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Your Publisher's Report 2022

Botanical Society of America

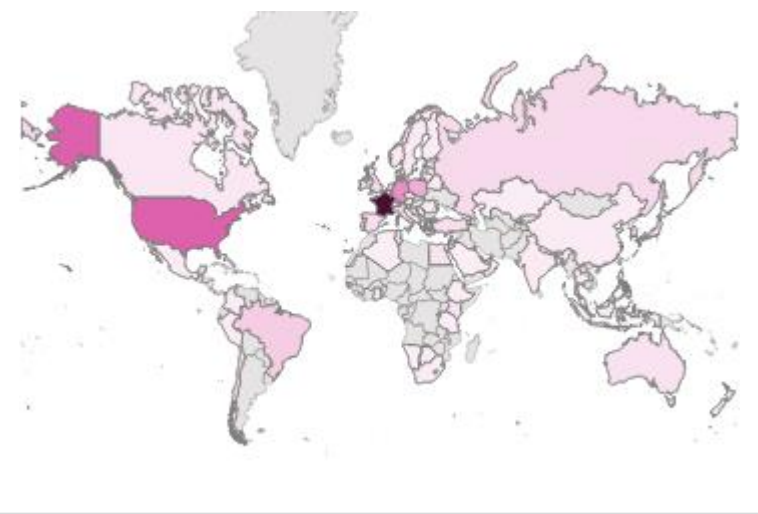
American Journal of Botany

Applications in Plant Sciences

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Circulation--AJB

Global reach



In 2022, 8,072 institutions offered access to the latest content in your journal via either a Wiley license or a traditional (title-by-title) subscription. On this map, darker shading shows where circulation is highest. Countries shaded in gray may be covered by philanthropic initiatives.

In 2022, our philanthropic initiatives extended low-cost or free access to current content to 4,304 developing world institutions.

Reach by region

Region	2020	2021	2022
Australia & NZ	173	170	170
Canada	90	84	87
China	38	40	41
Europe	4,863	4,705	4,858
Japan	167	173	187
Rest of World	1,361	1,449	1,649
UK	192	177	182
USA	881	827	898
Grand Total	7,765	7,625	8,072

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 (title-by-title) subscription.

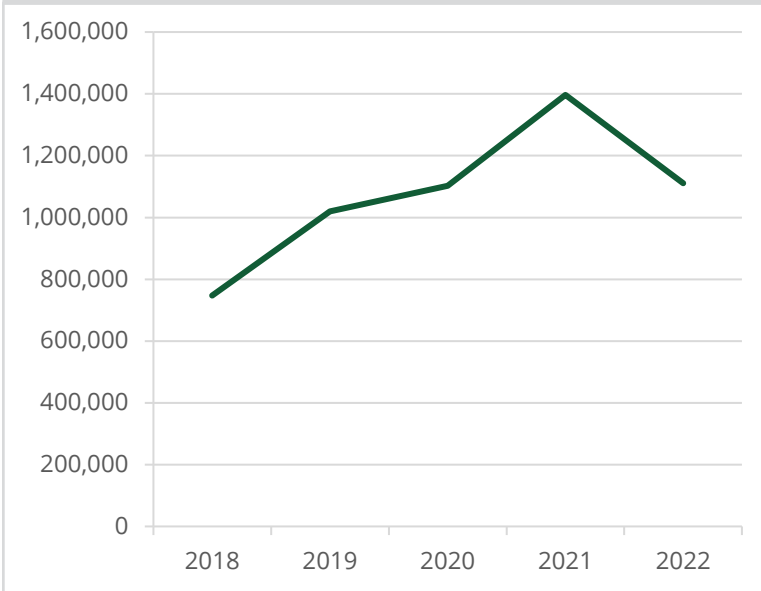
Reach by access type

Sales Model	2020	2021	2022
Institutions with access via a Wiley license	7,637	7,525	7,990
All Journals license	2,954	2,347	1,340
Transformational agreements	961	1,399	2,805
Other licenses	3,722	3,779	3,845
Institutions with access via traditional subscriptions	128	100	82
Online	128	100	82
Print and online	0	0	0
Print	0	0	0
Total	7,765	7,625	8,072

In 2022, 7,990 institutions offered access to your journal via a Wiley license, often through a consortium. Of these institutions, 1,340 had access via the "All Journals license". 2,805 institutions had access via "Transformational agreements" which cover both subscription access and open access publishing. In addition, 82 institutions offered access via traditional (online or print) subscriptions.

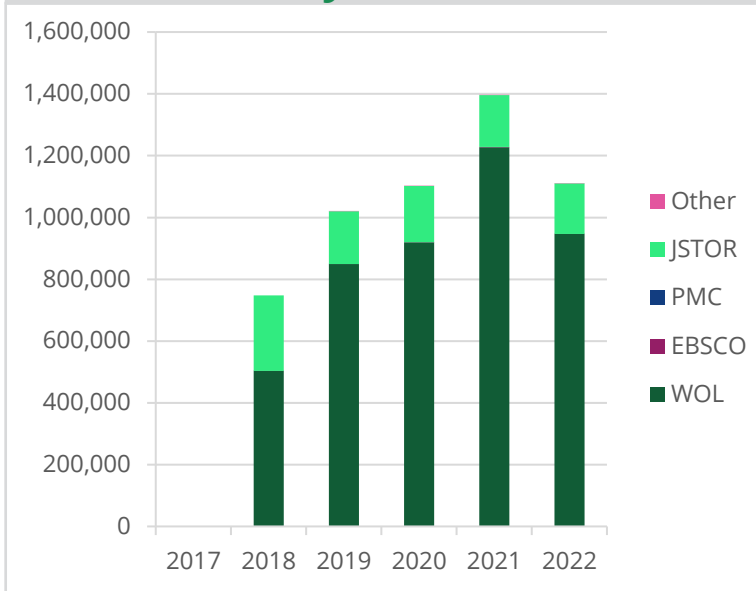
Readership--AJB

Article views trend



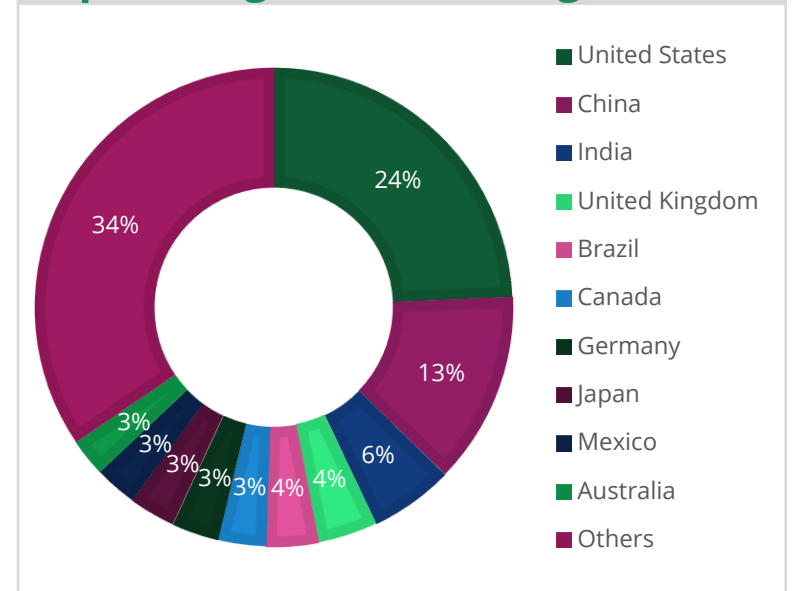
This chart shows the increase in the number of full-text article views for your journal in the period 2018 to 2022. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library decreased (-22.9%) in 2022.

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.

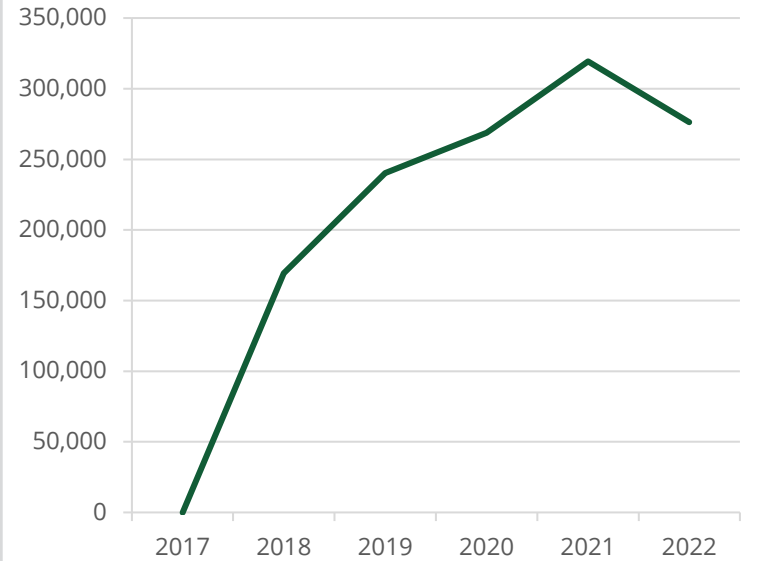
Top 10 usage countries/regions



This chart shows the top 10 countries/regions from which articles in your journal accessed via Wiley Online Library in 2022, and the percentage each country/region contributed to total usage. All other countries/regions are combined under "Others."

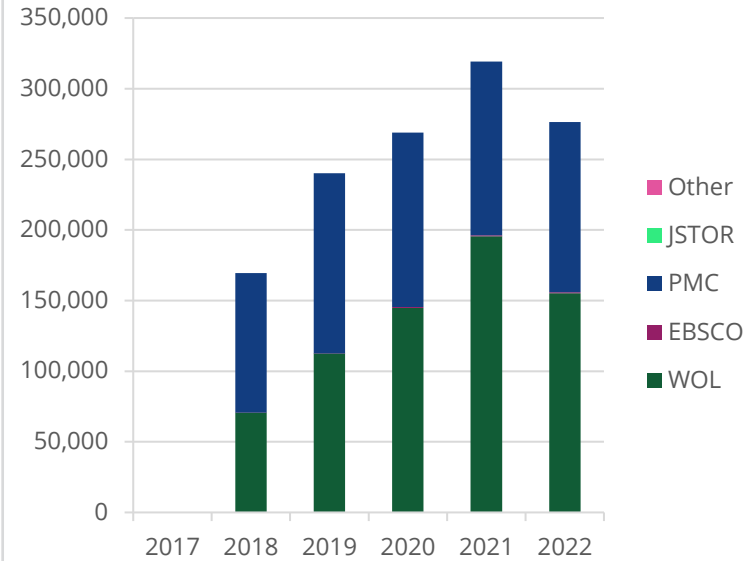
Readership--APPS

Article views trend



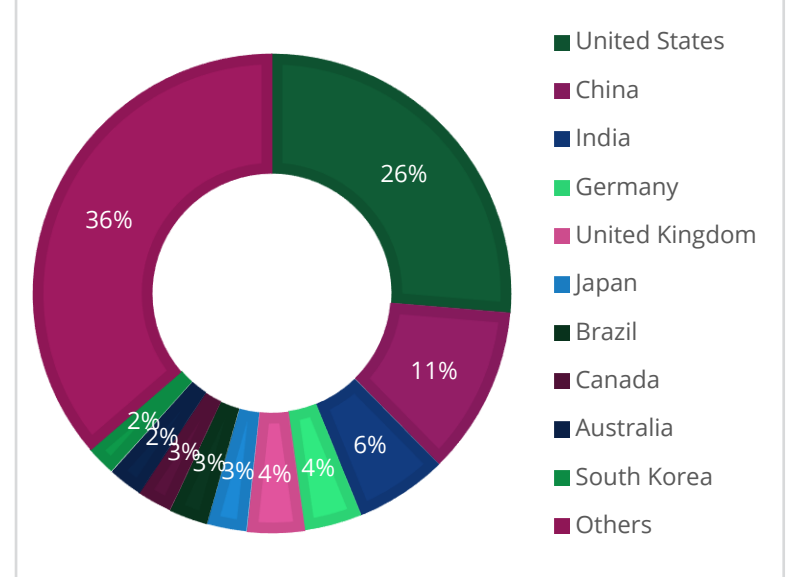
This chart shows the increase in the number of full-text article views for your journal in the period 2013 to 2022. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library decreased (-20.6%) in 2022.

Article views by source





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Top 10 usage countries/regions



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2022 Marketing Highlights and Results

Campaign	Timing	Description	Marketing Goal
Top Cited	March 2022	<p>Personalized email campaign to all authors (co-authors and corresponding authors) who published the top 10 most cited articles in Botanical Society of America Journal's between 01 January 2020 and 31 December 2021.</p> <p>Email Results:</p> <ul style="list-style-type: none"> <i>American Journal of Botany: 504 delivered, 181 unique opens (35.91%), 85 unique clickthroughs (16.87%)</i> <i>Applications in Plant Sciences: 147 delivered, 54 unique opens (36.73%), 20 unique clickthroughs (13.61%)</i> <p>Global Averages: Unique Open Rate 43.55%, Click-through Rate 30.48%</p>	Engaging your communities
Top Downloaded	July 2022	<p>Top Downloaded was a single-touch, branded email program congratulating authors from the top 10 most downloaded articles in Botanical Society of America Journal's (between 1 Jan 2019-31 Dec 2020).</p> <p>Email Results:</p> <ul style="list-style-type: none"> <i>American Journal of Botany: 106 delivered, 52 unique opens (49.06%), 13 unique clickthroughs (12.26%)</i> <i>Applications in Plant Sciences: 104 delivered, 41 unique opens (39.42%), 13 unique clickthroughs (12.5%)</i> <p>Global Averages: Unique Open Rate 32.43%, Click-through Rate 20.79%</p>	Engaging your communities
Journal Metric campaign 	Fall 2022	Promotion of your journals' key metrics to your authorship base, including new Impact Factor, CiteScore, 5-Year Impact Factor, Journal Citation Indicator, and SNIP.	Delivering impact
Time Capsule campaign 	Fall 2022	An informative author campaign, highlighting their article's impact, via downloads and Altmetric scores, one year after publication.	Engaging your communities

2022 Marketing Highlights and Results

Campaign	Timing	Description	Marketing Goal
Author Promotion Toolkit NEW	Launched in September 2022	Enabling your authors to maximize their work, thus generating positive impact for your journal metrics, Wiley Author Services has expanded our Author Promotion Toolkit , offering authors promotional guidance through a series of short videos and interactive PDFs.	Expanding reach
Baidu Certification Pilot PILOT		When searched for using its full name, the journals will appear with an official journal certificate. Baidu will not guarantee ranking it in a certain position. The accreditation will help identify your journal as official publications for Chinese researchers and authors while also helping to increase reach and author base in China.	Engaging your communities Expanding reach

Finances--APPS

	2021	2022
	USD	USD
Digital Rights	964	1,379
Open Access	18,946	31,166
Total Non-Subscription Revenue	19,910	32,545
Total Revenue	19,910	32,545
Gross Royalty	9,995	16,273
Net Royalty	9,955	16,273
Net payable value	9,955	16,273

Finances--AJB

	2021	2022
	USD	USD
'All Journals' License	301,741	228,395
Other Licenses	348,214	337,095
Online	74,836	81,989
- Total Subscription Revenue	724,791	647,479
Copyright agency	2,595	2,588
Digital Rights	16,034	17,658
Backfiles	112,576	38,285
PPV	2,913	2,651
Open Access	54,537	94,583
Advertising	390	0
- Total Non-Subscription Revenue	189,045	155,765
- Total Revenue	913,836	803,244
Gross Royalty	456,918	401,622
APPS Gross Royalty	\$9,955	\$16,273
Total Net Revenue	\$466,873	\$417,895
Advance Royalty	430,000	430,000
Amount to be paid	\$36,873	\$0

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Thank you!

