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Your Publisher's Report 2024

Botanical Society of America

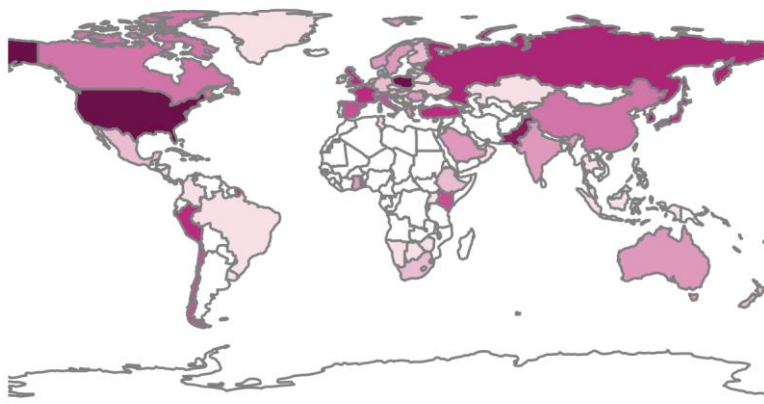
American Journal of Botany

Applications in Plant Sciences

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Circulation

Global reach



In 2024, 4,637 institutions offered access to the latest content in your journal via a Wiley license or a traditional subscription. On this map, darker shading shows where circulation is highest. Countries/regions with no shading may be covered by philanthropic initiatives. In 2024, our philanthropic initiatives extended low-cost or free access to current content to 4,514 developing world institutions.

Additional reach: EBSCO

Wiley's arrangement with EBSCO allows us to extend the reach of your journal beyond core academic libraries. In 2024, 15 institutions accessed embargoed content of at least one year old from your journal via EBSCO databases. This is a 36.4% change from 2023.

Reach by region

Region	2022	2023	2024
Australia & NZ	61	61	60
Canada	88	92	85
China	40	75	78
Europe	1,602	1,613	1,653
Japan	172	167	168
Rest of World	1,541	1,593	1,577
UK	178	181	182
USA	811	825	834
Grand Total	4,493	4,607	4,637

This table shows the number of institutions, by region, with access to the latest content in your journal via either a Wiley license or a traditional subscription.

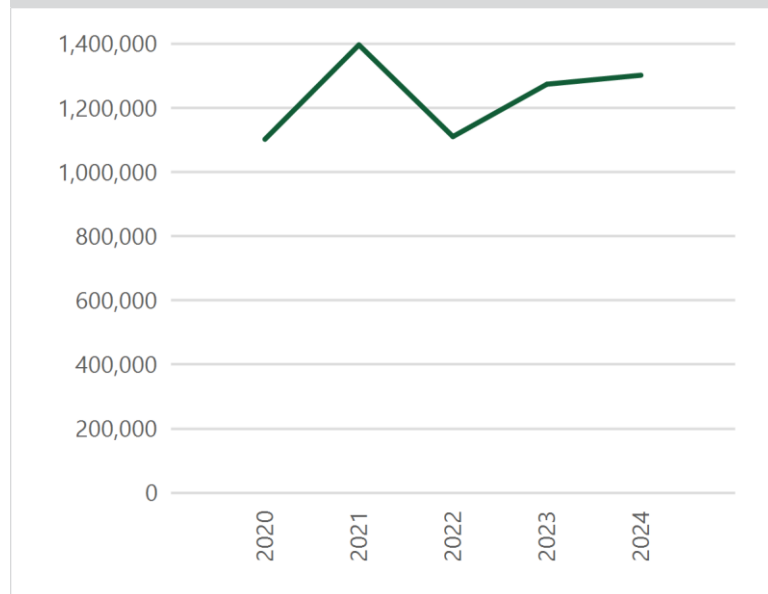
Reach by access type

Sales Model	2022	2023	2024
Institutions with access via a Wiley license	4,415	4,531	4,589
All Journals license	1,005	934	1,302
Transformational agreements	1,130	1,518	1,835
Other licenses	2,280	2,079	1,452
Institutions with access via traditional subscriptions	78	76	48
Online	78	76	48
Print and online	0	0	0
Print	0	0	0
Total	4,493	4,607	4,637

In 2024, 4,589 institutions offered access to your journal via a Wiley license, often through a consortium. Of these institutions, 1,302 had access via the 'All Journals license'. 1,835 institutions had access via 'Transformational agreements' which cover both subscription access and open access publishing. In addition, 48 institutions offered access via traditional (online or print) subscriptions.

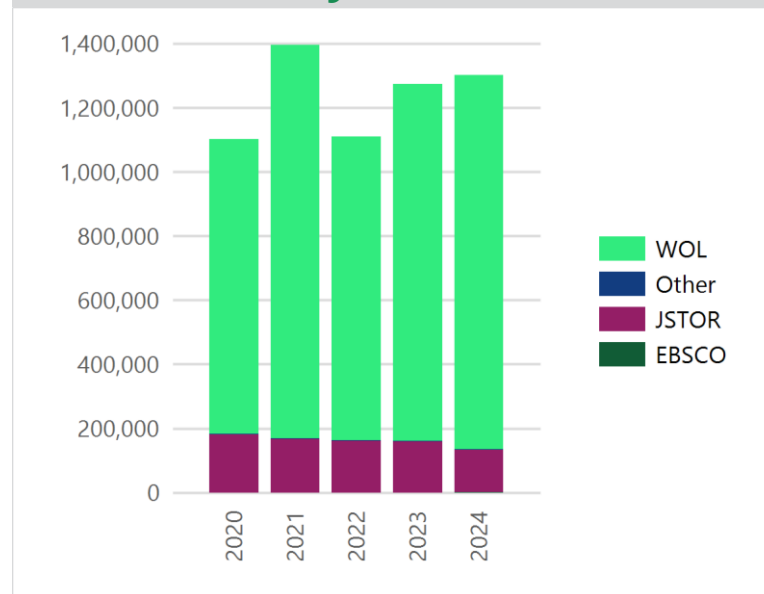
Readership--AJB

Article views trend



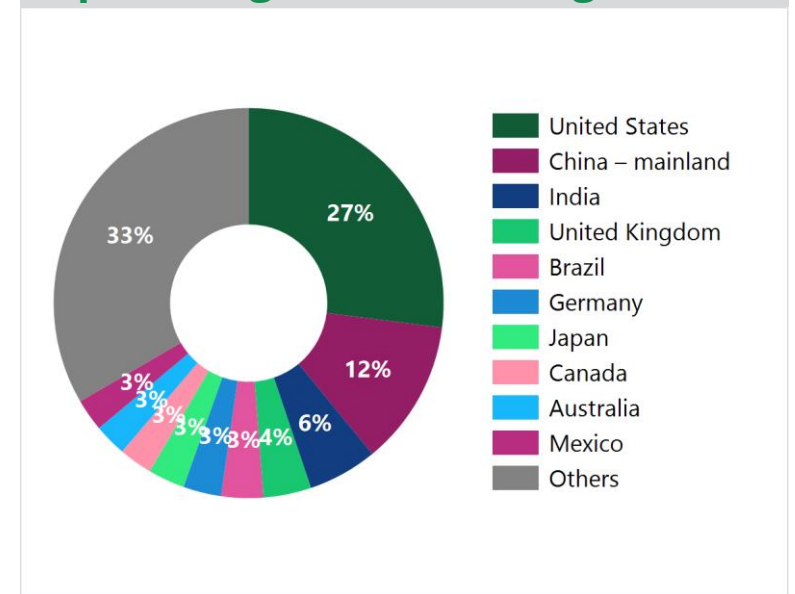
This chart shows the increase in the number of full-text article views for your journal in the period 2020 to 2024. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library increased (4.9%) in 2024. This compares with an increase (9.2%) across all Wiley journals in the Plant Science / your subject area.

Article views by source



This chart shows the origin of full-text article views of your journal across Wiley Online Library and other major third-party providers.

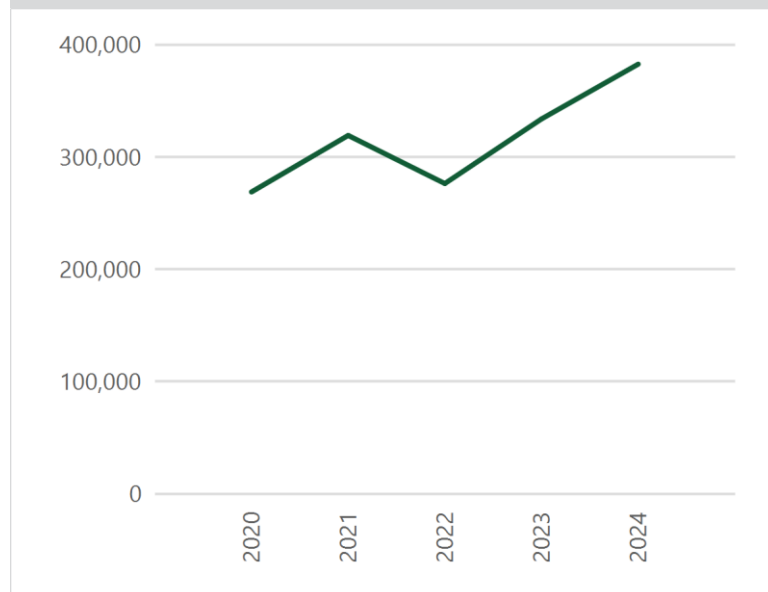
Top 10 usage countries/regions



This chart shows the top 10 countries/regions from which articles in your journal were accessed via Wiley Online Library in 2024, and the percentage each country/region contributed to total usage. All other countries/regions are combined under "Others".

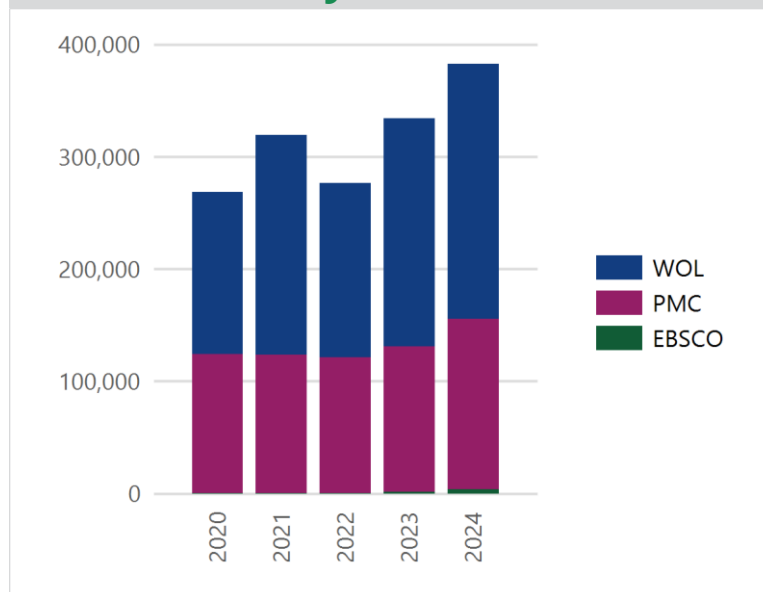
Readership--APPS

Article views trend



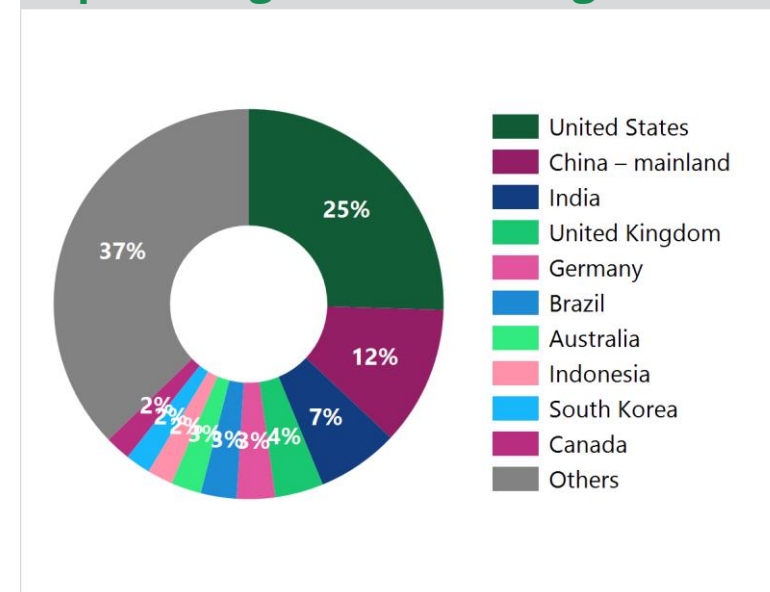
This chart shows the increase in the number of full-text article views for your journal in the period 2020 to 2024. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library increased (11.9%) in 2024. This compares with an increase (9.2%) across all Wiley journals in the Plant Science / your subject area.

Article views by source



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Top 10 usage countries/regions



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Marketing--AJB

Email campaign reach

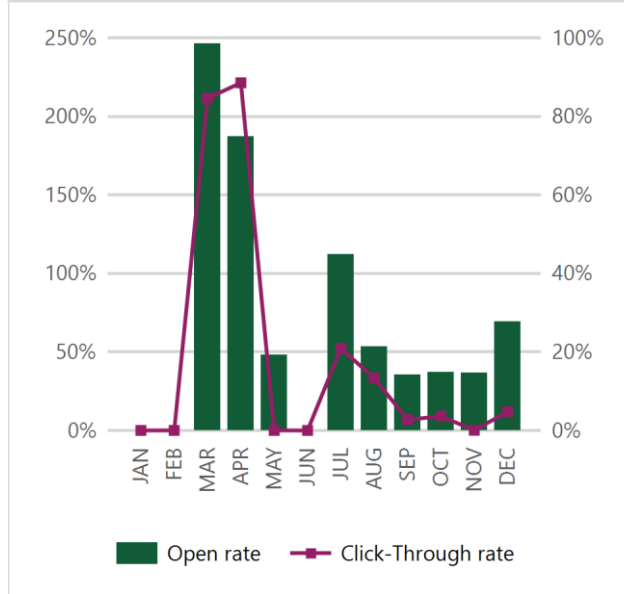
Contacts reached	Unique email opens
4,129	2,177

The chart above shows the overall exposure that **American Journal of Botany** achieved in 2024 as a direct result of our email campaigns to drive awareness of your society and journal brand.

Benchmarks for healthy email performance:
 Open rate: 26%
 Click rate: 2%

(Source: 2024, Hubspot)

Email campaign engagement



This chart shows the monthly engagement across all email campaigns for *American Journal of Botany*, including the open rate and click-through rate. In 2024, email campaigns for your journal resulted in 3,523 opens and 396 clicks total.

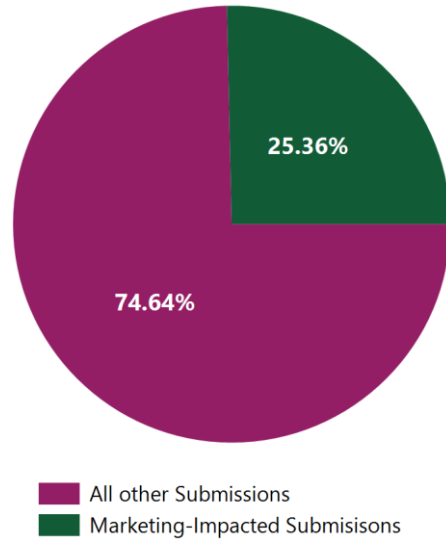
Top engaged email campaigns

Campaign Name	No of recipients	Open rate	Click-through rate
Top Cited Program	261	199.60%	79.12%
Top Downloaded Program	72	226.09%	69.57%
Full Text Views Milestones Campaign	166	124.17%	33.65%
Rehomed Article Program	74	59.79%	6.35%
Submissions and Open Access Publishing Options Campaign	2,010	32.17%	0.03%

This table shows the top 5 email campaigns for *American Journal of Botany* by click-through rate, which indicates the percentage of recipients that were most engaged with your journal's messaging.

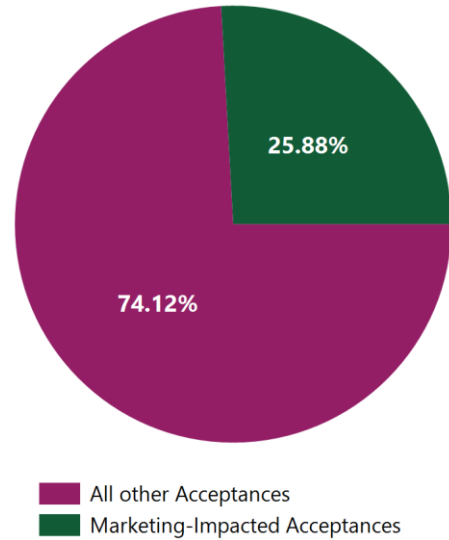
Marketing--AJB

Impact on submissions



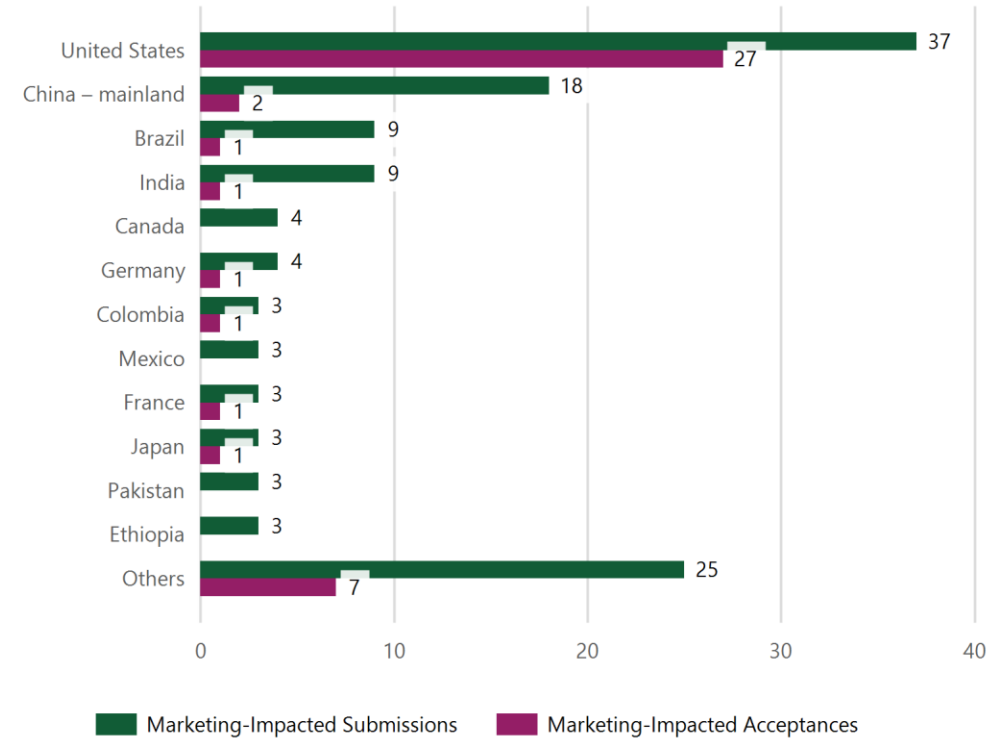
Out of all submissions for *American Journal of Botany* in 2024, 25.36% of the total 489 submissions were impacted by marketing activities. This means that, for each submitted manuscript, one or more authors clicked on an email message from Wiley in the 12 months pre-submission.

Impact on acceptances



Out of all acceptances for *American Journal of Botany* in 2024, 25.88% of the total 170 acceptances were impacted by marketing activities. This means that, for each accepted manuscript, one or more authors clicked on an email message from Wiley in the 12 months pre-submission.

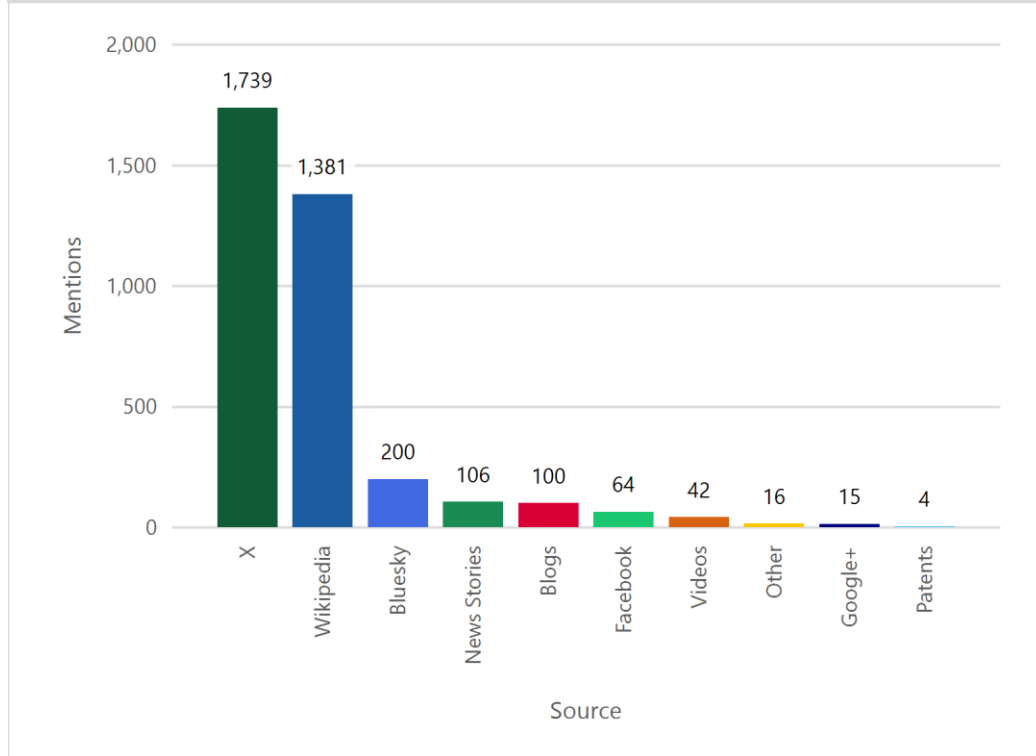
Impact by country/region



This chart shows the top 12 countries/regions for marketing-impacted submissions and acceptances. Acceptances may include papers submitted from the previous calendar year. The remaining countries/ regions are grouped into 'Others.'

Marketing--AJB

Top channels by Altmetric attention



Altmetric measures shares and mentions across a range of platforms, including news sites, social media, blogs, forums, and more. In 2024, *American Journal of Botany* generated 3,670 Altmetric mentions in total.

Top articles by Altmetric Score

Article name	Altmetric Score
Nitrogen-fixing bacteria boost floral attractiveness in a tropical legume species during nutrient limitation	100
Rapid evolution of selfing syndrome traits in <i>Viola arvensis</i> revealed by resurrection ecology	82
Comprehensive phylogenomic time tree of bryophytes reveals deep relationships and uncovers gene incongruences in the last 500 million years of diversification	80
The tiny drivers behind plant ecology and evolution	59
Evidence for human-caused founder effect in populations of <i>Solanum jamesii</i> at archaeological sites: II. Genetic sequencing establishes ancient transport across the Southwest USA	56

The marketing channel mix and discoverability strategy we've created for *American Journal of Botany* helps drive attention to your journal's articles. This chart shows the highest-scoring articles in 2024, as measured by Altmetric, which tracks the online attention of research outputs by pulling in data from sources including social media, traditional media, online reference managers, and more.

Marketing--APPS

Email campaign reach

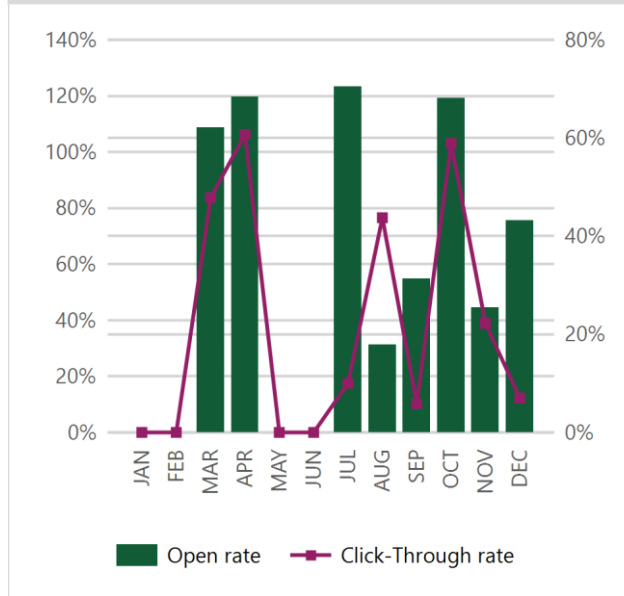
Contacts reached	Unique email opens
547	337

The chart above shows the overall exposure that *Applications in Plant Sciences* achieved in 2024 as a direct result of our email campaigns to drive awareness of your society and journal brand.

Benchmarks for healthy email performance:
 Open rate: 26%
 Click rate: 2%

(Source: 2024, Hubspot)

Email campaign engagement



This chart shows the monthly engagement across all email campaigns for *Applications in Plant Sciences*, including the open rate and click-through rate. In 2024, email campaigns for your journal resulted in 641 opens and 139 clicks total.

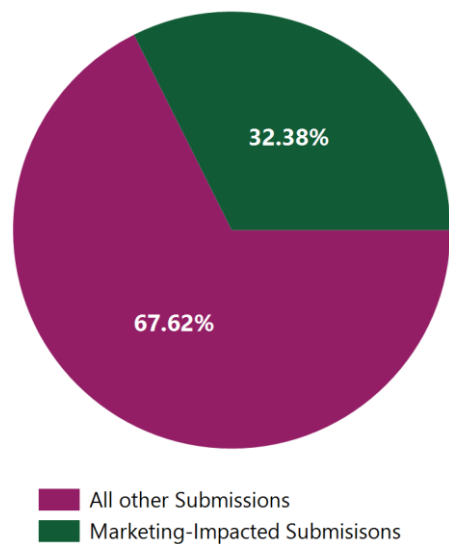
Top engaged email campaigns

Campaign Name	No of recipients	Open rate	Click-through rate
Full Text Views Milestones Campaign	54	122.54%	60.56%
Top Cited Program	87	132.14%	52.38%
Top Downloaded Program	30	124.14%	41.38%
Rehomed Article Program	14	34.15%	24.39%
Journal Metrics Program	222	70.76%	4.32%

This table shows the top 5 email campaigns for *Applications in Plant Sciences* by click-through rate, which indicates the percentage of recipients that were most engaged with your journal's messaging.

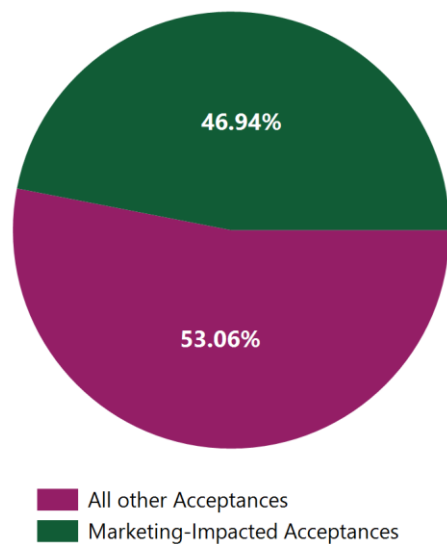
Marketing--APPS

Impact on submissions



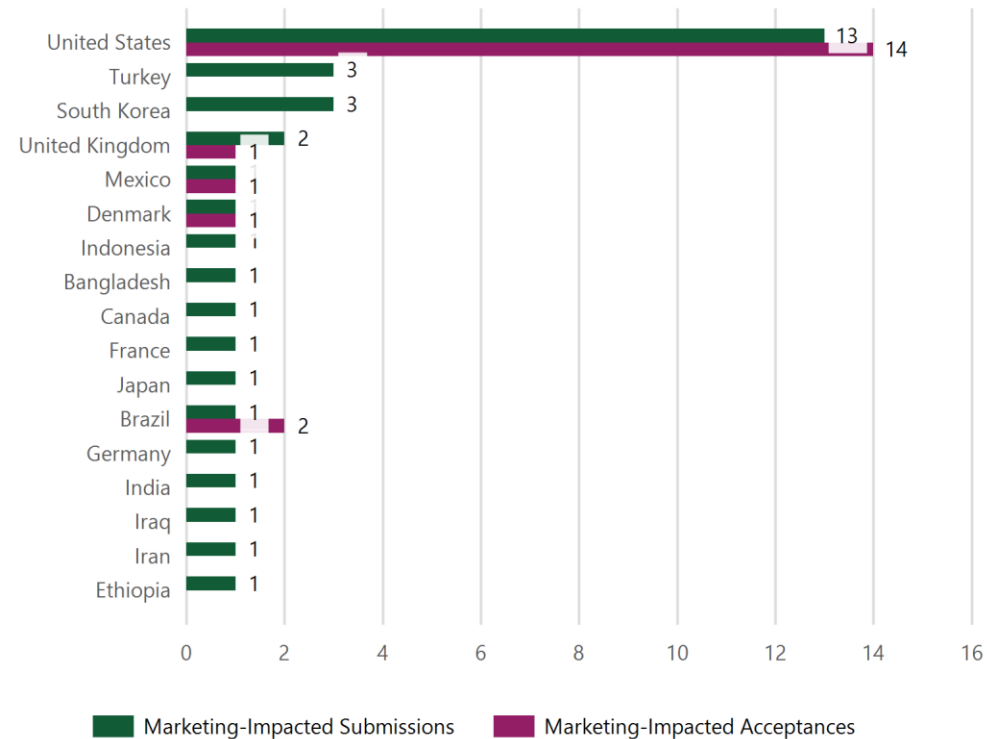
Out of all submissions for *Applications in Plant Sciences* in 2024, 32.38% of the total 105 submissions were impacted by marketing activities. This means that, for each submitted manuscript, one or more authors clicked on an email message from Wiley in the 12 months pre-submission.

Impact on acceptances



Out of all acceptances for *Applications in Plant Sciences* in 2024, 46.94% of the total 49 acceptances were impacted by marketing activities. This means that, for each accepted manuscript, one or more authors clicked on an email message from Wiley in the 12 months pre-submission.

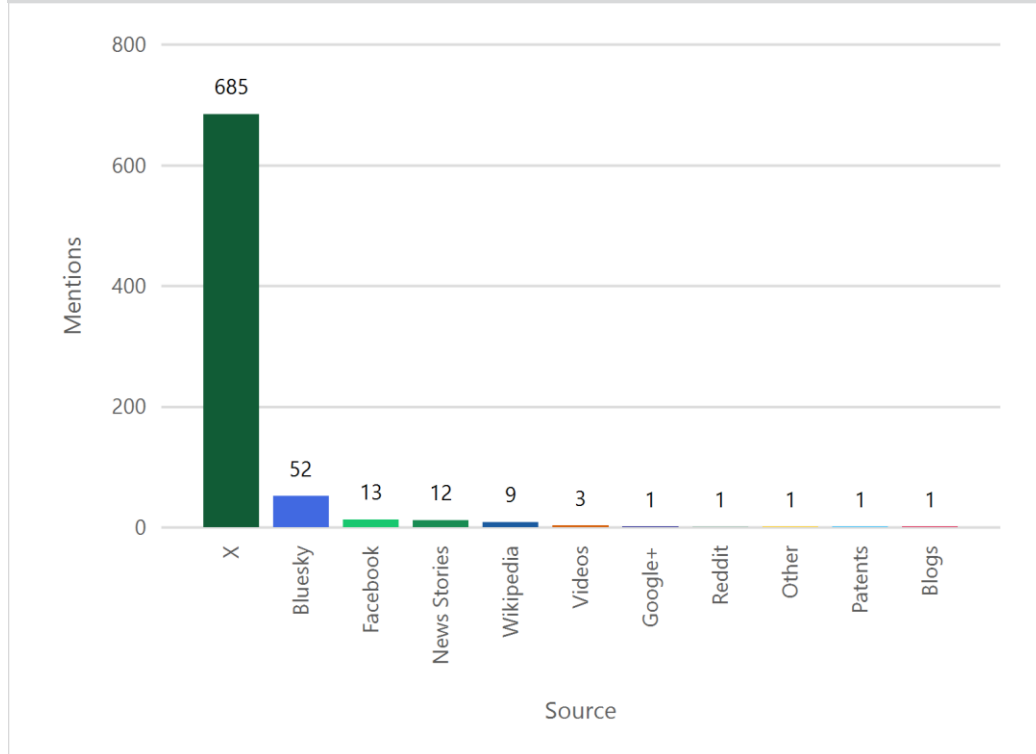
Impact by country/region



This chart shows the top 17 countries/regions for marketing-impacted submissions and acceptances. Acceptances may include papers submitted from the previous calendar year. The remaining countries/ regions are grouped into 'Others.'

Marketing--APPS

Top channels by Altmetric attention



Altmetric measures shares and mentions across a range of platforms, including news sites, social media, blogs, forums, and more. In 2024, *Applications in Plant Sciences* generated 779 Altmetric mentions in total.

Top articles by Altmetric Score

Article name	Altmetric Score
expowo: An R package for mining global plant diversity and distribution data	65
Bringing genomics to the field: An integrative approach to seed sourcing for forest restoration	43
Geographic And Taxonomic Occurrence R-based Scrubbing (gatoRs): An R package and workflow for processing biodiversity data	38
FloraTraiter: Automated parsing of traits from descriptive biodiversity literature	36
nQuack: An R package for predicting ploidal level from sequence data using site-based heterozygosity	28

The marketing channel mix and discoverability strategy we've created for *Applications in Plant Sciences* helps drive attention to your journal's articles. This chart shows the highest-scoring articles in 2024, as measured by Altmetric, which tracks the online attention of research outputs by pulling in data from sources including social media, traditional media, online reference managers, and more.

Finances

Applications in Plant Sciences

	2023	2024
	USD	USD
Digital Rights	2,077	2,383
Open Access	54,158	66,341
- Total Non-Subscription Revenue	56,235	68,724
- Total Revenue	56,235	68,724
Gross Royalty	22,494	27,490
- Net Royalty	22,494	27,490
- Net payable value	22,494	27,490

American Journal of Botany

	2023	2024
	USD	USD
'All Journals' License	231,995	242,715
Other Licenses	313,328	277,685
Online	65,624	49,037
Total Subscription Revenue	610,947	569,437
Copyright agency	1,631	1,843
Digital Rights	18,675	19,891
Backfiles	7,395	13,139
PPV	1,984	2,330
Open Access	109,689	148,371
Advertising	0	1,890
Total Non-Subscription Revenue	139,374	187,464
Total Revenue	750,321	756,901
Gross Royalty	300,128	302,760
Net Royalty	300,128	302,760
Advance Royalty	200,000	200,000
Net payable value	100,128	102,760

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Thank you!

