“For more than 200 years, Wiley has been enabling knowledge communities to disseminate information.”

“As the world’s leading society publisher working with 1,200 societies and research organizations and publishing 1,700 journals, we offer a uniquely collaborative approach to publishing.”

“We offer a wealth of in-house expertise to help partners shape their Open Access strategy and manage the transition from national to international publishing.”
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Wiley & CAPES: A Joint Vision for Brazil

A programme of the best journals in Brazil
Published on one of the most accessed platforms in science
Support for Editors and Training
Raising impact through increased global dissemination and marketing
Raising quality
Who are our Customers?

- National University of Singapore
- University of Oxford
- University of Cambridge
- Tsinghua University
- ETH (Eidgenössische Technische Hochschule)
- McMaster University
- Harvard University
- University of São Paulo
- Kangwon National University
- King Abdullah University of Science and Technology
- Wiley
Who go on to work at places like this

Where they use **Wiley Online Library**

Where they continue to **publish**

Where they continue to grow in their **careers**
The World’s Largest Society Publisher
78% of top-cited researchers are Wiley authors.

94% of top-cited researchers in clinical medicine are Wiley authors.

50% (450) of all Nobel prize winners who ever lived are Wiley authors.

### Open Access

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
<td>28%</td>
</tr>
<tr>
<td>Informa/Cogent</td>
<td>1%</td>
</tr>
<tr>
<td>Medknow</td>
<td>2%</td>
</tr>
<tr>
<td>MDPI</td>
<td>2%</td>
</tr>
<tr>
<td>Copernicus</td>
<td>3%</td>
</tr>
<tr>
<td>Frontiers</td>
<td>5%</td>
</tr>
<tr>
<td>Elsevier</td>
<td>5%</td>
</tr>
<tr>
<td>Wiley</td>
<td>6%</td>
</tr>
<tr>
<td>Hindawi</td>
<td>7%</td>
</tr>
<tr>
<td>PLoS</td>
<td>17%</td>
</tr>
<tr>
<td>Springer</td>
<td>24%</td>
</tr>
</tbody>
</table>
**Digital Strategy for Brazilian Journals**

- CAPES selection of 100 journals, free to readers on Wiley Online Library via desktops and mobile devices
- Second most accessed platform
- Cutting edge article display, including Altmetrics and ReadCube
- Home pages for journals and hub or cluster/landing pages of choice for CAPES
“What a great format! So user friendly & easy to use! Great functionality. The bar has been lifted to new heights!”

“Wow! This is pretty cool. And it really does look nice on my phone”

“Stunning!”

“This is really great. Super readable, side bar references, and clean charts. It actually makes me want my work to be published by Wiley.”
New Features in Development
Exciting new features scheduled to be rolled out over the next 12 months include:

Android Version
• Smartphone & Tablet

Society / Non-Journal Content
• Content feeds (i.e.: blogs, news)
• Upcoming events
• Announcements

Other Features
• Sponsored subscriptions
• Content filtering
• Improved search, including backlist

Some features may be considered “premium”; not all features will be applicable for all journal apps
“...this note is simply to let you know how much I appreciate the great care and attention given to our manuscript from the initial proof-reading through the checking proofs. I have been most impressed by the quality of the work...

...Wiley stands head and shoulders above the competition.”

Patrick Doreian, Professor emeritus, Department of Sociology, USA
Wiley will provide a full Publishing Service:

• Typeset and format all articles in html and PDF, add DOIs and send content to third parties (e.g. Medline, ISI)

• Regular reports for all journals on article usage, citations, and other important metrics

• Licensing and payment processing for articles with APCs, and send to appropriate public repositories (e.g. PubMed Central) as required

• **Publishing Strategy would be led by our Publishing Director for Health and Biomedical Sciences**
Wiley will provide full Editorial Services:

- ScholarOne as the electronic editorial office for all journals
- Training for Editors
- Manuscripts submitted directly to Wiley for peer review management, in close collaboration with Journal Editors
- Copyediting and liaison with authors regarding proofs
- Local managerial support for Editors and CAPES staff through dedicated members of staff – eg a Publisher and a Journals Publishing Manager, based in Brazil
CAPES Publishing Content Hub

Wiley Online Library

- 291 million full text downloads of journal articles
- 4,870 institutions worldwide paying for access via the Wiley license
- 257 million visits (54% from Google)
- 30,000 institutions with access via databases
- 114 million visitors in 231 countries
- 897 million page views
- 3,590 institutions in developing countries with access via philanthropic initiatives
- Visits from CAPES website
- Links to CAPES Journal content via PubMed
- 3,590 institutions buying Wiley products
- 40,000 institutions with access via databases
- Database linkouts: UniProt, GenBank, Mmdb, SwissProt, PDB, PubChem, OMIM, Arrah, Express, PMDB model database, Enzyme Commission
- Followers via social media
Global Marketing Strategy

Whether they are:

- Authors
- Editors
- Librarians
- Funders
- Corporations
- Societies

Their specific and different needs and requirements will inform our strategy to enhance and strengthen Brazilian research.
Marketing Services

- Provide local marketing through two dedicated local marketing managers and international marketing through our global marketing team for our Global Research Division of around 250 staff
- Provide regular reports to show impact of marketing strategies
- Full customer services support, 24 x 7, dedicated author services team
- Workshops for Brazilian authors
- Marketing strategy for the journals will be led by our Global Director of Author Marketing
Our global marketing team will provide **guidance, tools** and **services** to develop positive impact metrics for CAPES content.
Discoverability of your product portfolio is vital to:

- Improve access to content
- Increase readership through all channels
- Increase usage, citation and altmetric citation

Our marketing strategy includes much work on search engine optimisation, and content strategy to maximise discoverability by major search engines such as Google
“I chose to make my article freely available using Wiley’s OnlineOpen publication option to share my insights with fellow members of the modelling community. Publishing with OnlineOpen helped my article become one of the most downloaded publications in this journal. I have received many positive comments and parts of the paper have been used for educational purposes. I found Wiley staff very professional and easy to work with throughout the process.”

Manoj Choudhary, Owens Corning Science & Technology, Granville, Ohio
Global Marketing Strategy - Tools

We provide tools, resources, checklists, assistance for video creation, and much more to assist researchers.
Online Learning: Continuing Professional Development
Editor, Author, and Reviewer Training
Talent Management
With our e-Learning affiliate Cross Knowledge do Brasil we can offer:

• Comprehensive, self-paced, e-training programmes in Portuguese for Brazilian Journal Editors and Authors
• High-quality, scalable solutions to strengthen the impact of Brazilian scholarly output
My manuscript entitled 'Microscopic Polyangiitis associated with Pulmonary Fibrosis', a work about medicine, was rejected by some journals because its English redaction wasn't appropriate. Then I sent it to Wiley Editing Service and it was approved. One of the reviewers said 'This paper is well written and includes an important message for physicians.' I'm very happy and grateful to Wiley ELES, and I'll send to it future works.
We would like to...

Thank You