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Your Publisher's Report 2023

Botanical Society of America

American Journal of Botany

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- [The Wiley Network: For Societies](#) – Stay updated on publishing trends and discover resources that help you understand how to position your journals for success, [attract and retain members](#), and deliver for your community
- The [Journal Editor](#) hub, and our new Wiley Editor Community provide resources to help keep editors informed and connected.

Your Publisher's Report 2023

At Wiley, our culture is to collaborate, address challenges head on, and develop strategies that position journals and societies for long-term success. We believe that by working together we will drive positive and impactful change for the future and sustain the critical role of published research.

Open research is the future. In 2023, 50% of articles were published open access across our portfolio—more than double the proportion just 5 years ago. All trends and future predictions show continued growth in OA and document the benefits that OA delivers for research. That means change for all of us. Societies are in a powerful position to effect change in their communities and put them in a strong position to take advantage of the opportunities.

We're supporting you in this transition through the growing number of Wiley's transformational agreements (TAs). We now have close to 80 in place across all continents. We recently announced the renewal of our ground-breaking arrangement in Germany, cementing the importance of society-owned journals in that agreement, and we've signed new agreements with partners in India, Columbia, and Turkey. We're committed to ensuring that authors in lower- and middle-income countries have equal opportunities to publish their research OA. Our agreement with the SANLiC consortium in South Africa has an education program for authors at its core, and the number of articles published OA using Research4Life waivers has more than doubled in 3 years.

In 2023, more than 52K articles published through Wiley were part of a TA—an increase of 18% over 2022—strong evidence that these agreements are helping more authors to publish their research open access.

As the landscape continues to shift, we constantly assess our strategies to ensure we're delivering the best possible service to authors, journals, and our partners—a service that helps us all continue to thrive in this changing world. All journals on Wiley Online Library have enhanced metrics pages, for example, so that researchers can see the data that matters most to them including acceptance rates, time to acceptance, readership, and Altmetric. Our new Journal Finder tool helps authors compare key facts and indicators across our whole portfolio to find the right home for their articles.

We now have an exciting program of innovation in our publishing infrastructure and operations to provide all stakeholders a publishing process fit for the future. We have focused on upgrading the publishing experience for authors, editors, and reviewers. This investment delivers very real benefits—a new submission and review environment, faster publication times, and better data to help you make decisions and shape strategy for AJB, to name just a few. You'll hear much more about this and the opportunities it creates throughout 2024.

More than ever, upholding research integrity is integral to the work we do as publishers and academic societies. It is without doubt one of the greatest current challenges in our industry. Maintaining trust requires a collaborative effort. Alongside our work with industry groups and other publishers, we're investing in education and engagement programs for all stakeholders, and you, your editors and authors will be able to draw on strategic and practical support from a growing team of experts within Wiley.

Last year, we made changes to the organizational structure of the Wiley Research Publishing group. We've formed specialist teams who will work together to provide you and the research communities you serve with a world-class publishing experience. Importantly, this will also mean clarity for you on the specific areas of expertise of the colleagues you work with and how each contributes to the success of AJB and your team.

In 2024, we will keep advancing OA publishing, open research, and research integrity practices, driven by the needs of researchers, funders, institutions, and societies, and focused on delivering the many benefits of open access to the whole research publishing community.

We're grateful for your partnership and for your trust in us. Thank you for choosing us as your partner on this exciting journey.

In the following pages, you'll see performance data for AJB that will help you to track progress as well as a summary of important steps we're putting in place to tackle current and emerging challenges and secure a sustainable future. I hope you enjoy reading it.

With best wishes,



Liz Ferguson
Senior Vice President
Research Publishing, Wiley

Building success together

We're committed to providing you with the very best partnership in the industry to champion your role in research and to support you in your ambitions. That commitment guides our behaviors and our strategies.

Key to that is a deep understanding of the external trends affecting us all and an appreciation of the needs and motivations of all our partners and customers—authors and researchers, editors and peer reviewers, funders and libraries, and you, the societies we partner with.

Positioning your journal for a successful future

In partnership with you, we focus on the strategic goals essential [for long-term success as we move towards a more open future](#). In this report, we detail strategies to support growth in quality output, ensure the best service for authors and editors, embrace open practices, and build a sustainable, inclusive future.

Charting a course for your journal with the right data

To navigate the changes successfully, you need the [right data and analytics](#), so you can feel confident about making data-based decisions that will help you make the most of new opportunities and secure your success. Your journal dashboard, hosted on [Wiley Journal Insights](#), has a broad range of data so you can track progress. In 2023, we invested in new architecture that will give you faster, more complete reporting. Log in to view your data [here](#). You can read about how journals are using their data to drive development [here](#).

Listening to what you need from us

368 society partners responded to our **Society Leader Surveys** in May and November and shared feedback on all aspects of our publishing service. You told us that you appreciate our help with keeping you up to date on trends in the industry and that getting more quality submissions is an important focus. Last year, we redesigned our marketing plans and reports in response to your requests for us to be clearer about how our marketing helps you achieve your specific goals.

Learning and connecting at events

We've had good feedback from you about our **Society Briefings**. Designed to help you keep up to date with new topics and conversations as they emerge, these webinars are an opportunity for you to hear directly from leaders and experts across Wiley on the topics that matter most. Importantly, they're a forum for us to hear what you'd like to know more

about. In 2023, we covered topics including [getting fit for an open research future](#), [stewarding your journal through change](#), and research integrity. You can watch recordings of all Briefings to date [here](#).

Supporting editors

We're supporting your editors to be ambitious for your journals, to get the best submissions, and to publish papers that have an impact. Via our online hub, **Wiley Editor Community**, editors can talk to their peers and access support resources including webinars, blog posts, case studies, and best-practice advice. Popular pieces include articles on [the future of peer review](#), [protecting journals from publication manipulation](#), and [untapping journal potential in underrepresented regions](#). See this recent blog published in our Society Newsletter, which explores [how we can work with editors to achieve more](#).

Almost a decade of insights on what members want and need

The [Wiley Member Survey](#) is the longest-running and most comprehensive in the industry. Over nine years, we've surveyed over **50K** current, former, and potential members. In our 'long read' based on insights from the 2023 survey, we explore [Sustainable Societies and Communities without Barriers](#).

- Potential members are waiting for societies to ask them to join; the main reason they haven't already joined a society is because they haven't been invited (41%).
- Members want societies to champion an inclusive and diverse community; 71% say it's important that societies make diversity, equity, and inclusion a central focus.
- Career support remains an important benefit (77%). Done poorly, it can drive members away—17% left because of a lack of support for educational improvement, and 14% because of a lack of support for career advancement.

Our survey also tells us that members are most likely to renew if they feel connected, so it's worth reviewing your communication plans. To help, we've just launched [a growing resource of marketing tips and resources](#).

You can see insights and trends from all our Surveys [here](#).

Thriving in an open future

We are currently operating in a mixed economy, and we know how important it is that the transition to open is sustainable and at the right pace for your journals and society.

We're at the forefront of negotiating transformational agreements that deliver open access options at scale while managing the transition to open in a sustainable way. These agreements provide a framework for authors to publish open access easily and ensure the highest possible exposure for your journals in the top institutions.

Navigating a mixed economy for a sustainable transition

We continue to develop and support a range of access models and subscription licenses that offer librarians, corporations, and researchers choice; ensure high visibility, and importantly safeguard your revenue. With marked differences in the pace of change and attitudes to open access worldwide, this approach is integral to this hybrid ecosystem. In 2024, we're working on launching a new initiative that will foster consultation and cooperation between societies, governments, funders, and institutions so that we can explore new business models collaboratively as a community.

We see continuing strong uptake and use of our Wiley 'All Journals' License which enables access to read the whole Wiley journal portfolio. In 2023, we signed new licenses with consortia in **Kenya** with **130 sites**, in **Belarus** with **47 sites**, and in **Ethiopia** with **21 sites**, opening up new audiences for your research.

In the transition to open, librarians continue to be critical partners. They play a crucial role in encouraging authors in their community to take advantage of the OA opportunity. We're helping them to manage OA in their institutions through **Wiley Open Access Accounts** and supporting them with resources to make sure that researchers in their institutions know about the opportunities open to them.

Transformational agreements: expanding coverage globally

As of January 2024, Wiley has **79 transformational agreements**, anticipated to cover publication of over **70K articles** across more than **2,700 institutions** worldwide. In all, over 52K articles were published as part of a TA in 2023.

Many of our new TAs also cover funding for gold OA journals. We've signed new agreements in **India, Columbia, South Africa, Botswana, Namibia, Mexico, Czech Republic, United States, Canada, Turkey, Thailand, Hong Kong, and Saudi Arabia.**

We have almost **50** agreements across **the Americas**, spanning 30 **U.S. states, Mexico, and Colombia**. In all, agreements in the Americas cover over **400 institutions** and will make an estimated **3,600** articles open access, accelerating the pace of open access publishing.

In EMEA, new and renewed agreements in 2023 brought the number of institutions covered to over **2,000**. We're delighted to have renewed our pioneering agreement with the [DEAL consortium](#) in Germany until 2028.

In Asia-Pacific, over **120 institutions** are covered by eight deals. Our transformational agreement in **Japan** is being expanded to cover 27 new institutions in Japan in 2024, taking the total to 45.

Negotiations for future agreements are taking place in all continents, with a special focus on support for authors in low- and middle-income countries. You can see details of all our transformational agreements [here](#).

Driving equal opportunities for publishing OA

The road to open access remains uneven. We're working to improve representation and inclusivity for researchers in lower- and middle-income countries.

We often have questions from society partners about how we can work together to create an equitable open access system. Our infographic [Is Open Access Publishing Really Equitable?](#) gives an overview. See also our recent [white paper](#), which examines the complexities and highlights the steps we're taking.

We continue to [work with Research4Life to improve equity in research dissemination and partner with them](#) to offer discounts and waivers. The number of articles published OA using our Research4Life waivers has more than doubled in 3 years.

This runs alongside our partnership with R4L and other organizations to provide access to journals that will drive readership and encourage more equitable publishing opportunities. This year, **4,327 institutions** from **70 countries** had philanthropic access to **1,205 journals**.

Our 2022 transformational agreement with the SANLiC consortium in South Africa includes an extensive [author engagement program](#). Launched last year, it comprises access to the [Wiley Researcher Academy](#), webinars, in-person lectures, and workshops to support open access publishing from institutions in South Africa, Namibia, and Botswana.

Increasing your impact with open research

'Open' is the gold standard

Research communities are demanding that publishing is more open and transparent. With greater transparency comes increased reach, reproducibility, integrity, and impact. We need to adopt open research policies that enable critical change for the research community and give authors what they want—open access, open data, and open practices. As your partner, we're here to work with you to deliver on those goals.

In our whitepaper for society partners, [Open Access: Strategies and Tactics](#), we explore the industry shifts that are driving change and catalyzing open access growth, and we also outline how we can work together to assess a journal's readiness for the more open future.

Creating impact for authors in an article-based economy

The evolution of journal business models from subscription to open access entails an essential shift in our customer base, from large libraries and consortia to individual authors. In this article-based economy, a researcher's ability to publish top-quality research with worldwide impact takes center stage.

[Open access articles outperform subscription articles](#) right across the span of citations, downloads, and general attention, irrespective of whether they're published in hybrid or fully open access journals. Open access articles have **3.6x more views**, **1.6x more citations**, and **4x higher Altmetric scores**.

We know from our recent survey with researchers, investigating [changing attitudes to open practices](#), that increased visibility and impact is the single biggest motivation to publish OA.

There is strong evidence that more researchers are embracing more open research behaviors. Participation is high across all open research practices—62% of respondents are engaged with open data (up from 28% in our 2021 survey); 62% with open peer review (up from 25%), and 44% with open collaboration (up from 14%)

We continue to see encouraging performance for 'flip' journals. 85% of journals transitioning to fully OA saw growth in their impact factors within three years post-flip. Readership of journals which flipped in 2023 increased by 21% year on year.

Activating the impact of research as soon as possible

In 2023, we expanded the Under Review program to include over 100 more journals. **160 journals** now give authors the option to make their manuscript available immediately as a preprint on **Authorea**, which also enables transparency by tracking the preprint throughout the review process.

Evaluating peer review models and recognizing contribution

It takes the whole community, not least active and skilled peer reviewers, to help publish brilliant research. **Web of Science Reviewer Recognition Service** (previously Publons), **CRediT "Contributor Roles Taxonomy"**, and **Open Science Badges** give them the open recognition they deserve.

[Transparent peer review](#) (TPR) allows reviewers to compare feedback, thus learning from peers, and rewards them by creating a citable item. Over **80 journals** have already adopted TPR as an option for their authors, and **86%** of authors choose the transparent model for their papers.

We've introduced [Better Peer Review Self-Assessment](#), so you can evaluate your service on five essential areas of practice: integrity, ethics, fairness, usefulness, and timeliness. The assessment identifies where your peer review excels and offers improvements as needed.

Showcasing the metrics that are important to authors

We have a joint responsibility to our authors and to the scientific community to develop fairer and more transparent research assessment practices, and to equip funders and institutions with the right tools to measure the impact of an author's research and evaluate their investment. In 2022, we became a [Declaration on Research Assessment](#) (DORA) signatory. DORA's guiding principles involve moving away from journal-based metrics—specifically the Journal Impact Factor—as the sole measure of quality and impact, toward article-level metrics and individual author contribution.

At the end of last year, we introduced [metrics on journal pages on Wiley Online Library](#) to demonstrate a journal's impact based on a range of measures including readership, re-use, reproducibility, peer review assessment, geographic reach, and public recognition. This gives your authors a deeper insight into the value and impact of their published work and encourages potential authors to submit.

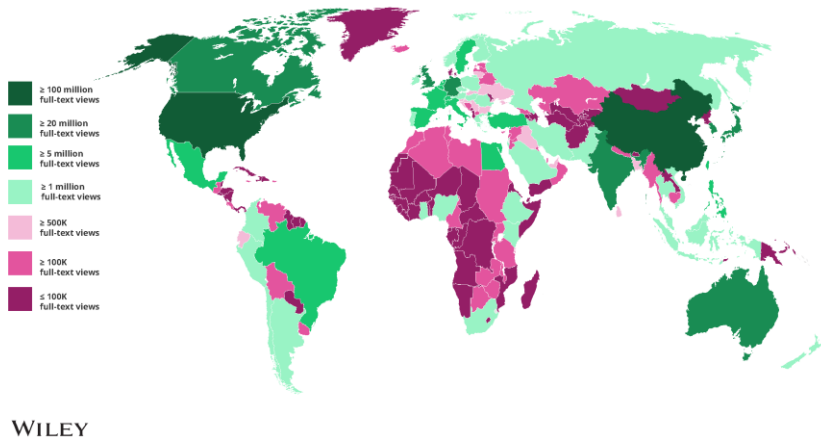
Driving high readership and impact

Our author survey shows that most authors discover a journal by reading articles in it.

Readers and researchers need to find and use the research they need quickly and easily, wherever they are. With continued growth in article output, and increased openness, visibility for your research is more important than ever to attract the best authors to your journal and keep readership strong.

Wiley Online Library showcases your research so that people all over the world can discover, read, and cite the best research available.

Click [here](#) to see the distribution of readership globally in the map below.



Showcasing your research on Wiley Online Library

- Articles were read **887M** times in 2023, across **246 countries and territories**.
- Readership of open access articles increased by **38%** and now represents **37%** of total journal usage.

Throughout 2023, we continued to develop Wiley Online Library based on user feedback to incorporate the latest thinking and technologies. New features and improvements include embedding video abstracts and 'shorts' directly into articles. We know that articles with embedded video generate **80% more readership** and **10% higher Altmetric Attention scores** than articles without video content.

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We've also integrated machine-readable cataloging and simplified the process for signing up to content alerts.

New pages showing journal metrics, introduced in 2023 (see previous page) update automatically when new data becomes available from our partners or from our own data.

The power of search and discoverability

44.7% of readership of full-text articles comes via search engines with over three-quarters of that coming from Google and GoogleScholar.

Wiley Online Library is designed to meet SEO best practice and is optimized to get the best possible visibility for your journal. It has a very high domain authority, which ensures a high Google ranking. We work closely with Google Scholar, in particular, to develop new initiatives and to adjust for algorithm changes.

We also share guidance on how journals and authors can help to [maximize visibility](#) in an increasingly crowded environment. An impactful description on your journal homepage creates a strong connection with readers and researchers and boosts discoverability via SEO. Identifying and using the keywords that researchers are most likely to use will help keep your brand front of mind.

Content alerts build repeat readership and a deeper connection with readers and current and potential authors, notifying users whenever your journal publishes new content. They have a significant impact on readership. Subscribers to this service download five times as many articles on Wiley Online Library as the average user.

Engaging researchers where they are

We've accelerated marketing efforts to boost visibility of the journals we publish on researcher-focused social networking platforms like **ResearchGate**.

In 2023, we expanded our partnership with **ResearchGate**, the most visited platform in science with over 25M registered members. Our content syndication agreement automatically makes articles available at the time of publication. Journals also have their own profile page with specific information on each. We were the first publisher on the platform to flag funding eligibility to researchers affiliated with institutions covered by TAs as they browse journal content.

Last year, readership of Wiley-published journals reached over 3.2M by 500K users. In 2024, the program will expand further to include **700** journals.

A publishing experience fit for the future

The author experience is the key differentiator for driving success in an article-based economy. Authors want speed, efficiency, and transparency in the peer review and publication process. They want their work to be seen, cited, and read as soon as possible. Journals thrive by attracting the best authors, and a seamless publishing journey is key.

As research output continues to grow, it puts increased pressure on workflows for editors and reviewers. We're partnering to remove pain points and blockers to getting the best papers out to peer review and published.

A better publishing process for everyone

By innovating our workflows and removing complexity from our processes, authors benefit from faster, easier, and more predictable publishing, and journals benefit from better data to inform decision-making and shape strategy.

Working toward our vision for a unified end-to-end platform that provides a best-in-class experience from submission through to online publication for authors, editors, and reviewers, we're building the future state, which will [clear the way to success for authors and journals](#). We're putting in place simple and efficient systems, tools, and processes that will transform the publishing process for the better and meet the growing complexity and new challenges in the scholarly publishing landscape.

Harmonization in key processes across a wide range of journals will mean better metadata—improved data and reporting right from submission for everyone involved in your journal's publication, empowering your decisions about journal development. A standard approach makes it easier to innovate and 'plug in' new tools to meet challenges as they emerge. Alongside enabling faster turnaround times and greater transparency for authors, we're helping editors with smarter tools to find reviewers and AI-powered screening tools to help ensure research integrity. In the paper, [Making AI an Opportunity for Open Access](#), we join other industry leaders to explore how generative AI is helping.

Harmonization for speed and efficiency

Across our service, we've been working with you to take advantage of the benefits brought by harmonizing workflows and processes.

- Only 30% of authors of rejected articles understand why their article wasn't accepted. [Decision Term Harmonization](#) (DTH) gives editors a core set of consistent decision terms that provide clarity to authors and support refer and transfer.

- On average, articles using the standard layout are published on Early View 10 days faster. We're working on developing optimized design still further, and also on new guidelines for copyediting based on industry standards.
- Of nearly 15K authors who've given feedback in the last 3 months, 84% are satisfied with [HTML Online Proofing](#), which gives authors transparency into changes at the proof stage. One said, "This is the best proofing system I've yet seen." Articles proofed using this tool publish 14 days faster.
- A number of Wiley-owned journals are using **Continuous Publication** where 'Early View' articles are published in their final format and immediately into an issue. We're rolling this out to more journals during 2024.

Working together to uphold research integrity

Upholding trust and research integrity is foundational to the research community we serve. We continue to work closely with [COPE](#), and we've joined the [STM Integrity Hub](#) where we can engage openly with others to develop solutions to and community awareness of the challenges we all face across the industry. Alongside embedding screening tools in workflows to inform editorial decision-making, we're providing [support to editors](#) and reviewers to help ensure trust. We've invested in new teams to tackle all stages of research integrity, including experts responsible for strategy and communication, and a team focused on integrity assurance and case resolution to support you if you have concerns. You can learn more [here](#). Our recent [Society Briefing](#) covers how we're supporting your researchers and journals and reinforcing best practices in research integrity.

Helping authors to get the impact for their research they deserve

More and more authors are seeing the benefits of **Refer & Transfer**, which redirects quality papers. Nearly 85% of Wiley-published journals participate in an editor-driven referral network and/or our Transfer Desk Assistant program. 40% of transferred manuscripts submitted following an editor referral are accepted.

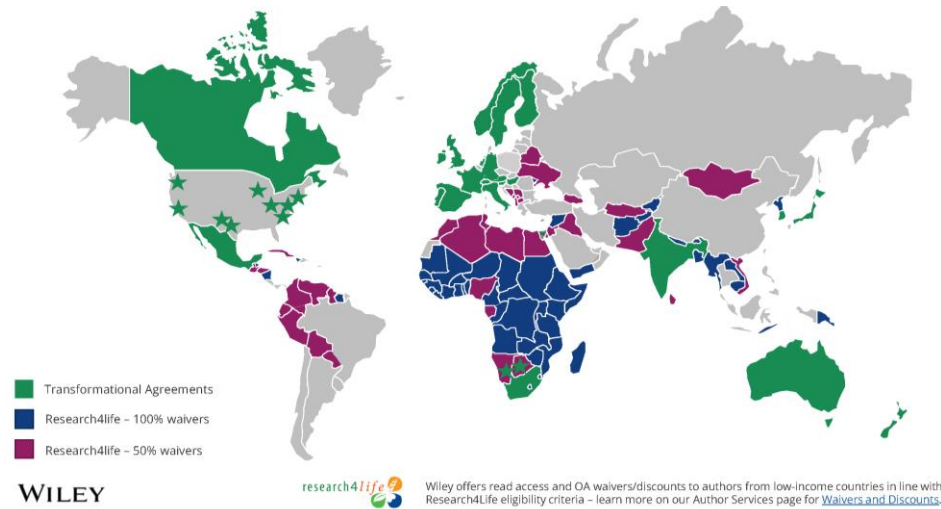
New in September, Wiley's [Journal Finder](#) helps authors discover and compare the journals best suited to their work. Over 50K authors viewed it in the first 3 months.

We're seeing the positive impact of our new [marketing data model](#) on personalizing our marketing to your current and potential authors. Engagement with our [author campaigns](#) is now 50% higher than the industry benchmark. Our state-of-the-art marketing technology builds deep insights into author behavior, so we can get the right messages to your authors—exactly when they need it.

An update on policy around the world

With rapidly changing policies around the world, our open research team engages in discussions with governments and policy-making agencies worldwide to help shape policy decisions that affect you.

Click [here](#) to explore the agreements we have in place around the world in the map below as of 2023.



North America Funding agencies in the United States have been [directed](#) by the [Office of Science and Technology Policy](#) (OSTP) to make publications and their supporting data, which result from federally funded research, publicly freely accessible without an embargo by 2026. See more in our [Society Briefing](#). We're actively responding to the first Public Access Plans from funding agencies (e.g. [NIH](#), [NASA](#), [USDA](#)) by sharing our views and expertise and by offering to engage in the consultation period.

Canada is making moves that favor Open Access. Tri-Agency has issued a questionnaire to explore opportunities and pain points for OA policy in which we participated.

South America Funders support green OA, and a national tradition of institutional support for OA journals without an APC (Diamond OA).

Europe We continue to see different approaches and developments in the OA landscape. There is still a strong push for transformational agreements to transition libraries' subscription spending to OA publishing. The European Commission's [Horizon Europe](#) program includes a firm commitment to the principles of Open Science, and the EC overall currently favors gold OA.

coalition S continues to drive change. [Plan S](#) has been signed by 20+ funders and foundations around the world, mandating immediate access to articles through gold OA journals or zero-embargo green policies. Support for hybrid OA journals is planned to end in 2024. New initiatives include the [Plan S Journal Comparison Service](#) (JCS), which we participate in; the proposal, "[Towards Responsible Publishing](#)", consultation on [Fair Global Pricing](#), and a "Beyond article-based charges" [working group](#).

Germany The German Council for Science and the Humanities ([Wissenschaftsrat](#)) supports gold OA as an integral part of the research process.

United Kingdom The latest [UKRI](#) OA policy requires all research funded by UKRI to be made open access immediately with a CC BY license. [NIHR](#) have published guidance and resources to support implementation of their new OA policy. NIHR will also continue to work with [Jisc](#) and other stakeholders to explore opportunities for the NIHR-funded research community to take advantage of existing transformational agreements.

South Africa The first draft of open science policy mandates OA for publicly funded research, including research using data acquired or generated by public funds. It proposes establishing a 'national forum' to promote best practice and providing incentives for researchers to publish OA.

Australia We await updates on the Chief Scientist's previously stated aim of increased access to research for all Australians.

China [Open Science Promotion Consortium](#) (OSPC), the thinktank initiated by Chinese Association of Science and Technology (CAST), published its first report in June, setting out directions for three working groups: Open Access, Open Data, and Open Infrastructure. As an OSPC council member, we participate in the meetings of these groups.

Japan In May, the Japanese government announced their intention to create a new OA policy for articles with funding granted from 2025 onwards. They will also create a new group to negotiate with publishers and provide supplementary funding.

India We await updates on the One Nation One Subscription plans announced by the government in 2022.

A more sustainable and equitable future

Environmental sustainability: reducing our climate impact

At Wiley, we take climate change seriously and recognize the role we need to play in mitigating the impacts of global warming. In 2023, we continued to take steps towards eliminating carbon emissions; we're pleased to share that our targets to reduce net carbon emissions by 2040 have now been validated by the [Science Based Targets initiative](#). This means elimination of **over 90% of carbon emissions**.

We've also continued to make progress with our **Go Green Fund**. Thanks to our partnership with [Trees for the Future](#), which helps us to plant one tree for every print copy we actively stop printing, we've now planted over **1M trees**. This builds on last year's achievements of removing 2M polybags from packaging, ensuring all printed materials come from accredited sustainable sources and that the data center hosting Wiley Online Library uses 100% renewable energy.

We're pleased to have been helping you take steps toward reaching your own climate goals too. In addition to sharing carbon data for individual journals, we've hosted several conversations with you over the past year to enable you to hear from your peers, share learning, and help us better [understand how we can support you](#).

[Environmental sustainability is also important to your members](#), with 67% of members and 68% of non-members telling us they would be more likely to join a society that takes a lead on improving environmental sustainability. In fact, **only 10% of members said their membership would be devalued by only accessing online**. Members are also concerned with the environmental impact of print and are happy to make changes to the way they access content to help increase sustainability.

Collectively we're making headway in exploring sustainable alternatives to attending conferences that balance environmental concerns with our desire to engage with delegates. A physical presence and travel, together with the shipping of promotional materials contributes to the carbon footprint of everyone involved. By embracing [new technologies and digital promotional techniques](#), we can both drive down climate impact and lead our communities toward the conference experience of the future.

In our work to address this global challenge, it's important to recognize that vulnerable populations are disproportionately affected. In honor of COP28, we published [the third in a series of special collections of research](#) hosted on the Research in Support of Equity (RISE) site. We hope that, in sharing these free-to-read collections, the research will help us find solutions for tackling climate change and climate injustice.

Diversity, equity, and inclusion in our community

As a publisher, we take responsibility—together with our partners—for building inclusive and accessible pathways for our global, diverse research communities to access, publish, and disseminate research. Some of the steps we've taken this year include:

- Joining the steering committee for the [Joint Commitment for Action on Inclusion and Diversity in Publishing](#), comprising 56 publishing organizations which are committed to understanding and reflecting our research communities and developing standards and processes for collection of self-reported data.
- Providing free-to-access curated collections on key topics related to social equity throughout the world: [Research in Support of Equity](#) (RISE).
- Becoming a signatory to the UN's [SDG Publishers Compact](#), committing to take action as an organization, raise awareness of the Sustainable Development Goals, and share published research and knowledge that will drive progress on the goals.

We're also investing in our technology and infrastructure and are working on our workflows and processes to increase accessibility and inclusion throughout the editorial process.

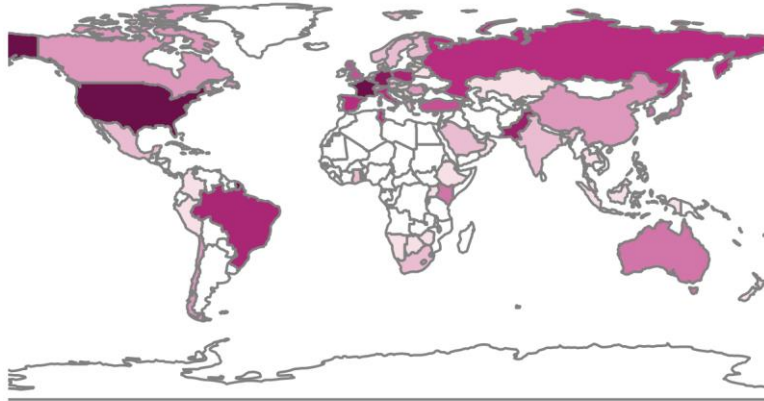
Collaboration is key to making progress. We're working with our partners to share learning as we go. Following a DE&I panel event run by one of our society partners, we collaborated with fellow panelists to publish freely available [article-sharing strategies for improving DE&I in journals](#).

Editors are key to ensuring the submission process is fair and unbiased and that their editorial boards are diverse. In honor of Peer Review Week, we held an editor webinar exploring [how to reduce bias in the peer review process](#).

As your partner, we also want to champion your work and support you to deliver for your communities. Our '[Societies Reinvesting in Their Communities](#)' initiative celebrates the work you and your peers do to give back to your communities. By sharing insights and working together, we can help you build diverse and inclusive communities and achieve our shared goal to deliver for researchers globally and equitably.

Circulation

Global reach



In 2023, 8,630 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 2023, our philanthropic initiatives extended low-cost or free access to current content to 4,327 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 2023, 11 institutions accessed embargoed content of at least one year old from your journal via EBSCO databases. This is a 175% change from 2022.

Reach by region

Region	2021	2022	2023
Australia & NZ	170	170	170
Canada	84	87	90
China	40	41	82
Europe	4,705	4,858	4,869
Japan	173	187	180
Rest of World	1,449	1,649	2,122
UK	177	182	190
USA	827	898	927
Grand Total	7,625	8,072	8,630

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.

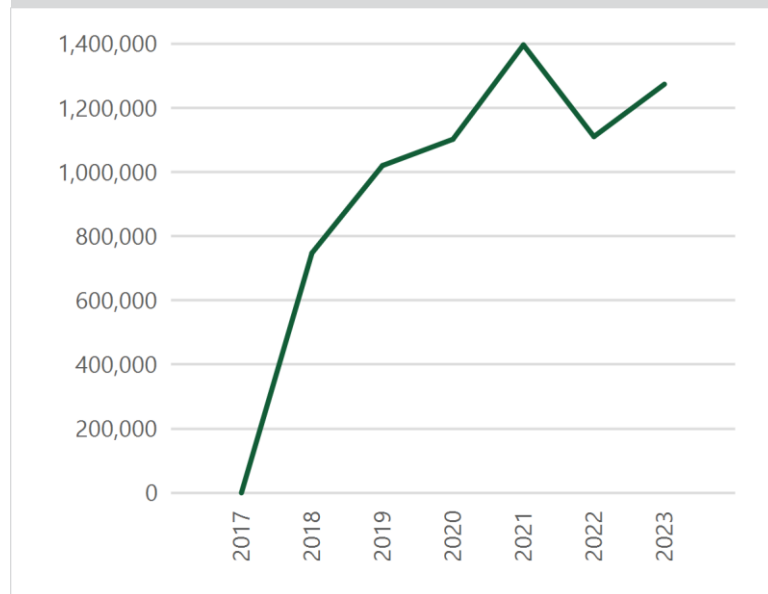
Reach by access type

Sales Model	2021	2022	2023
Institutions with access via a Wiley license	7,525	7,990	8,563
All Journals license	2,347	1,340	1,738
Transformational agreements	1,399	2,805	3,228
Other licenses	3,779	3,845	3,597
Institutions with access via traditional subscriptions	100	82	67
Online	100	82	67
Print and online	0	0	0
Print	0	0	0
Total	7,625	8,072	8,630

In 2023, 8,563 institutions offered access to your journal via a Wiley license, often through a consortium. Of these institutions, 1,738 had access via the 'All Journals license'. 3,228 institutions had access via 'Transformational agreements' which cover both subscription access and open access publishing. In addition, 67 institutions offered access via traditional (online or print) subscriptions.

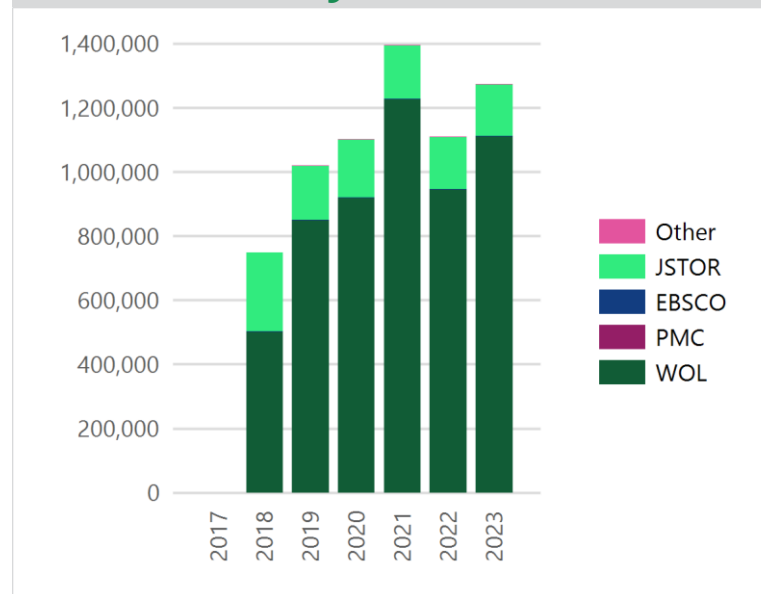
Readership

Article views trend



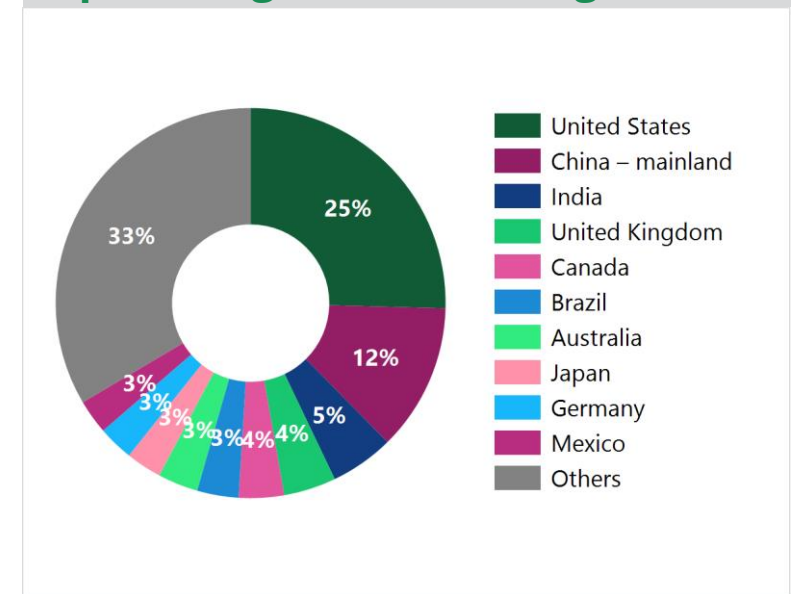
This chart shows the increase in the number of full-text article views for your journal in the period 2018 to 2023. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library increased (17.5%) in 2023. This compares with an increase (16.6%) across all Wiley journals in the Plant Science 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 2023, and the percentage each country/region contributed to total usage. All other countries/regions are combined under "Others".

Readership

Most viewed articles on Wiley Online Library

Rank	Article Title	Vol	Iss	Views
1	The Fungi: 1, 2, 3 ... 5.1 million species?	98	3	9,083
2	Green algae and the origin of land plants	91	10	7,512
3	What's next for science communication? Promising directions and lingering distractions	96	10	5,388
4	Constructing a broadly inclusive seed plant phylogeny	105	3	5,267
5	Hundreds of nuclear and plastid loci yield novel insights into orchid relationships	108	7	4,400
6	Bryophyte diversity and evolution: Windows into the early evolution of land plants	98	3	4,058
7	Evolution and development of monocot stomata	104	8	3,872
8	The science of plant morphology: definition, history, and role in modern biology	88	10	3,865
9	Environmental DNA as an emerging tool in botanical research	110	2	3,340
10	Contributions of green light to plant growth and development	100	1	3,332

This table includes details of the 10 most-accessed articles of 2023. The average number of views per article published in your journal in 2023 was 527. Across all journals that Wiley publishes in the same subject area, the average number of views per article was 739.

Top referrers

Rank	Referrer Service	% of Views
1	Google Scholar	26.3%
2	Google Search	17.8%
3	PubMed	4.6%
4	Bing	1.7%
5	Clarivate	0.7%

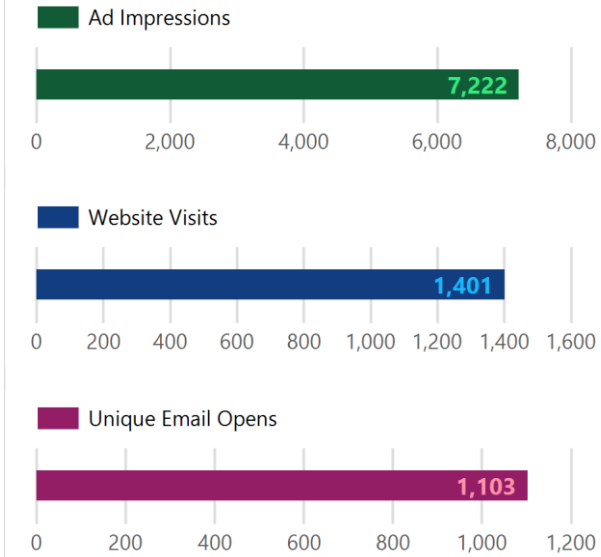
Open search continues to play a key role in driving readership. The above table shows the top five known referrers, and the % of total views resulting from each.

Article views via Wiley Content Sharing

In 2023, 8 sharing links were generated via the Wiley Content Sharing service. There were 266 full text views resulting from peer-to-peer sharing links. In addition, links shared by authors resulted in 65 views. Links shared by media sites generated a further 250 views.

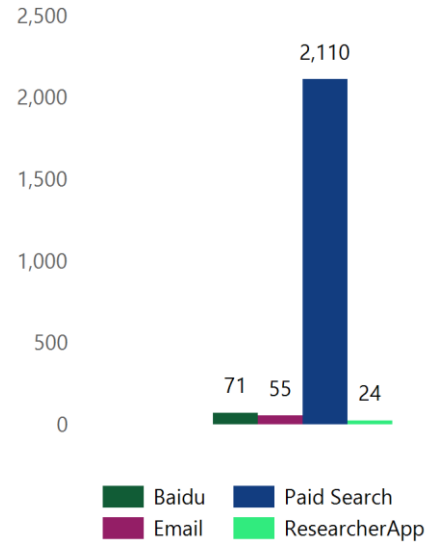
Marketing

Reach by marketing activity



The chart above shows the overall exposure that *American Journal of Botany* achieved in 2023 as a direct result of our marketing campaigns to drive awareness of your society and journal brand. On this page you can see an overview of the impact across our combined multi-channel marketing programs selected to deliver your goals.

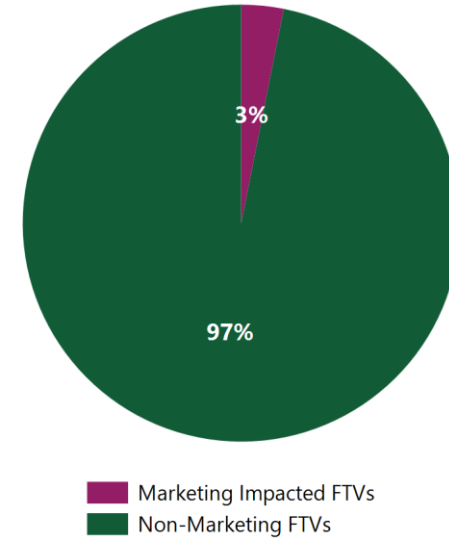
Engagement by channel



This chart shows the channels where researchers engaged with *American Journal of Botany*, combining all clicks from email and advertising campaigns.

In 2023, campaigns for your journal resulted in 2,271 clicks.

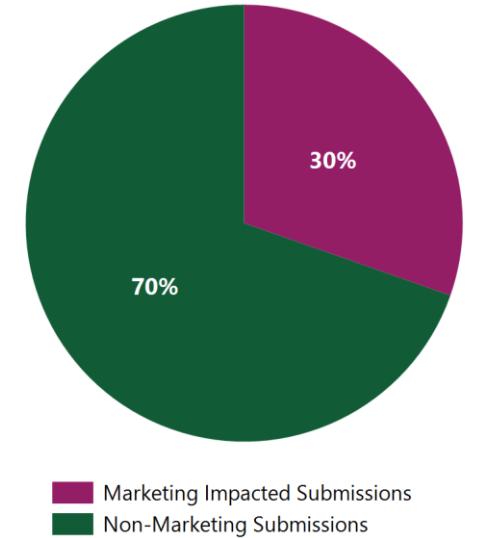
Impact on readership



In the chart above, you can see the percentage of *American Journal of Botany's* full-text article views (FTVs) that were a direct result of our marketing campaigns compared to your journal's overall readership.

In 2023, 18,537 full-text article views were driven by our marketing campaigns.

Impact on submissions



Out of all of *American Journal of Botany's* submissions in 2023, 30.4% of the total 405 submissions were directly influenced by marketing.

This means that, for each submitted manuscript one or more authors engaged with an email marketing campaign in the 12 months pre-submission by clicking on an email message from Wiley.

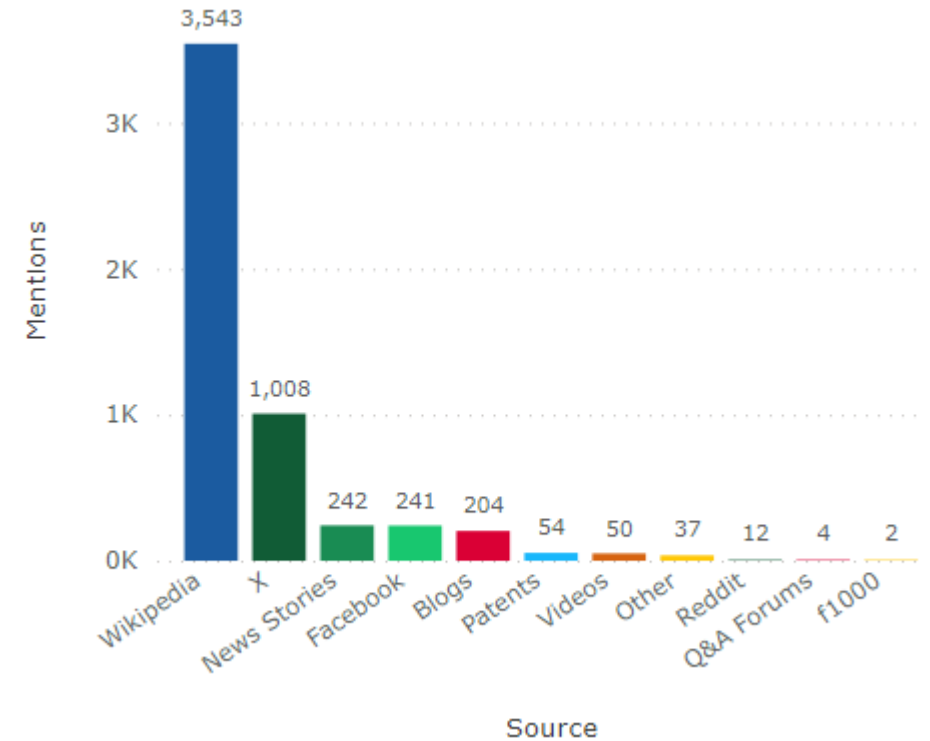
Marketing performance results on this page are accurate as of January 17, 2024. Your journal's 2023 marketing campaigns continuously generate results and impact, so updated reporting may vary.

Marketing

Top articles by Altmetric Score	Altmetric Score
The 141-year period for Dr. Beal's seed viability experiment: A hybrid surprise	242
The first Gondwanan Euphorbiaceae fossils reset the biogeographic history of the Macaranga-Mallotus clade	153
Analyzing trait-climate relationships within and among taxa using machine learning and herbarium specimens	107
Variation in ripe fruit volatiles across the tomato clade: An evolutionary framework for studying fruit scent diversity in a crop wild relative	99
Neurospora crassa: Looking back and looking forward at a model microbe	96

The marketing channel mix and discoverability strategy we've created for *American Journal of Botany* helps drive attention to your journal's articles. The table above shows the highest-scoring articles in 2023, 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.

Reach by Altmetric source



Altmetric measures shares and mentions across a range of platforms, including news sites, social media, blogs, forums, etc. In 2023, *American Journal of Botany* generated 5,397 Altmetric mentions in total.

Campaign Highlights and Results

Top Cited

Congratulates authors of the top 10 most cited papers, encouraging loyalty, article promotion, and future submissions to your journal. Your journal was promoted to **312** top cited authors, resulting in a **52.9%** unique open rate, a **23.7%** unique clickthrough rate, and **33** marketing attributed submissions.

Top Downloaded

Congratulates authors of the top 10% most downloaded articles, encouraging loyalty, article promotion, and future submissions to your journal. Your journal was promoted to **168** top downloaded authors, resulting in a **50.6%** unique open rate, a **19%** unique clickthrough rate, and **28** marketing attributed submissions.

Journal Metrics

Highlights your key journal metrics to your authors while thanking them for their past contributions to your journal. Your journal was promoted to **1,647** authors, resulting in a **33%** unique open rate, a **0.2%** unique clickthrough rate, and **1** marketing attributed submission.

Time Capsule

An email to your authors and co-authors highlighting the impact of their article in terms of downloads and Altmetric scores 12 months after publication. Your journal was promoted to **67** authors, resulting in a **53.7%** unique open rate, a **4.5%** unique clickthrough rate, and **1** marketing attributed submission.

New Author Campaign

A pre-submission email and digital advertising campaign reaching authors who have not published with us before. Targets thousands of authors each month from our marketing database through a series of personalized email messages. This campaign in total across all Wiley journal participating reached over 1.5 million potential authors in 2023, generating a 28.2% unique open rate and **2** marketing attributed submissions for your journal specifically.

Existing Author Campaign

A post-publication email and digital advertising campaign that provides tailored support for your existing authors working on their next paper, ultimately encouraging them become a repeat author. Your journal was promoted to **808** authors, resulting in a **34.3%** unique open rate, a **2.1%** unique clickthrough rate, and **5** marketing attributed submissions.

This table highlights top-performing campaigns and channels for *American Journal of Botany* in 2023.

Industry Benchmarks:

Open Rate: 23.9%

Clickthrough Rate: 2.9%

(Source: 2022, Campaign Monitor)

Campaign Highlights and Results

Paid Search Submissions

High performing search ads on Google and Bing promoting your journal and the benefits of publishing open access to authors searching relevant terms online. Your journal's ads served **6,464** impressions and generated **2,110** clicks, resulting in **233** conversions and **28** estimated submissions.

Baidu Paid Search

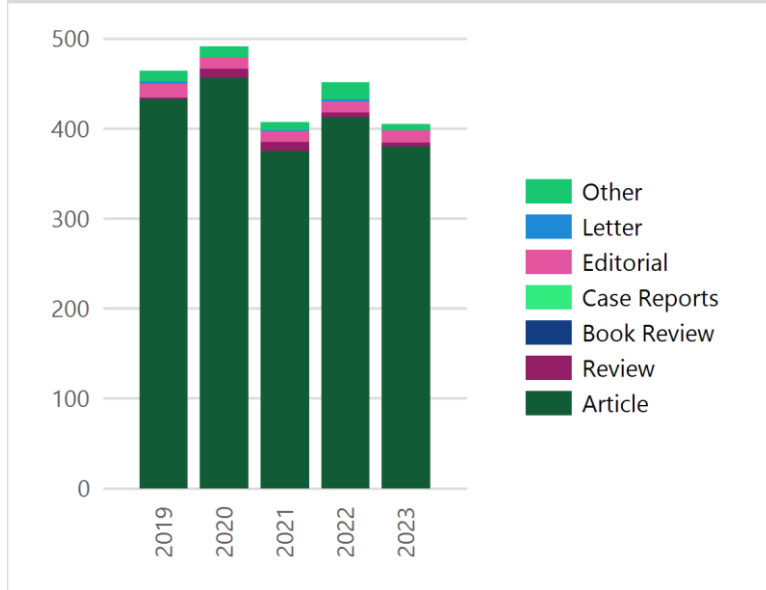
Advances your journal's growth in China through targeted paid search advertising on the Baidu platform, utilizing relevant key words. Ads for your journal in 2023 served **758** impressions that drove **71** clicks.

Baidu Certification Program

Uses a blue tag to identify your journal as an official publication for Chinese researchers. Baidu Certification improves discoverability of content, access to research and audience reach for your journal in China. Your journal received **689** visits from **171** unique visitors, resulting in **868** full-text views from this program.

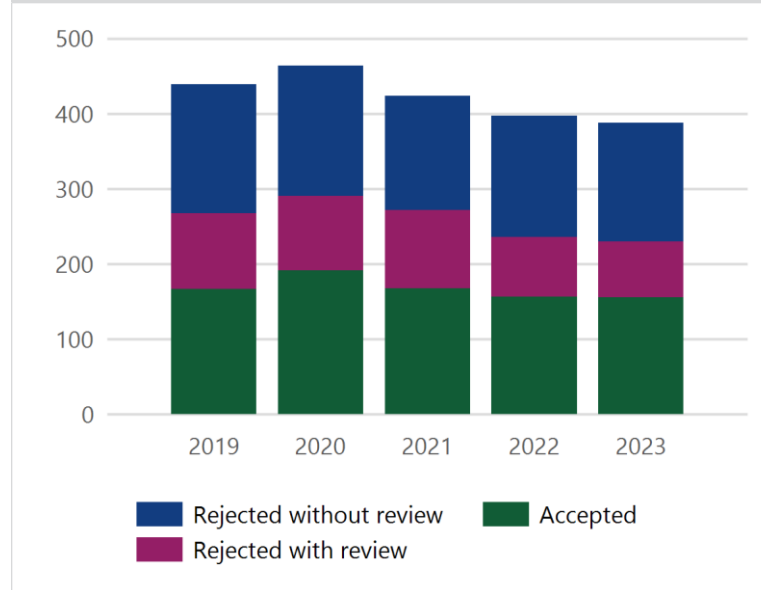
Author Experience: Submissions

Total submissions by type



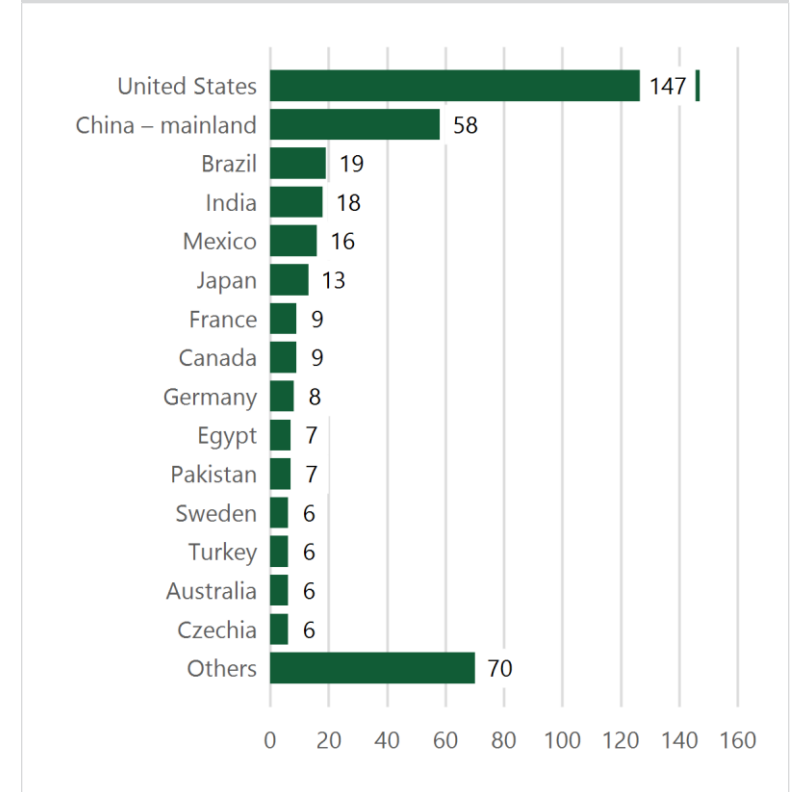
The total number of submissions in 2023 decreased (-10.2%) compared with 2022. This compares with an increase (6.1%) across all Wiley journals in the Plant Science subject area.

Accepted and rejected articles



This chart shows the number of accepted and rejected articles listed in the year the final decision was taken. The accept rate was 40.2% in 2023, an increase from 39.5% in 2022. This compares with an accept rate of 26.8% across all Wiley journals in the Plant Science subject area.

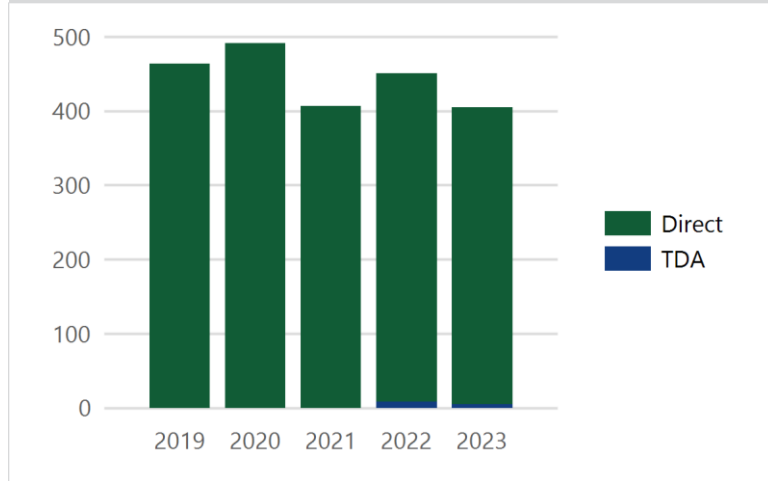
Country/region of submissions



This chart shows the top 15 countries/regions ranked by the number of submissions to the journal. All submissions counted were submitted in 2023. The remaining countries/regions are grouped into "Others".

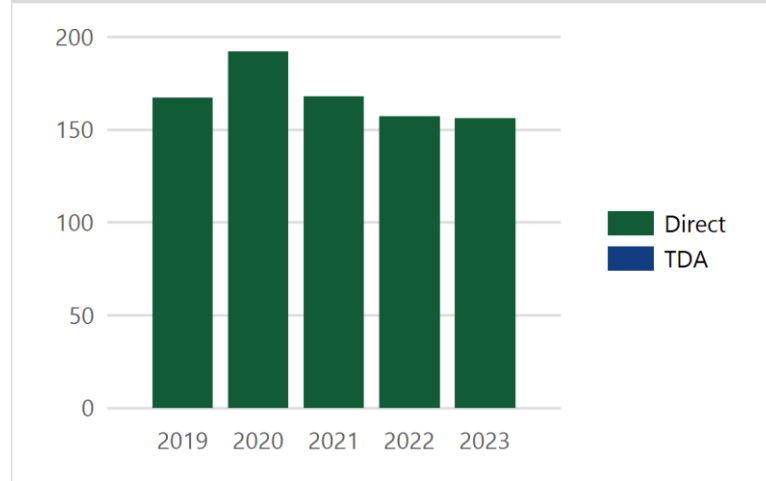
Author Experience: Incoming Refer and Transfer

Total submissions by source



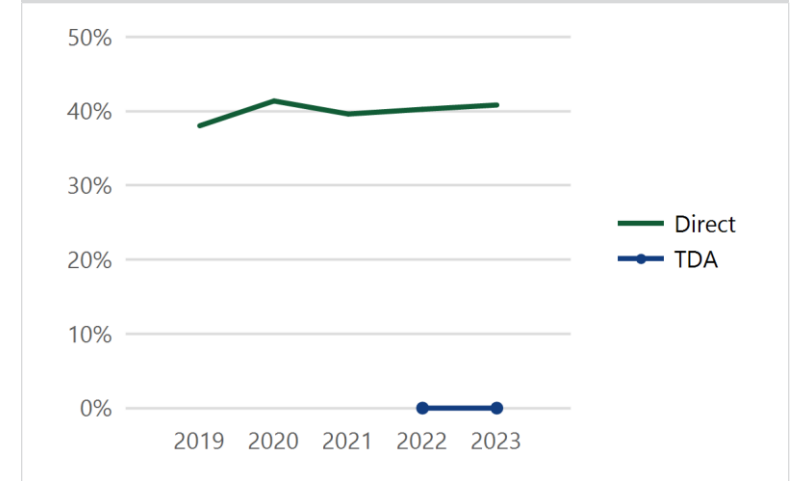
In 2023, transferred papers via Transfer Desk Assistant represented 1.23% of total submissions to your journal. 5 submissions were received via TDA from another journal in your transfer network.

Total acceptances by source



In 2023, transferred papers via Transfer Desk Assistant represented 0.00% of total acceptances in your journal. 0 acceptances came after TDA from another journal in your network.

Acceptance rate by source



In 2023, your acceptance rate of papers following Transfer Desk Assistant from a journal in your network was 0.0%.

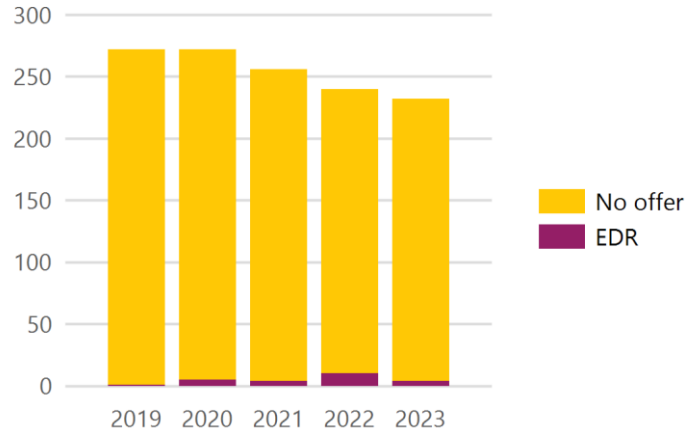
Top transferring journals in 2023

Journal Name	Submitted	Accepted	Rejected	Acceptance Rate
Global Ecology and Biogeography	1	0	1	0.0%
Journal of Systematics and Evolution	1	0	1	0.0%
Microscopy Research and Technique	1	0	1	0.0%
Others	2	0	3	0.0%

These are the transferring journals which led to the most submissions in your journal during 2023 through TDA. This only covers journals where the author completed the submission and does not include transfers offered to the author but not agreed and submitted.

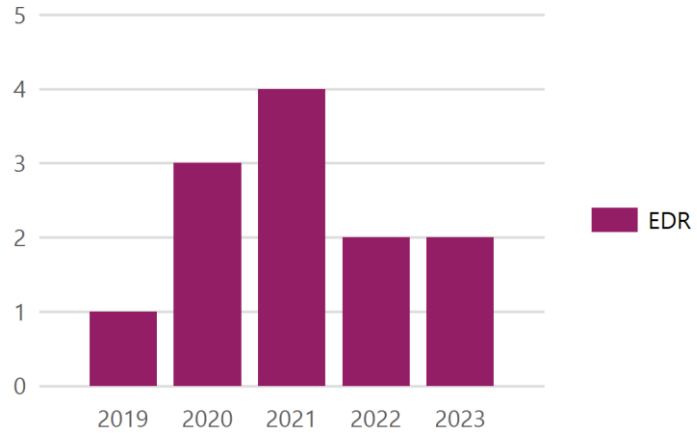
Author Experience: Outgoing Refer and Transfer

Rejections by offer type



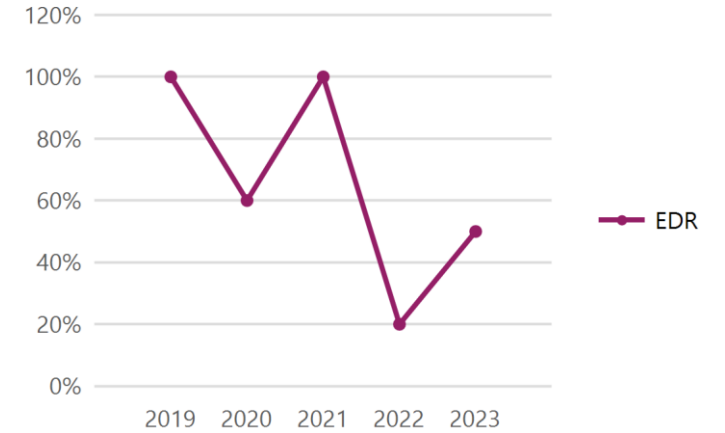
In 2023, you made 4 Editor Driven Referral offers to journals in your network. That means 1.72% of your rejected papers received an EDR offer of another journal to submit to.

Offers agreed



2 of Editor Driven Referrals offered in 2023 were agreed to by authors.

Percentage agreed by offer type



To date, authors have agreed to 50.0% of the Editor Driven transfers that you offered in 2023.

Top journals agreed in 2023

Journal Name	Agreed
Applications in Plant Sciences	2

These are the most agreed to journals you offered in 2023 via EDR. Currently the structure of data in all EEOs does not allow us to see the exact journals offered, only those agreed to.

Author Experience: Review

Speed of review process

Includes all articles, including those that were rejected without peer review

Median number of days (min-max)	2019	2020	2021	2022	2023
Submission to first decision	30 (1-142)	41 (1-223)	44 (1-195)	41 (1-192)	36 (1-195)
Submission to final decision	40 (1-325)	58 (1-400)	62 (1-370)	45 (1-400)	57 (1-477)
Submission to acceptance	108 (1-325)	122 (1-400)	148 (1-370)	145 (1-400)	129 (1-477)

Excluding articles that were rejected without peer review

Median number of days (min-max)	2019	2020	2021	2022	2023
Submission to first decision	50 (10-142)	60 (10-223)	69 (4-195)	64 (9-192)	66 (17-195)
Submission to final decision	88 (15-325)	98 (19-400)	114 (4-370)	122 (9-400)	107 (23-477)
Submission to acceptance	120 (25-325)	126 (31-400)	154 (41-370)	152 (55-400)	131 (34-477)

Review quantity

	2019	2020	2021	2022	2023
Number of review invitations sent	1,440	1,609	1,342	1,549	1,350
Number of review invitations accepted	591	711	517	618	524
Number of reviews completed	623	718	545	633	525
Median days to review completion	14	21	22	21	21

Articles are included in the year the decision was made, and data includes all articles, whether or not they were sent out to peer review. The number of days from submission to acceptance in 2023 was a median of 129 days, down from 145 days in 2022. This compares with a median of 101 in 2023 across all Wiley journals in the Plant Science subject area.

Articles are included in the year the decision was made, and data excludes articles that were rejected without review. The number of days from submission to acceptance in 2023 was a median of 131 days, down from 152 days in 2022. This compares with a median of 106 in 2023 across all Wiley journals in the Plant Science subject area.

This chart shows review data for original submissions only for the past five years. Additionally, 185 reviews were claimed on Publons in 2023 by 151 reviewers, a 67.5% uptake.

Author Experience: Publication by issue publication year

Publication trend

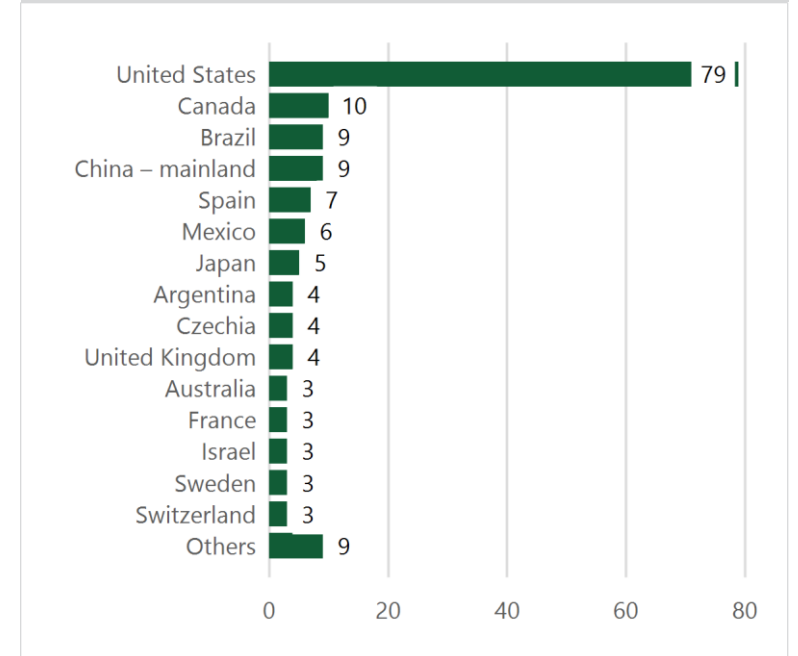
Year	Volume	Number of issues	Number of articles	Number of pages	Average days from receipt at Wiley to Early View publication	Median days from receipt at Wiley to Early View publication	Average days from receipt at Wiley to online issue publication	Median days from receipt at Wiley to online issue publication
2023	110	12	161	2,134	39	39	61	59
2022	109	12	164	2,083	39	31	59	49
2021	108	12	194	2,463	27	24	43	39

For articles published in 2023 issues, the average number of days from receipt at Wiley to Early View for *American Journal of Botany* was 39. This is slower than than the Life Sciences average, which was 23. In comparison, the average across Wiley was 24.

For *American Journal of Botany*, the median number of days from receipt at Wiley to Early View in 2023 was 39. This is slower than than the Life Sciences median, which was 17. In comparison, the median across Wiley was 17.

For the data on this slide, the publication year is the year the article published in an issue.

Top 15 author countries/regions



Open access articles

In 2023 issues, your journal published 74 open access articles, an increase from 61 (21.3%) in 2022. In the Plant Sciences WoS subject category, the number of articles published open access across all publishers decreased (-12.8%) in the same period.

Author Experience: Publication by article publication year

Publication trend

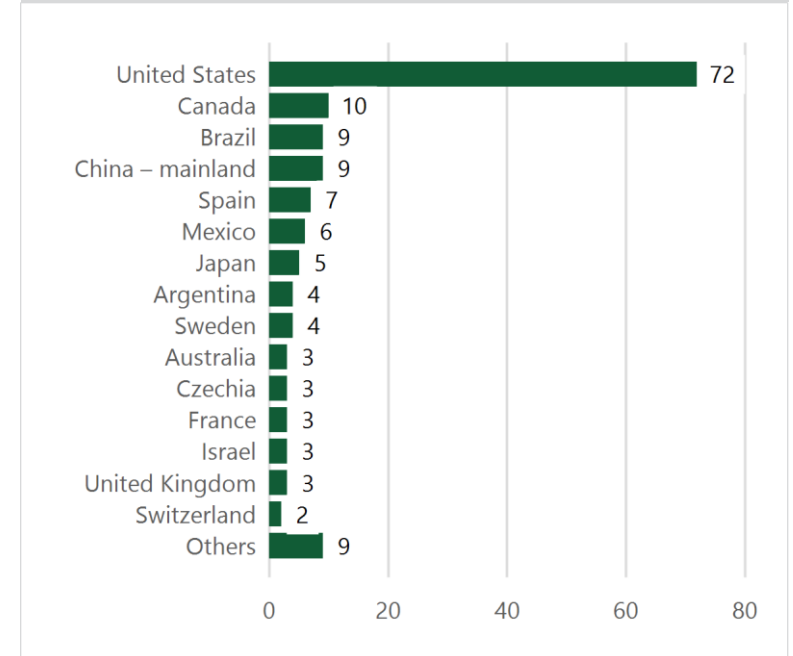
Year	Number of articles	Total pages	Average days from receipt at Wiley to Early View publication	Median days from receipt at Wiley to Early View publication	Average days from receipt at Wiley to online issue publication	Median days from receipt at Wiley to online issue publication
2023	152	2,007	38	37	60	59
2022	172	2,184	39	31	59	50
2021	192	2,452	28	24	42	39

For articles published online in 2023, the average number of days from receipt at Wiley to Early View for *American Journal of Botany* was 38. This is slower than than the Life Sciences average, which was 23. In comparison, the average across Wiley was 23.

For *American Journal of Botany*, the median number of days from receipt at Wiley to Early View in 2023 was 37. This is slower than than the Life Sciences median, which was 17. In comparison, the median across Wiley was 17.

For the data on this slide, the publication year is the year the article first published online (either Early View or in an issue).

Top 15 author countries/regions



Open access articles

Among articles first published in 2023, your journal published 69 open access articles, an increase from 65 (6.2%) in 2022. In the Plant Sciences WoS subject category, the number of articles published open access across all publishers decreased (-12.8%) in the same period.

Author Experience: Publication

Issue publication data for 2023

Volume: Issue	Print publication date	Online publication date	Online lateness measure	Number of pages	Number of articles	Print run	Average number of days from receipt at Wiley to Early View publication	Median number of days from receipt at Wiley to Early View publication	Average number of days from receipt at Wiley to online issue publication	Median number of days from receipt at Wiley to online issue publication
110:1		24-Jan-2023	On Schedule	192	15		42	46	67	71
110:2		23-Feb-2023	On Schedule	239	16		48	53	64	69
110:3		28-Mar-2023	On Schedule	157	11		36	36	57	55
110:4		28-Apr-2023	On Schedule	194	15		38	38	54	52
110:5		29-May-2023	On Schedule	182	13		32	34	52	48
110:6		30-Jun-2023	On Schedule	250	19		30	26	70	56
110:7		17-Jul-2023	Early	145	15		37	34	61	61
110:8		29-Aug-2023	On Schedule	157	13		28	28	54	50
110:9		28-Sep-2023	On Schedule	124	9		37	38	60	59
110:10		26-Oct-2023	On Schedule	207	15		50	50	62	64
110:11		28-Nov-2023	On Schedule	164	11		49	50	69	67
110:12		24-Dec-2023	On Schedule	123	9		38	40	53	53