

Your Publisher's Report

2018

Botanical Society of America

American Journal of Botany
Applications in Plant Sciences

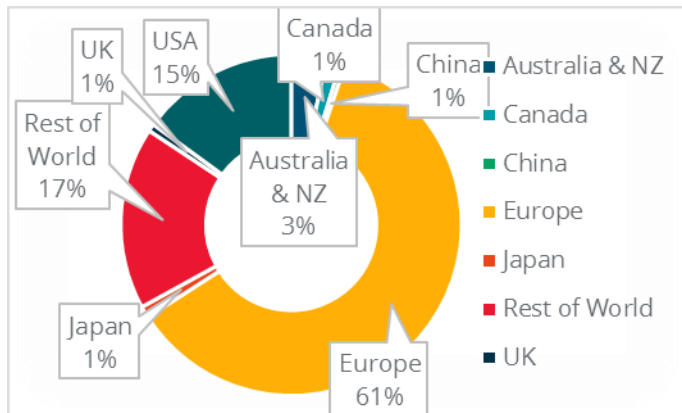
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WILEY

Sales, Circulation & Readership

1. Global Reach: Institutional Reach – A/JB



In 2018, 5,123 institutions offered access to the latest content in your journal via either a Wiley License or a traditional (title-by-title) subscription.

2. Institutional Reach by Region – A/JB

Region	2017	2018
Australia & NZ	33	172
Canada	36	70
China	6	24
Europe	107	3,111
Japan	28	56
Rest of World	74	886
UK	28	36
USA	564	768
Grand Total	876	5,123

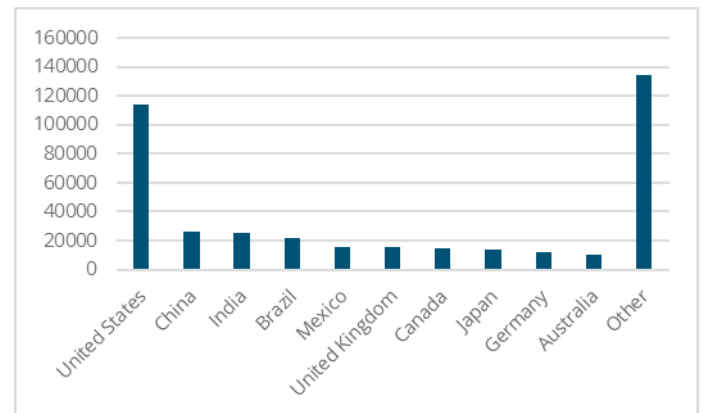
This shows the number of institutions, by region, with access to the latest content in your journal via either a Wiley License or a traditional (title-by-title) subscription.

3. Institutional Reach by Type of Access – A/JB

Sales Model	2017	2018
Institutions with access via the Wiley License		4,888
Existing License		2,571
'All Journals' License		2,317
Institutions with access via Traditional Subscriptions	876	235
Online	876	235
Grand Total	876	5,123

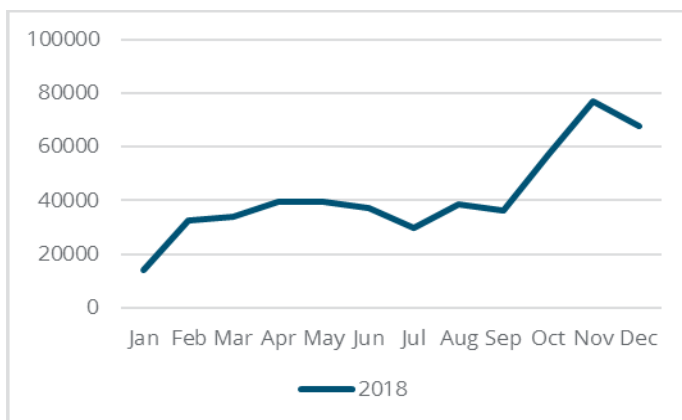
In 2018, 4,888 institutions offered access to your journal via a Wiley License, often through a consortium. Of these 2,571 had access via the New 'All Journals' License model offered since 2017 to mature library customers in established markets. In addition, 235 individual institutions offered access via traditional (Online) subscriptions.

4. Online Traffic by Country – A/JB



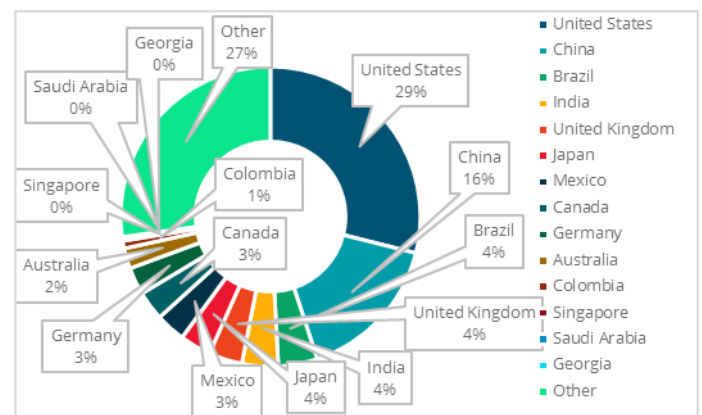
Here we show the origin of traffic to your journal on Wiley Online Library.

5. Article Downloads: Trends Over Time – A/JB



This chart shows the trends in the number of downloads to your journal in the period 2018. The total includes usage on Wiley Online Library.

6. Global Readership: Article Downloads by Country



The global reach of your journal is reflected in its readership, as displayed by this chart showing the origin of full text downloads of your journal on Wiley Online Library.

Sales, Circulation & Readership



7. Most Downloaded Articles on Wiley Online Library – *AJB*

Rank	Author(s)	Article Title	Volume	Issue	No. of Accesses
1	Smith, S. & Brown, o.	Constructing a broadly inclusive seed plant phylogeny	105	3	4,291
2	Nisbet, M. & Scheufele, i.	What's next for science communication? Promising directions and lingering distractions	96	10	3,315
3	Rothwell, G. et al.	Tree of death: The role of fossils in resolving the overall pattern of plant phylogeny	105	8	2,770
4	Folk, R. et al.	New prospects in the detection and comparative analysis of hybridization in the tree of life	105	3	2,140
5	Blackwell, M.	The Fungi: 1, 2, 3 -! 5.1 million species?	98	3	2,108
6	Lewis, L. & McCourt, i.	Green algae and the origin of land plants	91	10	2,083
7	Mei, W. et al.	Adaptation in plant genomes: Bigger is different	105	1	2,049
8	Soltis, D. et al.	Using and navigating the plant tree of life	105	3	1,955
9	Cain, M. et al.	Long-distance seed dispersal in plant populations	87	9	1,945
10	Sokoloff, D. et al.	Was the ancestral angiosperm flower whorled throughout?	105	1	1,841

This table includes details of the top ten most downloaded articles during 2018.

8. Altmetric Impact – *AJB*

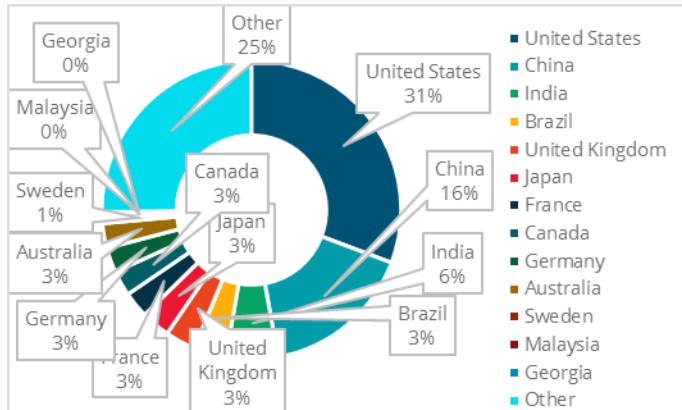
Rank	Article Title	All-Time Score
1	Shedding new light on the origin and spread of the brinjal eggplant (<i>Solanum melongena</i> L.) and its wild relatives	100
2	An overview of extant conifer evolution from the perspective of the fossil record	88
3	Using and navigating the plant tree of life	84
4	New formula and conversion factor to compute basic wood density of tree species using a global wood technology database	80
5	Plastid phylogenomic analysis of green plants: A billion years of evolutionary history	76

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



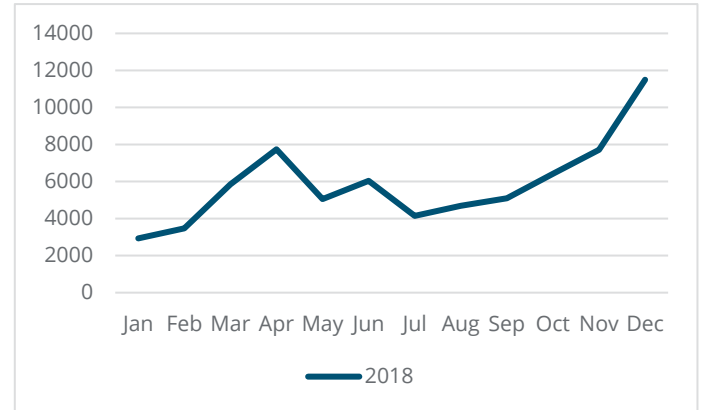
Sales, Circulation & Readership

1. Article Downloads by Country – APPS



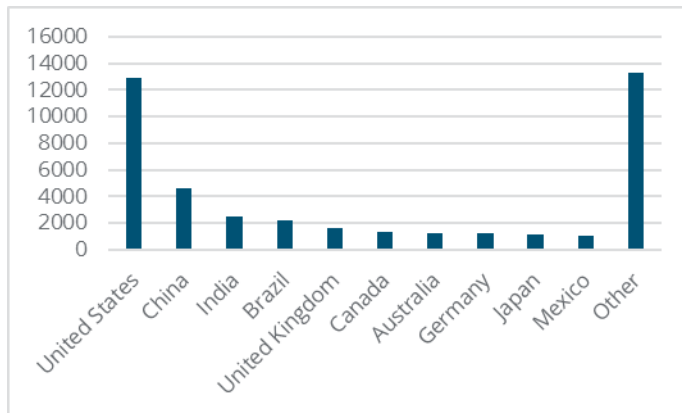
The global reach of your journal is reflected in its readership, as displayed by this chart showing the origin of full text downloads of your journal on Wiley Online Library.

2. Article Downloads: Trends Over Time by Month



This chart shows the trends in the number of downloads to your journal in the period 2018. The total includes usage on Wiley Online Library.

3. Online Traffic by Country – APPS



Here we show the origin of traffic to your journal on Wiley Online Library.

4. Altmetric Impact – APPS

Rank	Article Title	All-Time Score
1	Comparing RNA-Seq and microarray gene expression data in two zones of the Arabidopsis root apex relevant to spaceflight	148
2	iNaturalist as a tool to expand the research value of museum specimens	75
3	A guide to sequence your favorite plant genomes	73
4	Finding the pond through the weeds: eDNA reveals underestimated diversity of pondweeds	72
5	Herbarium data: Global biodiversity and societal botanical needs for novel research	67

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



5. Most Downloaded Articles on Wiley Online Library – APPS

Rank	Author(s)	Article Title	Volume	Issue	No. of Accesses
1	Li, F. & Harkess, I.	A guide to sequence your favorite plant genomes	6	3	3,565
2	McKain, M. et al.	Practical considerations for plant phylogenomics	6	3	1,905
3	James, S. et al.	Herbarium data: Global biodiversity and societal botanical needs for novel research	6	2	1,847
4	Easlon, H. & Bloom, R.	Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	2	7	1,584
5	Tovar, J. et al.	Raspberry Pi-powered imaging for plant phenotyping	6	3	1,525
6	Soltis, P. et al.	Green digitization: Online botanical collections data answering real-world questions	6	2	1,476
7	Yost, J. et al.	Digitization protocol for scoring reproductive phenology from herbarium specimens of seed plants	6	2	1,189
8	Konrat, M. et al.	Using citizen science to bridge taxonomic discovery with education and outreach	6	2	1,010
9	Heberling, J. & Isaac, O.	iNaturalist as a tool to expand the research value of museum specimens	6	11	947
10	Gitzendanner, M. et al.	Methods for exploring the plant tree of life	6	3	823

This table includes details of the top ten most downloaded articles during 2018.

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 start of the year, we agreed upon the following marketing objectives and priorities for the *American Journal of Botany*:

- Engage with authors and encourage submissions
- Increase brand awareness
- Grow readership

In 2018, through ongoing data analysis, discussion, and collaboration with you, we have achieved these objectives using a carefully selected series of marketing tools and tactics. Outlined below are some of the key initiatives used to promote the *American Journal of Botany*.



Promoted at 6 Conferences



Two Author Campaigns



Five Readership Campaigns



41 Posts on Social Media



Business Cards, Postcards, and Banners Created for Presentations



SEO Initiatives Enhancing Discoverability

Innovative Marketing Strategy

Focusing on the needs of researchers, we are tailoring our communications and strategies to engage and enable them to achieve high readership and create maximum impact with their work. The ways we are doing this include:

Author

Engagement Initiatives

Email Campaigns

The ability to attract and retain more of the top authors in the field is a priority for long-term success of the *American Journal of Botany*. Our marketing efforts support this goal through actively targeting authors, encouraging them to submit—and keep submitting—their best work to the *American Journal of Botany*. Efforts to reach

Testing and experimentation: To continually deliver an effective marketing service, we have introduced multiple campaign pilots in which we trial new ideas on a small scale. If effective, we recommend these campaigns to partners sharing similar marketing objectives and invest in resources to amplify their success. For example, we are currently implementing a pilot campaign that congratulates authors whose articles have been selected as Editor's Choice in a recently published issue on Wiley Online Library, with the aim of helping to nurture author relationships.

Delivering value to your authors and readers: We are actively finding new ways to deliver the most relevant and useful content to your authors and readers. By creating and distributing infographics, videos, and blogposts aimed at your target audience, we can increase your journal's readership and engagement. We also utilize multi-email campaigns, creating customized journeys tailored to author and reader needs and tailoring future messaging using the content they engaged with in earlier emails to ensure that promoted content is relevant.

New data analytics and targeting capabilities: Using new technology, we now capture more data about your authors and readers, enabling us to better target a specific audience and communicate only the most relevant information that, in turn, generates greater engagement results for your marketing campaigns. For example, we can create a list of authors who have published research on a specific topic in competing journals and contact them about your journal's submissions initiatives.

Tailoring the message: We have conducted extensive research to better understand the values of different types of researchers, authors, and librarians. This insight allows us to develop outreach strategies with the most relevant content that appeal directly to the individual. We can apply our research and collaborate on developing unique messaging to showcase the reasons the authors you want to attract should submit to your journal.

Supporting society marketing: As a publishing partner, we are developing a range of toolkits and whitepapers to support your society initiatives, including resources for member engagement, advocacy opportunities, conference planning, and social media best practices. For example, our [Member Resources](#) hub provides eight ways to engage and inspire your members and build a strong community.

relevant authors in key disciplines include the initiatives in the table on this slide.

Open Access Promotion

With the changing publishing landscape, Open Access has become increasingly important for authors. We promote this publishing option to the *American Journal of Botany's* authors in the following ways:

Marketing

- Web Banners**
 Displayed on Wiley Online Library pages, the banners educate authors on the benefits of publishing Open Access and promote the Open Access publishing option.
- Email Campaigns**
 Emails to inform authors of the option to publish their research Open Access and highlight the benefits of Open Access publishing.
- Open Access Week**
 A dedicated week in October where Wiley promotes publishing Open Access in the journals offering the flexibility to choose Open Access. Activities include promotion through blog posts and a social media campaign.

As a result of our combined efforts to attract top authors, we saw the following submission trends for the journal: there have been 39 Open Access articles published in 2018.

Author Workshops & Webinars

We offer a variety of workshops and webinars aimed at providing authors with expert advice on a broad range of publishing topics, from writing a scientific article and increasing discoverability to understanding peer review and publishing ethics.

Promotion of Author Services

The Author Services platform, where authors can track the performance of their articles, is promoted through multi-email marketing campaigns as well as targeted advertising using Search Engine Optimization strategies. New platform features being developed include the addition of article-level metrics and Altmetric

scores to the Dashboard, with fully redesigned and seamless user journeys.

Initiatives	Results
Author Transition Email Campaign Authors from your journal were informed of the transition to Wiley as publisher. They were also introduced to Wiley Author Services and other resources like our promotional toolkit, access to Altmetric and Kudos, and eTOC alerts.	The first email in the campaign had a Unique Open Rate of 35.33%, while the second email deployed to non-responders had a Unique Open Rate of 16.48%. The follow-up email sent to responders of both messages had a Unique Open Rate of 61.57%, well above the industry benchmark of 20%.

BSA Member and Author Survey

We sent out a survey to BSA members and AJB authors to ascertain their satisfaction with the journal. The survey inquired about readership, membership, reputation of the journal, and reasons for publishing in the journal and writing review papers.

The survey was sent to 5,849 authors and members, and we collected 764 responses. 94.37% of respondents reported reading articles published in AJB, and many respondents praised the quality and reputation of the journal.

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Botanical Society of America
Leading research and education since 1893

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.
- Altmetric** – This tool goes beyond more traditional citation metrics to measure social visibility around scientific articles. Altmetric 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.](#)

Marketing

Conference Engagement

Events

Conferences and events provide strong branding opportunities for the *American Journal of Botany* and give Wiley a chance to interact face-to-face with authors and readers. In 2018, the *American Journal of Botany* was promoted at these 6 conferences:

- *Ecological Society of America*
- *Evolution*
- *Plant Biology Europe*
- *American Society of Plant Biologists*
- *Botanical Society of America*
- *Latin American Botanical Congress*

Attendee Engagement Activities

We employed a range of techniques to encourage brand engagement with the *American Journal of Botany*, including:

- Digital display promotion including iPads preloaded with *American Journal of Botany* content
- Interaction on a range of social media platforms during the conference, encouraging real-time conversation around key themes
- Printed promotional materials centered around your 2018 marketing objectives
- Booth engagement activities
- Sponsorships of conferences and events



Marketing

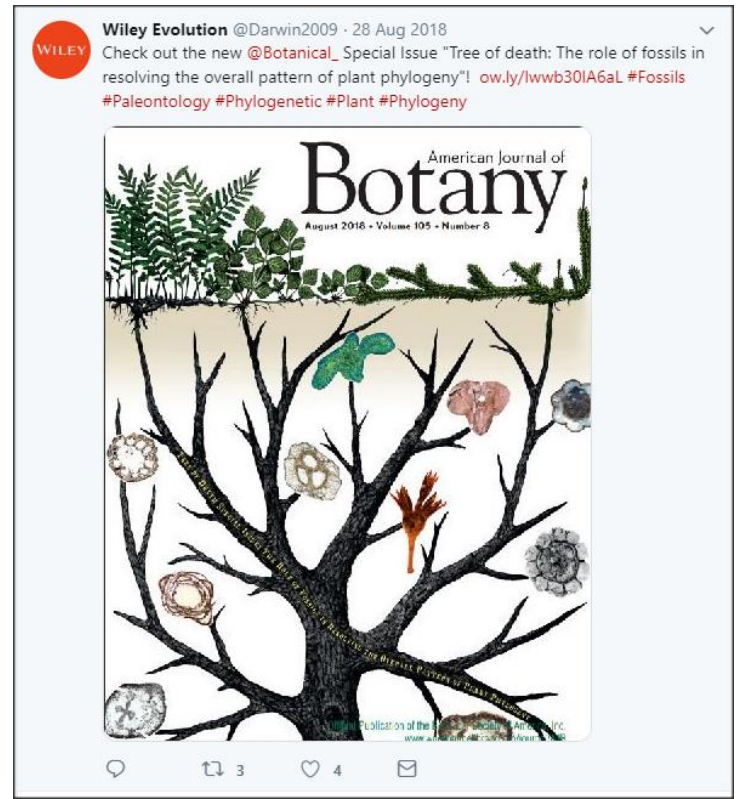
Brand Awareness:

Social Media and Publicity

Social Media

Social media is a valuable channel for engaging with readers and authors. Used effectively, it can expand your reach, increase engagement, generate web traffic, and drive brand awareness among target audiences.

In 2018, we used our community social media feeds to actively engage with influencers and promote *American Journal of Botany* research. Throughout the year, the following social media accounts @WileyPlantSci, @WileyEcology, and @Darwin2009 saw positive growth, inviting new followers to engage with your content.



Readership Initiatives

Campaigns Promoting Readership

Content and news from the *American Journal of Botany* was strategically featured in outreach campaigns across multiple relevant subject disciplines. Throughout 2018, your journal was included in a range of initiatives to encourage usage:

Initiative	Results
Sample Issue Promotion Reminding recipients that the articles in the first issue of the <i>American Journal of Botany</i> are free to read.	The email campaign had a 29.86% Unique Open Rate and a .50% Unique Click-to-Open Rate, driving Sample Issue readership and encouraging authors to resubmit to the journal.
Fascination of Plants Day A curated cross-journal, multi-channel campaign aimed to achieve the objectives of the awareness event.	The email campaign had a 15% Unique Open Rate and a 5.6% Unique Click-to-Open Rate leading to 2,730 Full Text Downloads of the promoted articles. The social media campaign had strong positive engagement and the campaign video had over 1,187 views, 70 likes, and 40 retweets on Twitter. The Reddit AMA had over 30 comments and a 86% Upvote Rate.

Marketing

Biodiversity Day

A curated cross-journal multi-channel campaign aimed to achieve the objectives of the awareness event.

The email campaign was opened a total of 14,576 times and resulted in 3,678 views of the Article Collection reading to 3,234 Full Text Downloads of promoted articles. The email campaign, as well as WOL ads and social media promotion led to 11,400 visits to the Article Collection and over 8,200 Full Text Downloads.

Tree of Life Virtual Issue

A joint virtual issue between AJB and APPS compiling papers around the plant tree of life.

The email campaign had a Unique Open Rate of 23.39% and a Total Open Rate of 36.74%. The Click-to-Open rate was 13.24%, with 29 possible forwards.

Reader Transition Email

Multi-stage campaign informing journal readers and researchers of the transition to Wiley as publisher and encouraging eTOC signups.

The first email was sent to 33,979 recipients and had a Unique Open Rate of 18.97% and a Total Open Rate of 27.6%, as well as a Click to Open Rate of 8.35%. The follow-up email sent to responders was delivered to 8,514 recipients and had a Unique Open Rate of 56.37% and a Total Open Rate of 84.7%.

Search Engine Optimization (SEO) and Discoverability Initiatives

Search engines are the primary route for access to your content. Wiley's team of dedicated SEO marketers works closely with Google and other search engine platforms to ensure high-ranking search results for every article published on Wiley Online Library.

We continually optimize features and content on your journal homepage to comply with current recommendations for discoverability so you're easy to search and find. The result is a better user experience for your audience, more traffic to your homepage, and greater readership from organic search.



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

Marketing

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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 start of the year, we agreed upon the following marketing objectives and priorities for the *Applications in Plant Sciences*:

- Engage with authors and encourage submissions
- Increase brand awareness
- Grow readership

In 2018, through ongoing data analysis, discussion, and collaboration with you, we have achieved these objectives using a carefully selected series of marketing tools and tactics. Outlined below are some of the key initiatives used to promote *Applications in Plant Sciences*.



Promoted at 6 Conferences



Four Author Campaigns



Four Readership Campaigns



11 Posts on Social Media



Business Cards, Postcards, and Banners Created for Presentations



SEO Initiatives Enhancing Discoverability

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Focusing on the needs of researchers, we are tailoring our communications and strategies to engage and enable them to achieve high readership and create maximum impact with their work. The ways we are doing this include:

Author Engagement Initiatives

Email Campaigns

The ability to attract and retain more of the top authors in the field is a priority for long-term success of *Applications in Plant Sciences*. Our marketing efforts support this goal through actively targeting authors, encouraging them to submit—and keep submitting—their best work to *Applications in Plant Sciences*. Efforts to reach relevant

Testing and experimentation: To continually deliver an effective marketing service, we have introduced multiple campaign pilots in which we trial new ideas on a small scale. If effective, we recommend these campaigns to partners sharing similar marketing objectives and invest in resources to amplify their success. For example, we are currently implementing a pilot campaign that congratulates authors whose articles have been selected as Editor's Choice in a recently published issue on Wiley Online Library, with the aim of helping to nurture author relationships.

Delivering value to your authors and readers: We are actively finding new ways to deliver the most relevant and useful content to your authors and readers. By creating and distributing infographics, videos, and blogposts aimed at your target audience, we can increase your journal's readership and engagement. We also utilize multi-email campaigns, creating customized journeys tailored to author and reader needs and tailoring future messaging using the content they engaged with in earlier emails to ensure that promoted content is relevant.

New data analytics and targeting capabilities: Using new technology, we now capture more data about your authors and readers, enabling us to better target a specific audience and communicate only the most relevant information that, in turn, generates greater engagement results for your marketing campaigns. For example, we can create a list of authors who have published research on a specific topic in competing journals and contact them about your journal's submissions initiatives.

Tailoring the message: We have conducted extensive research to better understand the values of different types of researchers, authors, and librarians. This insight allows us to develop outreach strategies with the most relevant content that appeal directly to the individual. We can apply our research and collaborate on developing unique messaging to showcase the reasons the authors you want to attract should submit to your journal.

Supporting society marketing: As a publishing partner, we are developing a range of toolkits and whitepapers to support your society initiatives, including resources for member engagement, advocacy opportunities, conference planning, and social media best practices. For example, our [Member Resources](#) hub provides eight ways to engage and inspire your members and build a strong community.

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Initiative	Results
<p>Author Transition Email Campaign Authors from your journal were informed of the transition to Wiley as publisher. They were also introduced to Wiley Author Services and other resources like our promotional toolkit, access to Altmetric and Kudos, and eTOC alerts.</p>	<p>The first email in the campaign had a Unique Open Rate of 35.33%, while the second email deployed to non-responders had a Unique Open Rate of 16.48%. The follow-up email sent to responders of both messages had a Unique Open Rate of 61.57%, well above the industry benchmark of 20%.</p>
<p>BSA Member and Author Survey We sent out a survey to BSA members and APPS authors to ascertain their satisfaction with the journal. The survey inquired about readership, membership, reputation of the journal, and reasons for publishing in the journal and writing review papers.</p>	<p>The survey was sent to 5,849 authors and members, and we collected 764 responses. 54.65% of recipients reported reading articles published in APPS.</p>
<p>Publish with APPS Email Campaign An email was sent to authors highlighting key reasons to</p>	<p>The email was sent to 6,247 recipients and had 1,974 Unique Opens,</p>

publish in *Applications in Plant Sciences*, including rapid publication time, fast and thorough peer review, and increased visibility of articles through promotion.

resulting in a Unique Open Rate of 31.6%. The email also had 303 Unique Clicks, showing strong engagement from recipients.

Methods in Belowground Botany Campaign

We sent out an email campaign notifying authors of a call for papers for APPS's special issue on Methods in Belowground Botany. Our goal was to drive submissions to the journal, with a focus on proposals in this particular subject area.

The email was sent to 443 authors and received 295 Unique Opens, with a Unique Open Rate of 66.59%. It also had a Click-to-Open Rate of 8.84% and 8 possible forwards.

Conference Engagement

Events

Conferences and events provide strong branding opportunities for *Applications in Plant Sciences* and give Wiley a chance to interact face-to-face with authors and readers. In 2018, *Applications in Plant Sciences* was promoted at these 6 conferences:

- [Ecological Society of America](#)
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- [Plant Biology Europe](#)
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Brand Awareness: Social Media and Publicity

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Marketing

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Readership Initiatives

Campaigns Promoting Readership

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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	7/16/2018	145	13	66	26	40
105:7	July	8/11/2018	134	13	66	23	39
105:8	August	8/22/2018	197	13	66	29	66
105:9	September	9/18/2018	173	17	65	26	40
105:10	October	10/20/2018	170	16	57	28	42
105:11	November	11/18/2018	170	15	53	23	41
105:12	December	12/12/2018	130	15	59	25	42

Year on Average 2018

Year	Volume/s	Number of issues	Number of pages	Number of articles	Average days from receipt at Wiley to Early View publication
2018	1	12	2,076	196	26

Contributing Countries 2018

Country	Number of articles
Argentina	4
Australia	2
Belgium	1
Brazil	2
Canada	9
Chile	1
China	8
Czech Republic	1
Denmark	1
France	2
Germany	7
Israel	1

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Japan	5
Mexico	3
Norway	1
Poland	2
Russian Federation	1
Spain	5
Sweden	2
Taiwan	1
United Kingdom	4
United States	131

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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
6:7	July	7/23/2018	45	7	61	20	26
6:8	August	8/27/2018	41	7	41	22	26
6:9	September	9/27/2018	34	6	46	25	29
6:10	October	10/25/2018	54	7	31	19	23
6:11	November	11/18/2018	45	7	33	19	25
6:12	December	12/21/2018	49	8	33	20	31

Year on Average 2018

Year	Volume/s	Number of issues	Number of pages	Number of articles	Average days from receipt at Wiley to Early View publication
2018	1	12	624	93	23

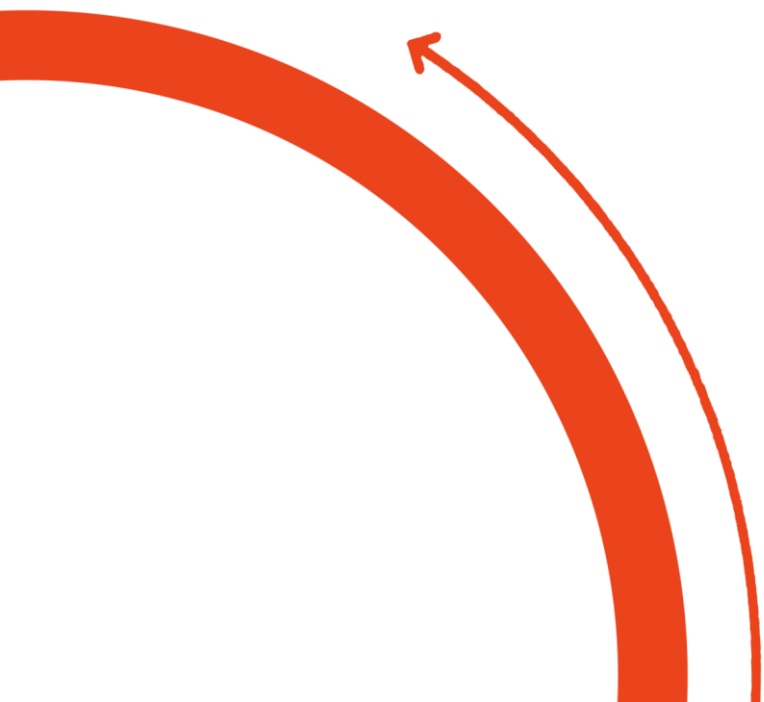
Contributing Countries 2017

Country	Number of articles
Australia	3
Brazil	2
Canada	5
Chile	1
China	27
Czech Republic	1
Ecuador	1
Finland	1
France	1
Germany	1
Iran, Islamic Republic of	1
Israel	1
Japan	3

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Korea, South	3
New Zealand	2
Panama	1
Spain	1
Taiwan	3
Thailand	3
United States	29
Unknown	1



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