
- Official journal of the Brazilian Diabetes Society
- Launched in August 2009
- Received its first Impact Factor in 2011
- In the 2013 JCR became the highest-ranked journal in Latin America
Global reach via SpringerLink

Visits by Geography 2013 (Jan to Dec)

- Asia-Pacific: 41%
- Europe: 26%
- North America: 16%
- Middle East: 8%
- Latin America: 5%
- Africa: 4%

North America
- USA: 13%
- Canada: 3%

Top 5 Europe
- UK: 6%
- Germany: 4%
- France: 2%
- Italy: 1%
- Portugal: 1%

Top 5 Asia-Pacific
- India: 18%
- China: 7%
- Australia: 3%
- Malaysia: 2%
- Pakistan: 2%

(Source: WebTrekk)
Our commitment to your journals and the mission of CAPES

• Personal Cooperation with the Journal Editors aimed at joint implementation of journal development plans

• Full access to our infrastructure, experience and continuous innovation

• Healthy growth with global reach and visibility

• Close progress monitoring and reporting to our partners
THANK YOU FOR YOUR ATTENTION

“We don’t look at a journal as solely a product but as a bridge between our partner and the publisher. When you sign on to publish with Springer, we truly partner with you and work creatively to further the aims of our partners - whether that is to support and grow the dissemination of the science results or strengthen your brand.”