

# 2019 Mid-Year Report (January - May 2019)

Botanical Society of America

*American Journal of Botany*  
*Applications in Plant Sciences*

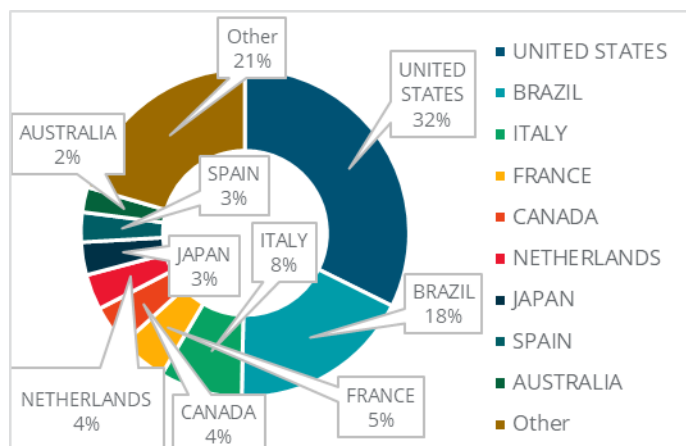
The information and details provided in this report are proprietary and contain information provided in confidence by Wiley to Botanical Society of America. It is understood that both parties shall treat the contents of this report in strict confidence in perpetuity. © 2019 Wiley/Botanical Society of America



**WILEY**

# Sales, Circulation & Readership

## 1. Global Reach: Institutional Reach – A/JB



In 2019, 4,931 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	2019
Australia & NZ	33	172	169
Canada	36	70	80
China	6	24	35
Europe	107	3,111	2,999
Japan	28	56	62
Rest of World	74	886	875
UK	28	36	35
USA	564	768	676
<b>Grand Total</b>	<b>876</b>	<b>5,123</b>	<b>4,931</b>

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.

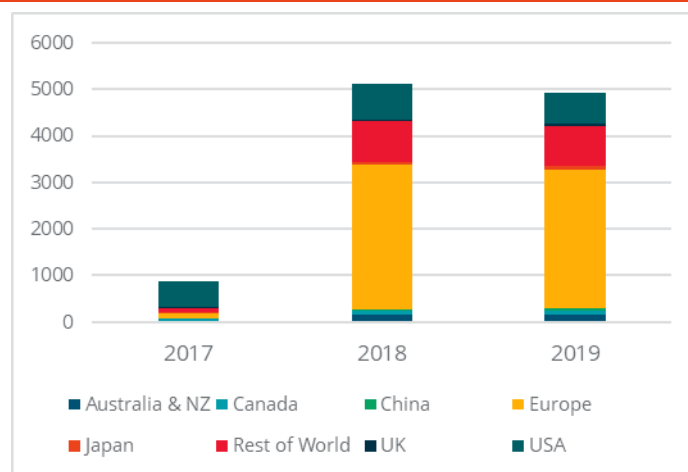
## 3. Institutional Reach by Type of Access – A/JB

Sales Model	2017	2018	2019
<b>Institutions with access via the Wiley License</b>		<b>4,888</b>	<b>4,787*</b>
Existing License		2,571	2,124*
'All Journals' License		2,317	2,663*
<b>Institutions with access via Traditional Subscriptions</b>	<b>876</b>	<b>235</b>	<b>144*</b>
Online	876	235	144*
<b>Grand Total</b>	<b>876</b>	<b>5,123</b>	<b>4,931*</b>

In 2019, 4,787 institutions offered access to your journal via a Wiley License, often through a consortium. Of these 2,124 had access via the New 'All Journals' License model offered since 2017 to mature library customers in established markets. In addition, 144 individual institutions offered access via traditional (Online) subscriptions.

\*Data subject to year-end review by subject matter experts and may change.

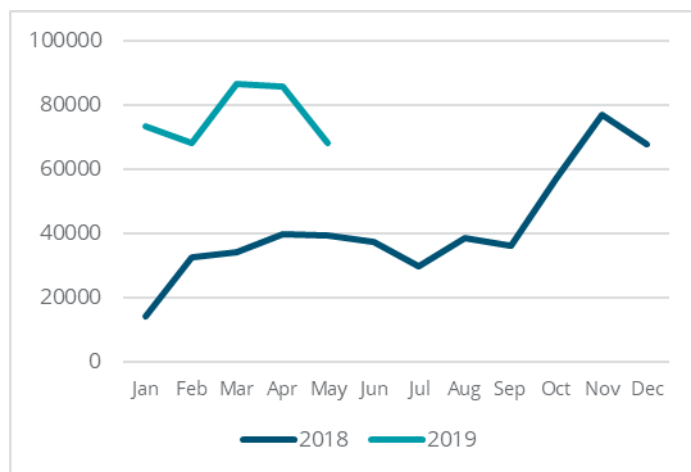
## 4. Institutional Reach by Region 2017-2019 – A/JB



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

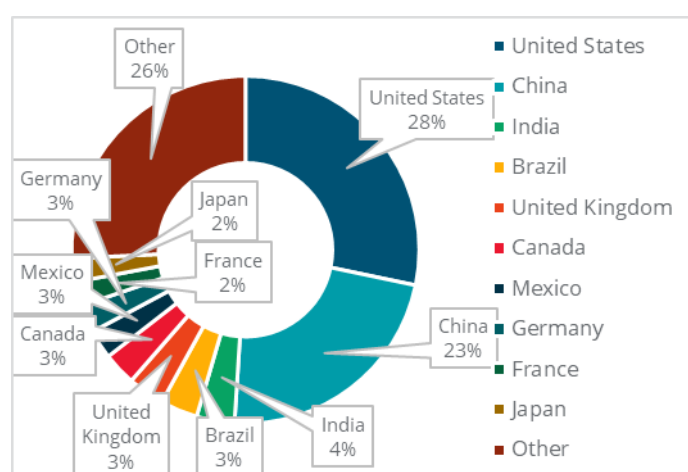
# Sales, Circulation & Readership

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



This chart shows the trends in the number of downloads to your journal in the period 2019 compared to 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.

## 7. Most Downloaded Articles on Wiley Online Library – A/JB

Rank	Author(s)	Article Title	Volume	Issue	No. of Accesses
1	Matthew C. Nisbet, et al.	What's next for science communication? Promising directions and lingering distractions	96	10	1,414
2	Meredith Blackwell	The Fungi: 1, 2, 3 ... 5.1 million species?	98	3	1,306
3	SMITH, S	Constructing a broadly inclusive seed plant phylogeny	105	3	1,129
4	Bradley J. Cardinale, et al.	The functional role of producer diversity in ecosystems	98	3	1,068
5	Joey Shaw, et al	Comparison of whole chloroplast genome sequences to choose noncoding regions for phylogenetic studies in angiosperms: the tortoise and the hare III	94	3	1,061
6	SMITH, S	The renaissance of comparative biochemistry	106	1	1,008
7	Karl W. Hillig, et al.	A chemotaxonomic analysis of cannabinoid variation in Cannabis (Cannabaceae)	91	6	898
8	EDWARDS, E	Unpacking a century-old mystery: Winter buds and the latitudinal gradient in leaf form	103	6	895
9	Charles D. Bell, et al.	The age and diversification of the angiosperms re-visited	97	8	741
10	GITZENDANNER, M	Plastid phylogenomic analysis of green plants: A billion years of evolutionary history	105	3	722

This table includes details of the top ten most downloaded articles during 2019.

## 8. Altmetric Impact – A/JB, 2015-2019 YTD

Rank	Article Title	All-Time Score
1	First discovery of the charophycean green alga <i>Lychnothamnus barbatus</i> (Charophyceae) extant in the New World	149
2	Shedding new light on the origin and spread of the brinjal eggplant ( <i>Solanum melongena</i> L.) and its wild relatives	102
3	Rapid range expansion of a newly formed allopolyploid weed in the genus <i>Salsola</i>	98
4	An overview of extant conifer evolution from the perspective of the fossil record	89
5	Two fossil species of <i>Metrosideros</i> (Myrtaceae) from the Oligo-Miocene Golden Fleece locality in Tasmania, Australia	86

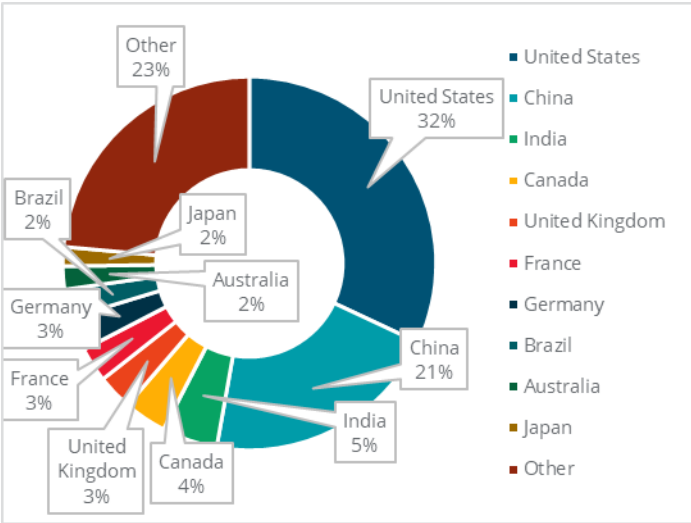
Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines.



WILEY

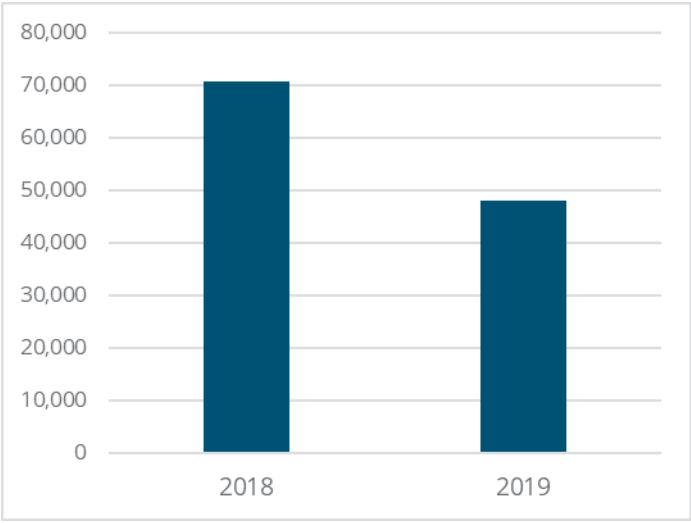
# Sales, Circulation & Readership

## 1. Article Downloads by Country – APPS



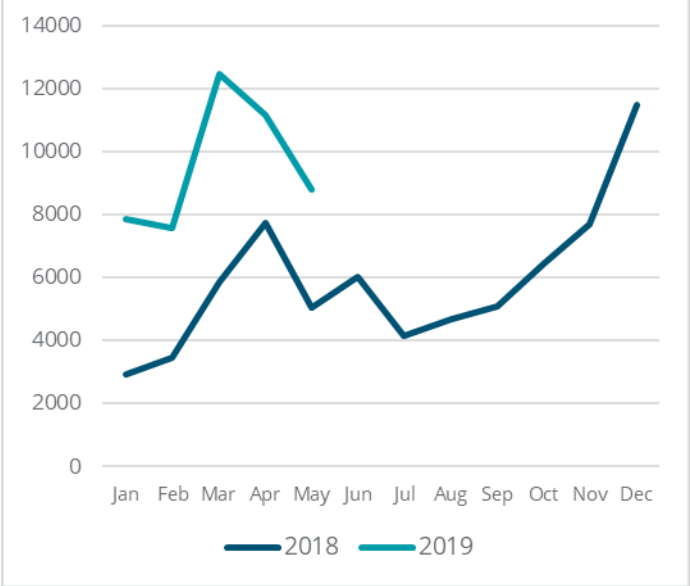
The global reach of your journal is reflected in its readership, as displayed by this chart showing the origin of full text downloads of your journal on Wiley Online Library.

## 2. Article Downloads: Trends Over Time – APPS



This chart shows the trends in the number of downloads to your journal in the period 2018 to 2019 (January through May). The total includes usage on Wiley Online Library.

## 3. Article Downloads: Monthly Trends Over Time



This chart shows a monthly breakdown of full text downloads of your journal on Wiley Online Library.

## 4. Altmetric Impact – APPS, 2015-2019 YTD

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	The use of laser light to enhance the uptake of foliar-applied substances into citrus (Citrus sinensis) leaves.	112
3	Utilizing herbarium specimens to quantify historical mycorrhizal communities	104
4	Source Identification of Western Oregon Douglas-Fir Wood Cores Using Mass Spectrometry and Random Forest Classification	100
5	iNaturalist as a tool to expand the research value of museum specimens	77

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	EASLON, H	Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	2	7	846
2	LI, F	A guide to sequence your favorite plant genomes	6	3	637
3	GEHAN, M	Raspberry Pi-powered imaging for plant phenotyping	6	3	542
4	ANDREW, C	Open-source data reveal how collections-based fungal diversity is sensitive to global change	7	3	445
5	ROBISON, T	ReFernment: An R package for annotating RNA editing in plastid genomes	7	2	426
6	HEBERLING, J	iNaturalist as a tool to expand the research value of museum specimens	6	11	425
7	J. Mason Heberling, et al.	Utilizing herbarium specimens to quantify historical mycorrhizal communities	7	4	422
8	BONNET, P	Toward a large-scale and deep phenological stage annotation of herbarium specimens: Case studies from temperate, tropical, and equatorial floras	7	3	410
9	SESSA, E	EyeChrom and CCDBcurator: Visualizing chromosome count data from plants	7	1	373
10	DARU, B	Temperature controls phenology in continuously flowering Protea species of subtropical Africa	7	3	369

This table includes details of the top ten most downloaded articles during 2019.

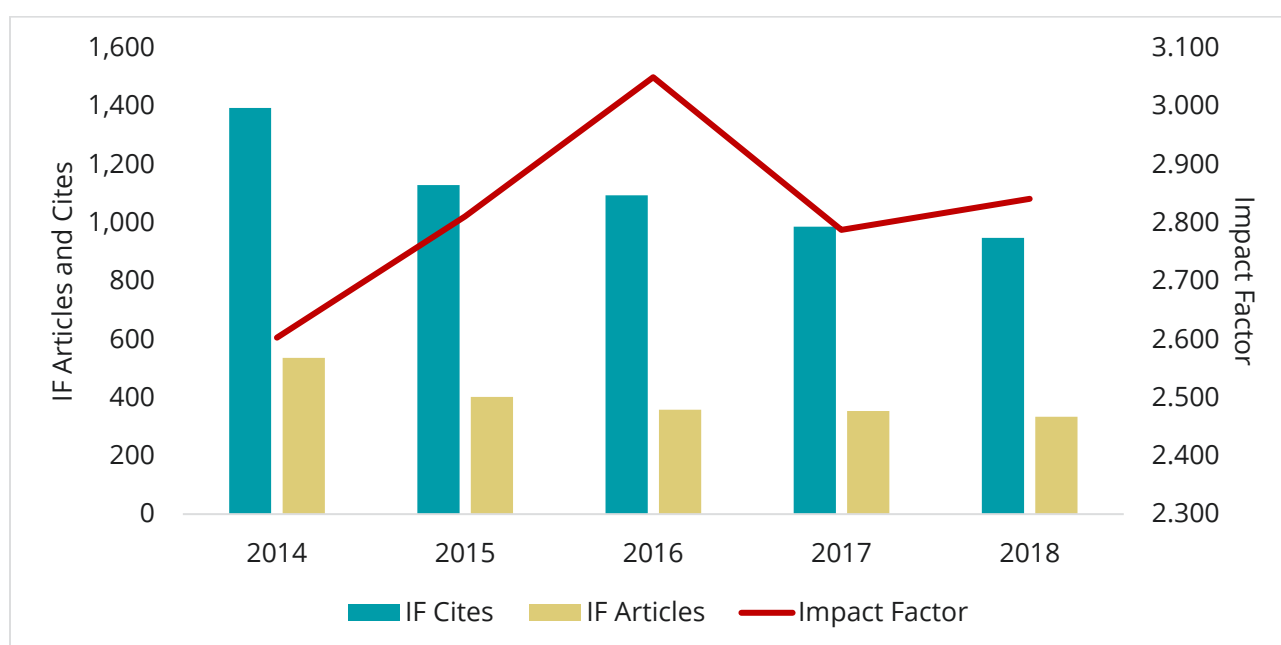
# Sales, Circulation & Readership

## Impact Factor Metrics and Calculations, AMERICAN JOURNAL OF BOTANY

Metric Source	Metric	2018 Values	2017 Values	Change
JCR	%Self-Citation	8.00%	7.90%	1.3%
JCR	Article Influence	1.106	1.040	6.3%
JCR	Cited Half-Life	13.9	13.6	2.2%
JCR	Eigenfactor	0.01324	0.01500	-11.7%
JCR	Five-Year IF	3.407	3.061	11.3%
JCR	Immediacy Index	1.141	0.662	72.4%
JCR	Impact Factor	2.841	2.788	1.9%
JCR	Total Articles	163	151	7.9%
JCR	Total Cites	17,277	17,024	1.5%

In 2018, your 2-year Impact Factor increased compared to 2017 and now stands at 2.841. The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2018) to “citable items” published in the preceding 2 years (in this case, 2017 and 2016).

Metric	2016	2017	2018
Impact Factor	3.050	2.788	2.841
IF Citations	1,095	987	949
IF Citable Items	359	354	334



# Sales, Circulation & Readership

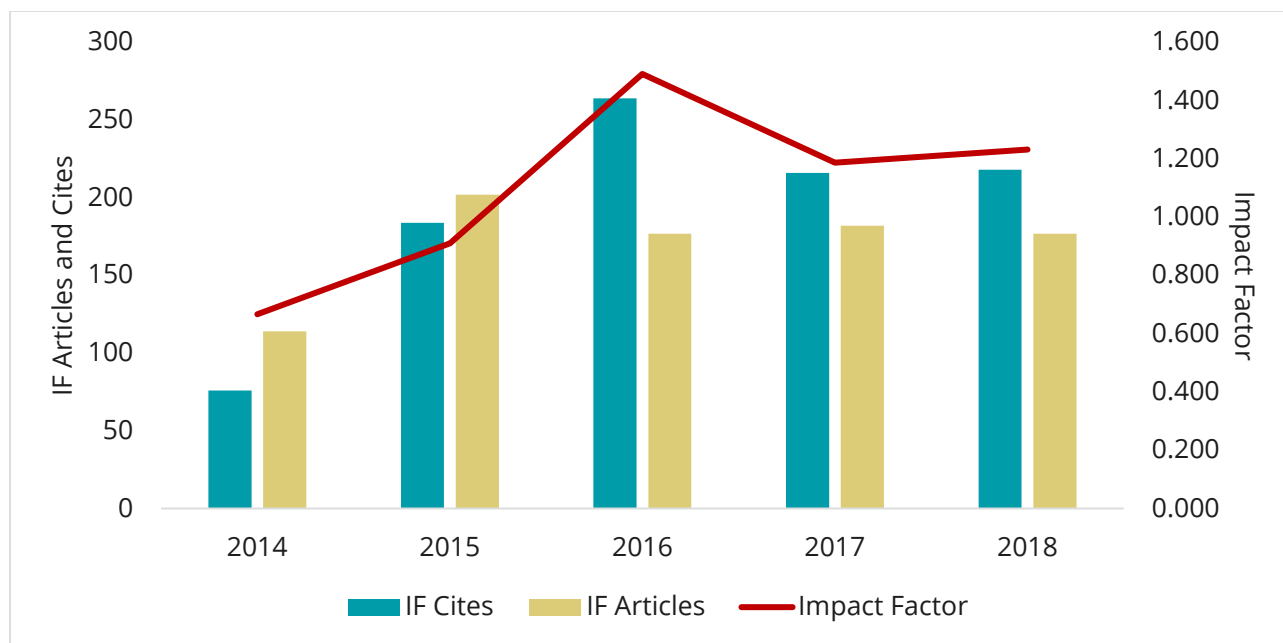
## Impact Factor Metrics and Calculations, APPLICATIONS IN PLANT SCIENCES

Metric Source	Metric	2018 Values	2017 Values	Change
JCR	%Self-Citation	12.40%	11.60%	6.9%
JCR	Article Influence	0.377	0.354	6.5%
JCR	Cited Half-Life	3.6	3.1	16.1%
JCR	Eigenfactor	0.00232	0.00200	16.0%
JCR	Five-Year IF	1.389	1.227	13.2%
JCR	Immediacy Index	0.494	0.274	80.3%
JCR	Impact Factor	1.232	1.187	3.8%
JCR	Total Articles	87	84	3.6%
JCR	Total Cites	702	503	39.6%

In 2018, your 2-year Impact Factor increased compared to 2017 and now stands at 1.232. The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2018) to “citable items” published in the preceding 2 years (in this case, 2017 and 2016).

Metric	2016	2017	2018
Impact Factor	1.492	1.187	1.232
IF Citations	264	216	218
IF Citable Items	177	182	177

# Sales, Circulation & Readership



## Glossary

For the purposes of the glossary definitions relate to the 2018 JCR.

**5-Year Impact Factor** – Citations in the census period (2018) to papers published in the target period (2013-2017), divided by the number of citable items published during the target period (2013-2017).

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

**Cited half-life** – The median age of papers in the target period (All years) cited from the census period (2018).

**Eigenfactor** – The number of weighted citations in the census period (2018), excluding journal self-citations, to papers published within the target period (2012-2016). Citations are weighted according to the 'quality' of the citing journal, citations from higher quality journals are weighted more than citations from lesser journals. The Eigenfactor is most closely related to the Total Citations metric. The mathematics of the calculation are akin to the PageRank calculations that Google uses in its ranking algorithms.

**Immediacy index** – Citations in the census period (2018) to papers published in the target period (2018), divided by the number of substantive papers published during the target period (2018).

**Impact Factor** – Citations in the census period (2018) to papers published in the target period (2016-2017), divided by the number of citable items published during the target period (2016-2017).

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



# Marketing

## Our Marketing Approach

On behalf of the Botanical Society of America, our marketing activities reflect tactics and tools used to achieve the aims and objectives set forth for *American Journal of Botany* and *Applications in Plant Sciences* through our ongoing discussion and data analysis. Each marketing initiative outlined below contributed to achieving our shared goals for the Botanical Society of America and its journals.

## Your 2019 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 2019, 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* and *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 the *American*

**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.

*Journal of Botany* and *Applications in Plant Sciences*. Efforts to reach 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:

- **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 2019.

#### 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

##### 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.

##### BSA Member and Author Survey

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

##### Publish with APPS Email Campaign

An email was sent to authors highlighting key reasons to publish in *Applications in Plant Sciences*, including rapid publication time, fast and thorough peer review, and increased visibility of articles through promotion.

##### 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.

## Readership Initiative

### Campaigns Promoting Readership

Content and news from the *American Journal of Botany* and *Applications in Plant Sciences* was strategically featured in outreach campaigns across multiple relevant subject disciplines. Throughout 2019, your journal was included in a range of initiatives to encourage usage:

#### Initiative

##### Sample Issue Promotion

Reminding recipients that the articles in the first issue of the *American Journal of Botany* are free to read.

##### Fascination of Plants Day

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

##### Biodiversity Day

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

##### Tree of Life Virtual Issue

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

##### Reader Transition Email

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

### 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.

# Production

We have made some good progress with APPS and AJB over the last year, improving our turnaround times and smoothing out our workflows, but there are even more opportunities for improvement. So far we have successfully transitioned both titles from PDF annotation to an HTML based online proofing system to help prevent connection errors and to ensure all queries are answered by authors. In the future, we are excited to continue our conversations around moving to one of our more standardized design templates and the removal of the revised proof stage of production which would allow the BSA to take full advantage of Wiley's upcoming shorter workflows. Wiley's current recommendations for the BSA titles include: bringing in copyediting help in the pre-production phases to ensure timely delivery of copy, a review of current design templates and a transition to one of our more flexible, standard templates to prevent versioning issues between PDF and HTML, and the phasing out of the revised proofing stage by focusing more on the first round of proof corrections and only resorting to revisions when necessary. We believe with these changes the BSA will be able to continue to grow in a positive direction and better cater to their subscribers by publishing more and publishing faster.

## *American Journal of Botany*

### Publication Schedule (Calendar Days) 2019

Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
106:1	January	18 Jan 2019	170	25
106:2	February	22 Feb 2019	158	23
106:3	March	25 Mar 2019	191	22
106:4	April	18 Apr 2019	97	17
106:5	May	13 May 2019	142	18

## *Applications in Plant Sciences*

### Publication Schedule (Calendar Days) 2019

Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
7:1	January	22 Jan 2019	44	19
7:2	February	21 Feb 2019	36	22
7:3	March	20 Mar 2019	100	24
7:4	April	22 Apr 2019	72	17
7:5	May	20 May 2019	48	15

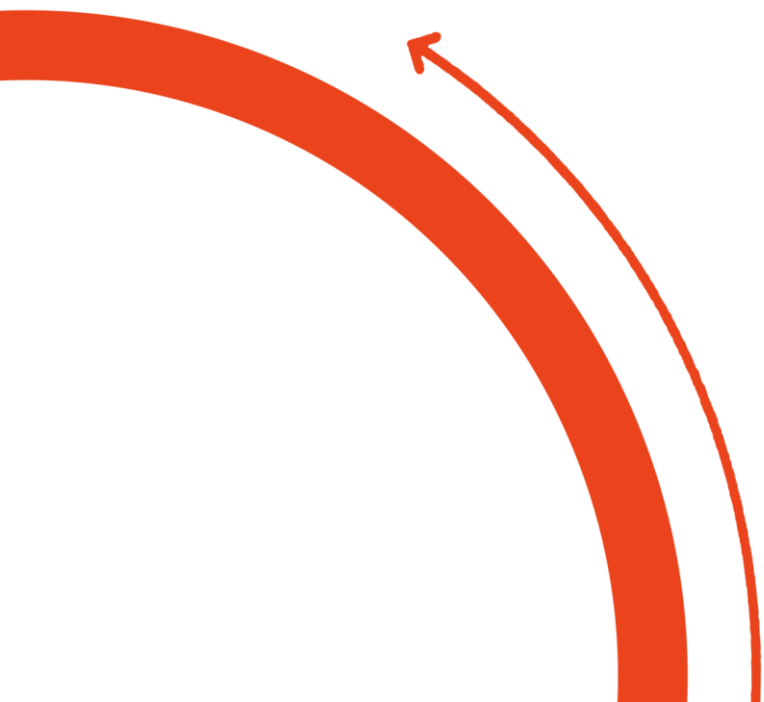


## BSA Accrued Revenue through May 31, 2019

	<b><i>AJB</i></b>	<b><i>APPS</i></b>	<b>TOTAL</b>
Title by Title subscription income	145,174		145,174
Online Licensed income	670,405		670,405
<b>Total subscription income</b>	<b>815,579</b>		<b>815,579</b>
Rights	15,904	810	16,714
Backfiles	13,100		13,100
Pay per View	1,000		1,000
Online Open	5,250	26,379*	31,629
Other	2,940		2,940
<b>Total non-subscription income</b>	<b>38,194</b>	<b>27,109</b>	<b>65,383</b>
<b>TOTAL</b>	<b>853,773</b>	<b>27,109</b>	<b>880,882</b>

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

\* includes \$4,500 still to be invoiced from BSA for March issue



**WILEY**