

Mid-Year Report

January-June 2018

Botanical Society of America

American Journal of Botany
Applications in Plant Sciences

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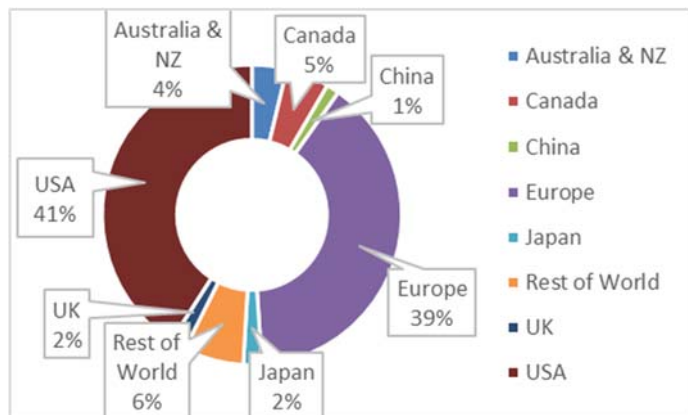


WILEY

Sales, Circulation & Readership

American Journal of Botany

Institutional Reach



In 2018, 1,653 institutions offered access to the latest content in your journal via either a Wiley License or a traditional (title-by-title) subscription.

Institutional Reach by Region

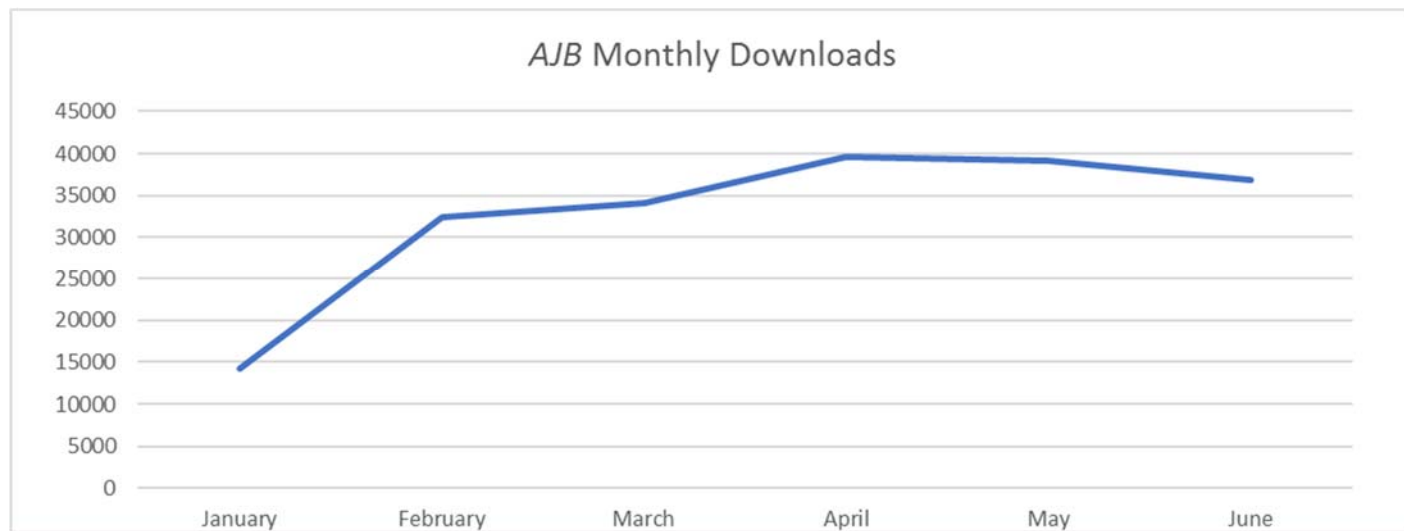
Region	2018
Australia & NZ	62
Canada	77
China	23
Europe	647
Japan	33
Rest of World	107
UK	28
USA	676
Grand Total	1,653

This shows the number of institutions, by region, with access to the latest content in your journal via either a Wiley License or a traditional (title-by-title) subscription.

Most Downloaded Articles on Wiley Online Library

Rank	Article Title	Volume	Issue	No. of Accesses
1	Constructing a broadly inclusive seed plant phylogeny	105	3	1,373
2	What's next for science communication? Promising directions and lingering distractions	96	10	1,082
3	Adaptation in plant genomes: Bigger is different	105	1	1,054
4	Was the ancestral angiosperm flower whorled throughout?	105	1	980
5	New prospects in the detection and comparative analysis of hybridization in the tree of life	105	3	978
6	Using and navigating the plant tree of life	105	3	320
7	Green algae and the origin of land plants	91	10	564
8	The Fungi: 1, 2, 3...5.1 million species?	98	3	569
9	Quartet Sampling distinguishes lack of support from conflicting support in the green plant tree of life	105	3	494
10	Long-distance seed dispersal in plant populations	87	9	660

This table includes details of the top ten most downloaded articles during January through June of 2018. The average number of downloads per article published in your journal in 2018 was 6.44.



Sales, Circulation & Readership

Altmetrics

Rank	Article Title	All-Time Score
1	The meaning of Darwin's "abominable mystery"	133
2	The evolutionary-developmental origins of multicellularity.	114
3	The Fungi: 1, 2, 3 ... 5.1 million species?	109
4	Using and navigating the plant tree of life	86
5	Plastid phylogenomic analysis of green plants: A billion years of evolutionary history	78

Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines.



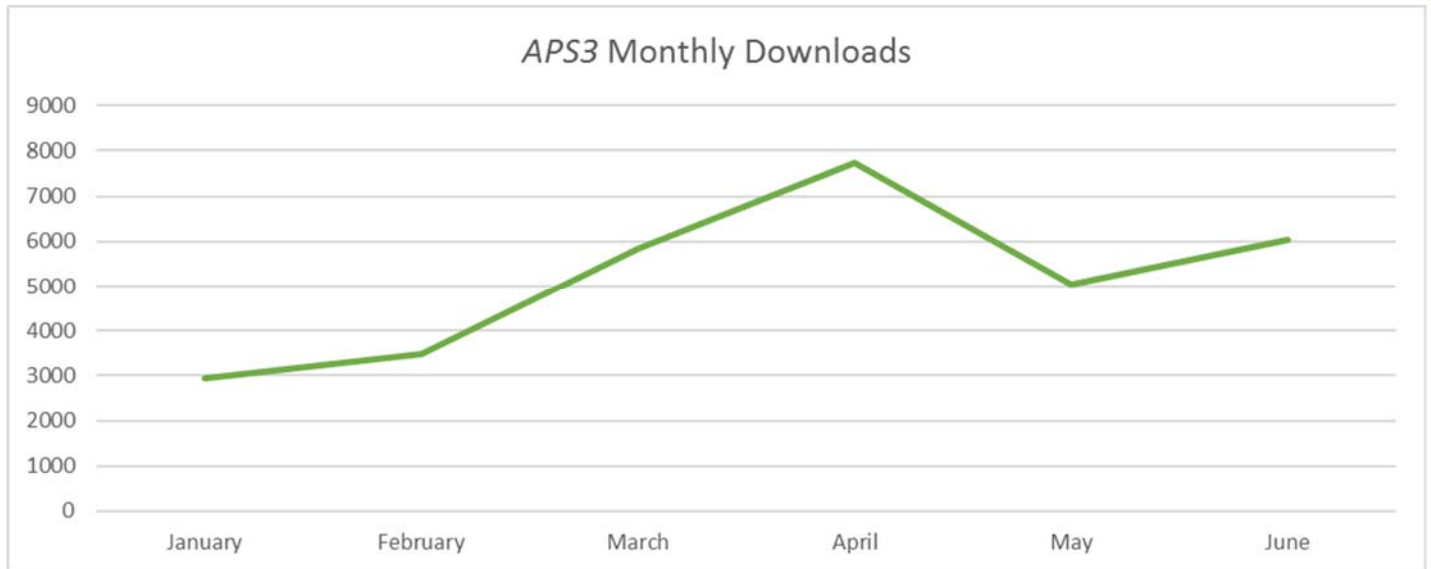
Applications in Plant Sciences

Most Downloaded Articles on Wiley Online Library

Rank	Article Title	Volume	Issue	No. of Accesses
1	Herbarium data: Global biodiversity and societal botanical needs for novel research	6	2	1,339
2	A guide to sequence your favorite plant genomes	6	3	1,334
3	Practical considerations for plant phylogenomics	6	3	1,241
4	Green digitization: Online botanical collections data answering real-world questions	6	2	1,165
5	Digitization protocol for scoring reproductive phenology from herbarium specimens of seed plants	6	2	894
6	Raspberry Pi-powered imaging for plant phenotyping	6	3	867
7	Using citizen science to bridge taxonomic discovery with education and outreach	6	2	773
8	Methods for exploring the plant tree of life	6	3	584
9	Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	2	7	560
10	Use of globally unique identifiers (GUIDs) to link herbarium specimen records to physical specimens	6	2	553

This table includes details of the top ten most downloaded articles during January through June of 2018. The average number of downloads per article published in your journal in 2018 was 78.37.

Sales, Circulation & Readership



Altmetrics

Rank	Article Title	All-Time Score
1	Source Identification of Western Oregon Douglas-Fir Wood Cores Using Mass Spectrometry and Random Forest Classification	100
2	A guide to sequence your favorite plant genomes	69
3	Herbarium data: Global biodiversity and societal botanical needs for novel research	67
4	Practical considerations for plant phylogenomics	66
5	Raspberry Pi-powered imaging for plant phenotyping	62

Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines.



Impact Factor

Impact Factor Metrics and Calculations

Data relating to *American Journal of Botany* metrics, including Impact Factor, are presented below.

	2016	2017
Impact Factor	3.05	2.788
Impact Factor Citations	1,095	987
Citable Items	359	354
5-Year IF	3.048	3.061
Self-Cites	95	78
Percent Self-Citation	9%	8%
Total Articles	183	151
Total Cites	16,752	17,024
Cited Half-Life	10.1	10.1
Article Influence	0.991	1.04
Immediacy Index	1.158	0.662
Eigenfactor	0.0171	0.01545

2-Year IF 2.788

5-Year IF 3.061

**Ranking in PLANT SCIENCES
49/222**

	2014	2015	2016	2017
Cites	1,395	1,130	1,095	987
Papers	536	402	359	354
Impact Factor	2.603	2.811	3.050	2.788

Impact Factor

Impact Factor Metrics and Calculations

Data relating to *Applications in Plant Sciences* metrics, including Impact Factor, are presented below.

	2016	2017
Impact Factor	1.492	1.187
Impact Factor Citations	264	216
Citable Items	177	182
5-Year IF	1.364	1.227
Self-Cites	25	25
Percent Self-Citation	10%	12%
Total Articles	93	84
Total Cites	418	503
Cited Half-Life	2.5	3.1
Article Influence	0.392	0.353
Immediacy Index	0.172	0.274
Eigenfactor	0.00164	0.00186

2-Year IF 1.187

5-Year IF 1.227

**Ranking in PLANT SCIENCES
128/222**

	2014	2015	2016	2017
Cites	76	184	264	216
Papers	114	202	177	182
Impact Factor	0.667	0.911	1.492	1.187

Impact Factor



Glossary

For the purposes of the glossary definitions relate to the 2017 JCR.

5-Year Impact Factor – Citations in the census period (2017) to papers published in the target period (2012-2016), divided by the number of citable items published during the target period (2012-2016).

Article Influence – The average influence of a journal's articles over the first five years after publication. It is calculated by dividing a journal's Eigenfactor Score by the number of articles in the journal, normalized as a fraction of all articles in all publications. This measure is roughly analogous to the 5-Year Journal Impact Factor in that it is a ratio of a journal's citation influence to the size of the journal's article contribution over a period of five years.

Cited half-life – The median age of papers in the target period (All years) cited from the census period (2017).

Eigenfactor – The number of weighted citations in the census period (2017), excluding journal self-citations, to papers published within the target period (2011-2015). Citations are weighted according to the 'quality' of the citing journal, citations from higher quality journals are weighted more than citations from lesser journals. The Eigenfactor is most closely related to the Total Citations metric. The mathematics of the calculation are akin to the PageRank calculations that Google uses in its ranking algorithms.

Immediacy index – Citations in the census period (2017) to papers published in the target period (2017), divided by the number of substantive papers published during the target period (2017).

Impact Factor – Citations in the census period (2017) to papers published in the target period (2015-2016), divided by the number of citable items published during the target period (2015-2016).

Impact Factor Citations – Citation counts in Web of Science data only include instances where it has been possible to match the citation to the cited article. In addition, since October 2012 the Web of Science citation counts have included book citations from the new Book Citation Index. As the Impact Factor includes all citations (including unlinked citations) but does not include book citations, Web of Science data can be used to analyse market share – but is only an indicator for actual Impact Factor deconstruction.

Marketing

Our Marketing Approach

On behalf of the Botanical Society of America, our marketing activities reflect tactics and tools used to achieve the aims and objectives set forth for *American Journal of Botany* and *Applications in Plant Sciences*

through our ongoing discussion and data analysis. Each marketing initiative outlined below contributed to achieving our shared goals for the Botanical Society of America and its journals.

Your 2018 objectives

At the onset of the year, we spoke of the following promotional priorities for your journals.

- Continue to drive global brand awareness of all journals to help drive quality submissions
- Grow article output.
- Support and engage authors
- Support growth in readership and usage
- Ensure the transition was communicated to key stakeholders

Social Media

Social media is a valuable channel for engaging with your community. Used effectively, it can expand your reach, increase engagement, generate web traffic, and drive brand awareness among your target audience. The following is our social media activity undertaken on behalf of the Botanical Society of America.

Page	Follower s
Twitter: @BioSciNews	~ 43,000
Twitter: @PlantSciNews	~ 12,500
Twitter: @Darwin2009	~ 462,000
Facebook: Wiley Ecology	~ 20,254

Below are some social media posts containing content from your publications:

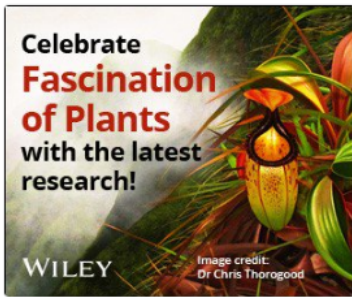
Wiley Evolution @Darwin2009 · Feb 6
Debate blooms over anatomy of the world's first flower ow.ly/havd30if5W1 Read the full article from American Journal of Botany here ow.ly/Q88830if5W2
@Botanical_ @pkdiggie #Plantscience #Botany

Figure 2. Open: Figure | Download Powerpoint slide

Wiley Ecology @BioSciNews · Jun 3
Harnessing **plant** spectra to integrate the biodiversity sciences across biological and spatial scales #IntlBiodiversityDay #Biodiversity25years ow.ly/5ANY30kbn01

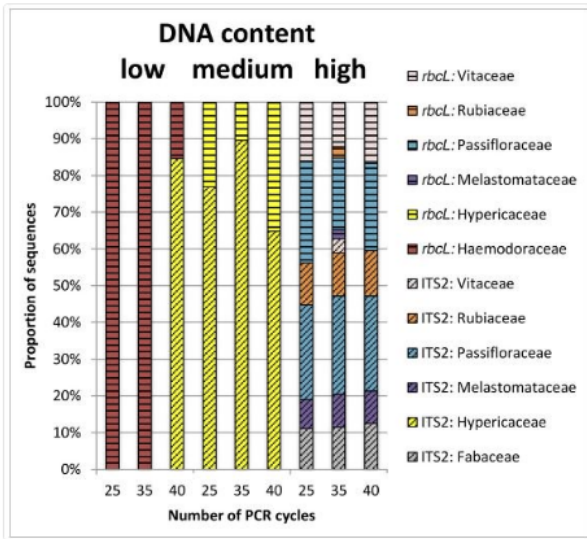
Marketing

Plant Science @PlantSciNews · May 18
 #PlantDay aims to interest as many people around the world about the importance of **plant** science for agriculture. Wiley is proud to present a Special Collection featuring articles on climate resilient **plants**. Free to read until 18th June ow.ly/wl3z30k4fUV



2 6

Wiley Ecology @BiolSciNews · Jun 2
 Applying pollen DNA metabarcoding to the study of **plant**-pollinator interactions #IntlBiodiversityDay #Biodiversity25years ow.ly/1Z4T30kb19G



2 3

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Engaging your authors

The ability to attract and retain more of the top authors in your field is a priority for the long-term success of your journals. Our marketing efforts support this goal through active targeting of authors, encouraging them to submit – and keep submitting – their best work to the journals we work with.

Promotional efforts to reach relevant authors in your discipline include:

Campaign	Results	Objective
Author Transition Emails	Email 1A – Authors Delivered 552 Unique Open Rate 35.33% Open Rate 60.86% Click to Open 13.09%	Repeat submissions
	Email 1AN – Authors (Redeploy to Non responders) Delivered 364 Unique Open Rate 16.48% Open Rate 28% Click to Open 17.54%	
	Email 1B Delivered 242 Unique Open Rate 61.57% Open Rate 123% Click to Open 2.11%	
Methods in Below Ground Botany	443 delivered 623 Opens 295 Unique Opens 66.59% Unique Open Rate Click through rate 5.87% Click to Open Rate 8.84% 8 Possible Forwards	submissions
	Delivered 6,247 Unique Opens 1,974 Unique Open Rate 31.6% Clicks: 325 Unique Clicks 303	Submissions

Building your readership

E-mail Activity

Dynamic content and news from all of BSA's publications were strategically featured in outreach campaigns, across multiple subject disciplines, including Ecology, Conservation, Plant Sciences, and Biodiversity.

So far in 2018, the journals were included in the following email campaigns with the goal of encouraging usage:

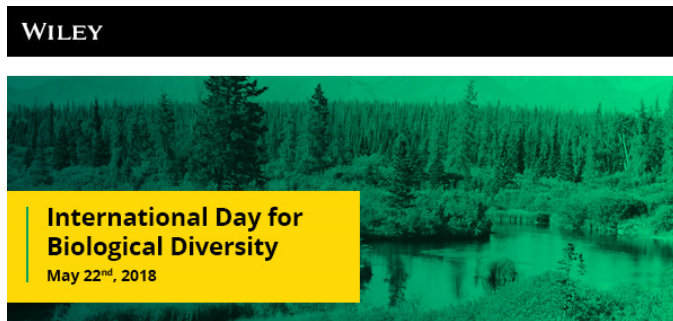
Marketing

Campaign	Results	Objective
Free Sample Issue Campaign: reminded authors of 2018 free sample issue	Titles included: Applications in Plant Sciences	<i>Usage/Brand Awareness</i>
Biodiversity Day – Virtual Issues and Email	Delivered – 15,719 Open Rate – 16.91% Click to Open 17.74%	<i>Readership/Global Brand Awareness</i>
Reader Transition Email	Email 3A - Researchers Delivered 33,979 Unique Open Rate 18.97% Open Rate 27.6% Click to Open Rate 8.35% Delivered 27,676 Unique Open Rate 8.9% Open Rate 11.73% Click to Open 9.16% Email 3B Delivered 8,514 Unique Open Rate 56.37% Open Rate 84.7% Click to Open 6.54%	<i>Readership</i>
Member Transition Email	Sent through BSA	
Etoc Transition Email	TBD	
Tree of Life VI Email	Open Rate 36.74% Unique Open Rate 23.39% Click to Open Rate 13.24% 29 possible Forwards	<i>Readership/usage</i>

Fascination of Plants Day	Delivered 25,528 Opened 6,449 Unique Open Rate 15.21% Click to Open Rate 12.50%	<i>Readership/Usage</i>
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Marketing

Below please find some samples of the email communications that went out



25 Years of Action for Biodiversity

Each year on May 22nd, the **Convention on Biological Diversity** celebrates International Day for Biological Diversity. This year's theme, Celebrating 25 Years of Action for Biodiversity, celebrates the science and progress made to preserve biodiversity on Earth.

Wiley is proud to present this special collection of research, highlighting the work our community is doing to help us understand, protect, and preserve one of our greatest assets - biodiversity.

The articles are free to read, share and download until July 22nd.

[Read Now](#)

The image shows a promotional banner for the journal Applications in Plant Sciences. At the top left is the WILEY logo. To its right is a small image of the journal cover, which features a green leaf and the text "Applications in Plant Sciences" and "APPS". To the right of the journal cover is the text "Publish your next paper in Applications in Plant Sciences". Below this is a paragraph of text: "If you have an innovative tool or protocol, a useful genomic resource, or an interesting review paper, consider publication in APPS, an official publication of the Botanical Society of America (BSA) now in partnership with Wiley." Below this is a section header "APPS offers" followed by three bullet points: "Timely decisions, rapid publication: 28 days average from submission to first decision. Fast turnaround times allow your research to be published and cited quickly.", "Fast and thorough peer review: Our team of editors, led by Editor-in-Chief Dr. Theresa Culley (University of Cincinnati), maintains rigorous standards of peer review and is committed to working with our authors to strengthen their published research.", and "Open Access: All APPS articles are Open Access upon publication, meaning your research can be discovered by anyone, anywhere. Our article processing charges (APCs) are kept as low as possible to help authors with limited funding, and discounts are available to members of the BSA." Below this is another section header "Research promoted on news and social media outlets: APPS's new partnership with Wiley will expand global reach and visibility for our authors and their research." Below this is a paragraph: "Applications in Plant Sciences (APPS) is the BSA's monthly, peer-reviewed, open access journal focusing on new tools, technologies, and protocols in all areas of the plant sciences." Below this is a link: "Detailed Instructions for Authors can be viewed here." Below this is another section header "Questions? Please contact the editorial office." Below this is a section header "What our authors think about the experience of publishing in APPS" followed by a quote: "Thank you for such a quick turn-around on our submitted manuscript. This is the most efficient journal editing any of the authors have experienced!"

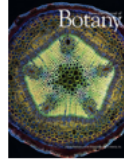
Marketing



Tools for BSA Authors

Have you used the author resource tools on Wiley Online Library?

These excellent resources provide everything you need to know to prepare, submit, publish, and promote your next articles.



Author Promotional Toolkit – Maximize the impact of your published research by using the tips and tricks in this downloadable promotional toolkit.



Altmeter – This tool goes beyond more traditional citation metrics to measure social visibility around scientific articles. Altmeter captures when your article is mentioned in news outlets, blogs, social media, policy documents, and more.



Kudos – is a service that helps you measure, monitor, and maximize the impact of your work. Use the enhanced author dashboard to explain, add links, and share your work in a way that helps bring it to the attention of peers, media, and broader audiences within and beyond your community. Read more [here](#).

Did you know? There are a few strategic ways you can share your article once published in *AJB*.



- Use the "Share" image on the HTML version of the article and you will receive a unique link to a full-text, read-only version of your



Special issue on Methods in Belowground Botany: Call for Submissions

Applications in Plant Sciences (APPS), the Botanical Society of America's (BSA) open access journal highlighting new tools and protocols across the plant sciences, is organizing a special issue titled "Methods in Belowground Botany."

We are accepting proposals for contributions to this special issue. Proposals must include an abstract and should be sent to the APPS editorial office (apps@botany.org) by June 1, 2018. The deadline for manuscript submissions is October 1, 2018, and the issue is scheduled to be published in early 2019. Please refer to the [APPS Instructions for Authors](#) for details on article types and manuscript preparation.

Reduced **article publication charges** (at the BSA member rate) are available for papers accepted for publication in the special issue. Any questions may be sent to the APPS editorial office (apps@botany.org).

Best wishes,
Dr. James F. Cahill, Jr. (University of Alberta)
Dr. Gregory J. Pec (University of New Hampshire)
Special Issue Editors



More About This Special Issue

The goal of this special issue is to provide an overview of the current methods and challenges in investigating plant root systems and the belowground interactions between plants, microbes, and their environment. We are interested in a wide variety of manuscripts, from reviews to novel software/techniques and their application within the context of a larger study. We are planning on ~12 papers as part of this special issue and our scope is broad, covering diverse issues such as:

- Belowground species identification and description (e.g., root traits, microbial diversity, density/abundance measures, root demography)



The Botanical Society of America is ready to accept your next great manuscript! Learn more about each journal's aims and scopes below:



AJB publishes peer-reviewed, innovative, significant research of interest to a wide audience of plant scientists. Learn more [here](#).



APPS is a monthly, peer-reviewed, open access journal promoting the rapid dissemination of newly developed, innovative tools and protocols in all areas of the plant sciences. Learn more [here](#).

Join the Botanical Society of America's author community and submit your next manuscript!

Not ready to submit?

Stay up to date! Sign up for e-TOC alerts and set your preferences for the *American Journal of Botany* and *Applications in Plant Sciences*.

Setting up content alerts is as easy as **1, 2, 3...**



Marketing

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Using, Navigating, and Exploring the Plant Tree of Life

Joint Virtual Issue



This collection compiles papers from two companion special issues on the plant tree of life published in the Botanical Society of America's journals, the *American Journal of Botany* and *Applications in Plant Sciences*. These two issues, titled "Using and Navigating the Plant Tree of Life" and "Methods for Exploring the Plant Tree of Life," respectively, illustrate the incredible progress and promise of big trees and big data in the study of the green plant tree of life, highlighting outstanding challenges that will be fruitful avenues for future research. The advancements that have been made in this field have been substantive and rapid, and the future affords enormous new opportunities for plant researchers.



Read the latest issue of *American Journal of Botany* for free until July 9th.



Importantly, much of this tremendous progress continues to be attributable to the collaborative spirit of this community, a trend that started with the first attempts decades ago to reconstruct green plant phylogeny on a major scale.

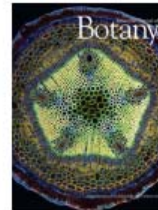
It is an exciting time to be a plant evolutionary biologist!

Access the Special Collection Now



Dear Reader,

We are pleased to announce that the Botanical Society of America's journals have transitioned over to Wiley Online Library! You can view the journals' homepages below:



American Journal of Botany



Applications in Plant Sciences

Have you updated your e-TOC alert preference for Botanical Society of America's journals? Stay up to date with the latest by signing up for free e-Alerts with just 3 easy steps:

Setting up e-alerts is as easy as 1, 2, 3...

- 1 Login or Register to Wiley Online Library at wileyonlinelibrary.com
- 2 Visit the Journal homepage
- 3 Click on [Get New Content Alerts](#)



Botany

APPS


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Fascination of Plants

Climate Resilient Plants

Fascination of Plants Day aims to inspire and captivate people around the world about plant science for agriculture and sustainability in producing the food that we eat. Wiley is proud to present a special collection featuring top research from our plant science journals.



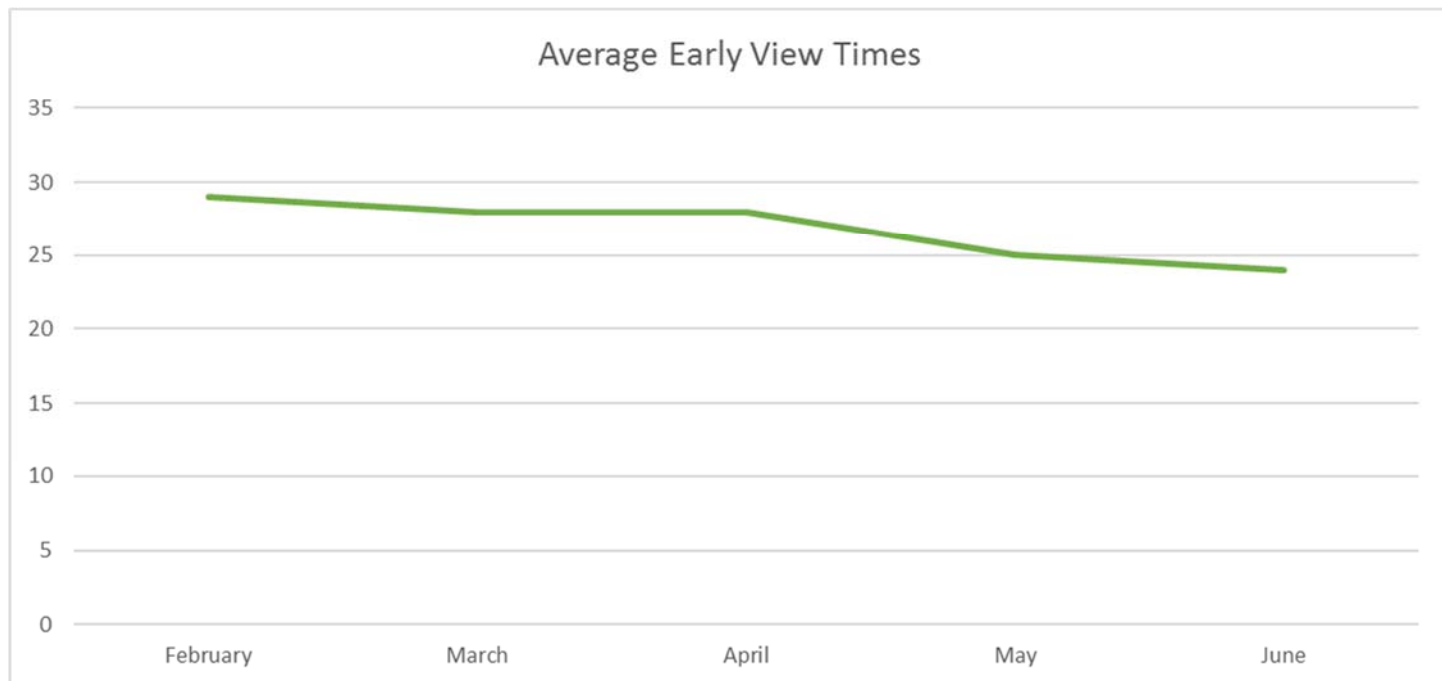
Access the free Special Collection

Content Management

American Journal of Botany

Publication Schedule (Calendar Days) 2018

Vol: Issue	Cover month	Online pub date	Number of pages	Number of articles	Average days from acceptance to receipt at Wiley	Average days from receipt at Wiley to EarlyView pub	Average days from receipt at Wiley to online issue pub
105:1	January	2/26/2018	124	15	35	32	46
105:2	February	4/24/2018	162	18	37	27	73
105:3	March	5/10/2018	336	25	94	27	58
105:4	April	5/29/2018	190	20	59	28	58
105:5	May	6/20/2018	145	16	66	23	41
105:6	June	Est. 7/23/2018	145	13	66	25	n/a



Content Management



Contributing Countries 2018

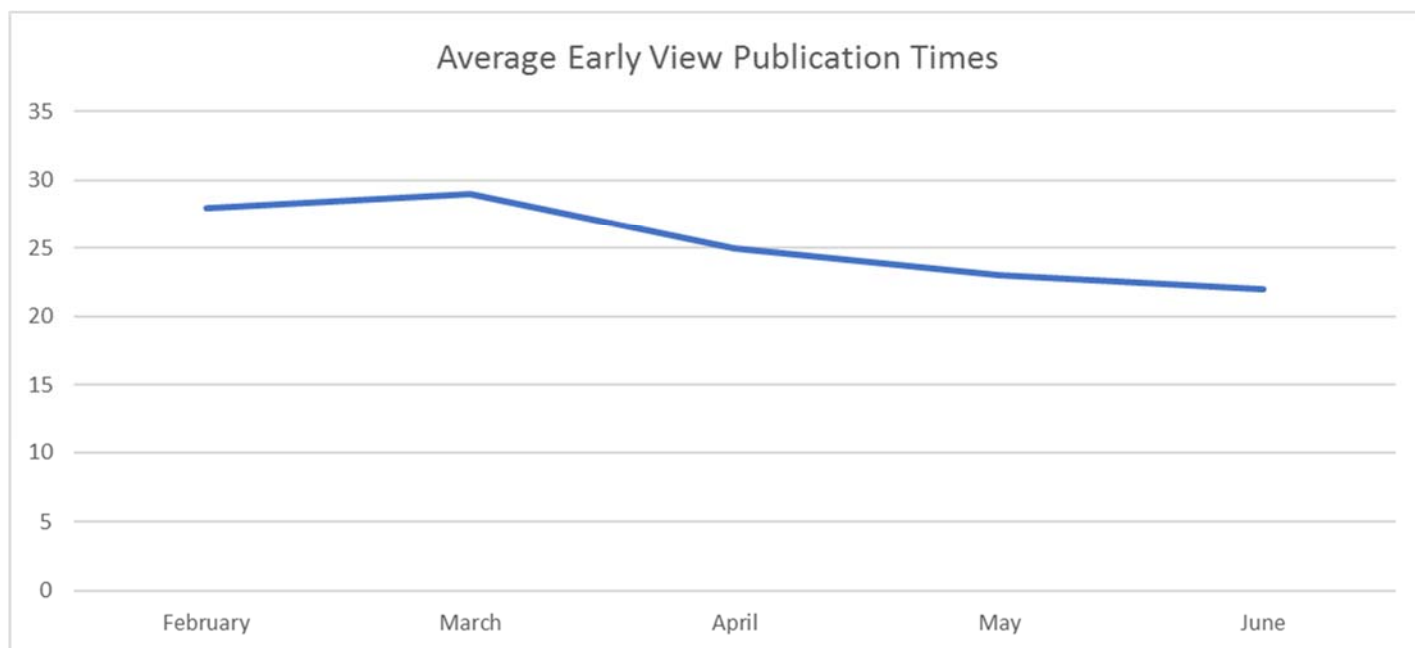
Country	Number of articles
Argentina	1
Australia	1
Belgium	1
Canada	4
China	5
Denmark	1
Germany	2
Japan	1
Mexico	1
Norway	1
Poland	1
Russian Federation	1
Spain	3
Sweden	1
United Kingdom	3
United States	80
Summary	107

Content Management

Applications in Plant Sciences

Publication Schedule (Calendar Days) 2018

Vol: Issue	Cover month	Online pub date	Number of pages	Number of articles	Average days from acceptance to receipt at Wiley	Average days from receipt at Wiley to EarlyView pub	Average days from receipt at Wiley to online issue pub
6:1	January	2/16/2018	36	8	27	28	36
6:2	February	3/14/2018	75	9	31	28	38
6:3	March	4/11/2018	101	10	54	28	36
6:4	April	5/11/2018	49	8	94	25	30
6:5	May	6/06/2018	53	8	87	22	30
6:6	June	6/29/2018	42	8	66	22	27



Contributing Countries 2018

Country	Number of articles
Australia	2
Brazil	1
Canada	5
China	17
Czech Republic	1
Finland	1
France	1

Content Management



Germany	1
Japan	2
Korea, South	1
Panama	1
Spain	1
United States	22
Unknown	1
Summary	57

Finances



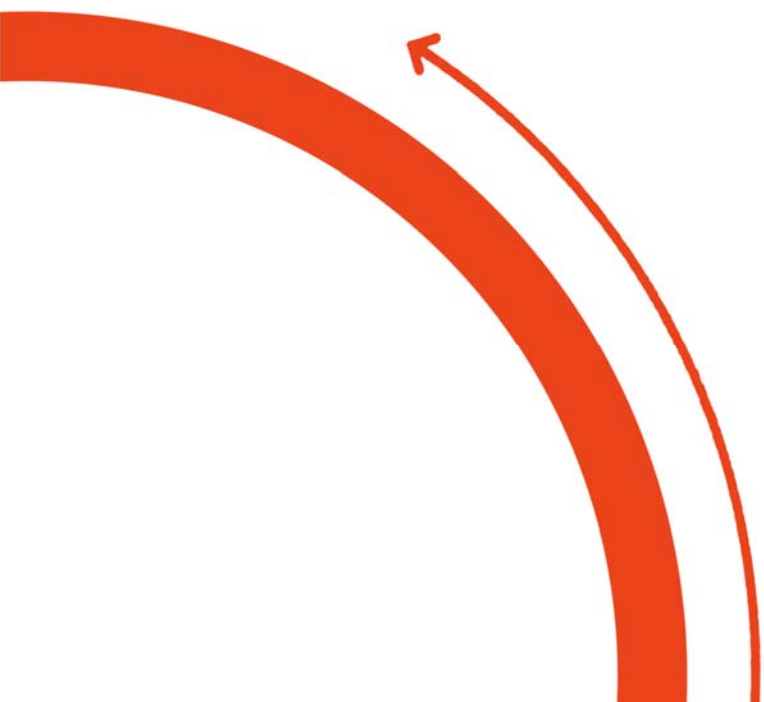
BSA Earned Revenue through April 30, 2018†

	AJB	APPS	TOTAL
Title by Title subscription income	39,379		39,379
Online Licensed income	236,965		236,965
Other subscription revenue	43,145		43,145
Total subscription income	319,489		319,489
Rights	745	559	1,304
Backfiles	678		678
Pay per View	141		141
Online Open	13,565	12,350*	25,915
Advertising	500		500
Total non-subscription income	15,619	4,609	28,528
TOTAL	335,108	4,609	348,017

This chart represents earned revenue as opposed to accrued revenue. Subscription income is collected up front, in total, however, it is only *earned* when an issue publishes. APC income for OA titles is earned when an article is published on EarlyView. Most other revenue streams are earned as they are billed or cash received, whichever is earlier. Accrued income for the BSA titles is currently \$923.1 (unaudited).

† does not include April subscription or APC income as April issues published in May

* includes \$8,300 still to be invoiced from BSA for January and February issues



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