

2020 Mid-Year Report (January - June 2020)

Botanical Society of America

American Journal of Botany
Applications in Plant Sciences

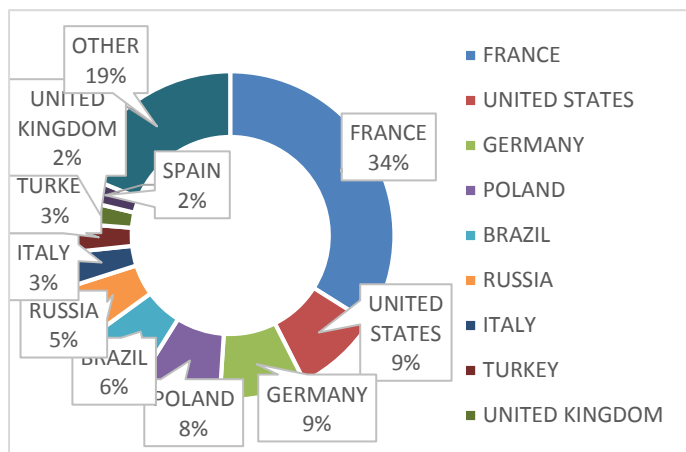
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Sales, Circulation & Readership

1. Global Reach: Institutional Reach – A/JB



In 2020, 6,811 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	2018	2019	2020
Australia & NZ	172	170	171
Canada	70	77	18
China	24	35	39
Europe	3,111	4,129	4,622
Japan	56	63	166
Rest of World	886	950	1,041
UK	36	35	169
USA	768	801	585
Grand Total	5,123	6,260	6,811

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.

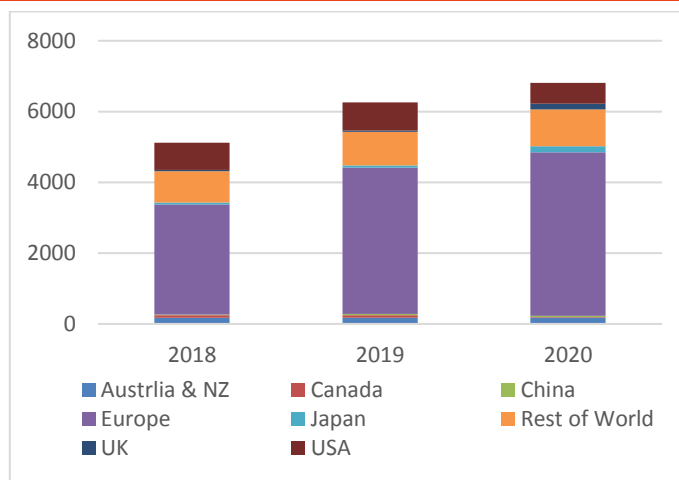
3. Institutional Reach by Type of Access – A/JB

Sales Model	2018	2019	2020
Institutions with access via the Wiley License	4,888	6,110	6,685*
Existing License	2,571	2,994	4,359*
Transitional Licenses		619	TBC
'All Journals' License	2,317	2,497	2,326*
Institutions with access via Traditional Subscriptions	235	150	126*
Online	235	150	126*
Grand Total	5,123	6,260	6,811*

In 2020, 6,685 institutions offered access to your journal via a Wiley License, often through a consortium. Of these 2,326 had access via the New 'All Journals' License model offered since 2017 to mature library customers in established markets. In addition, 126 individual institutions offered access via traditional (Online) subscriptions.

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

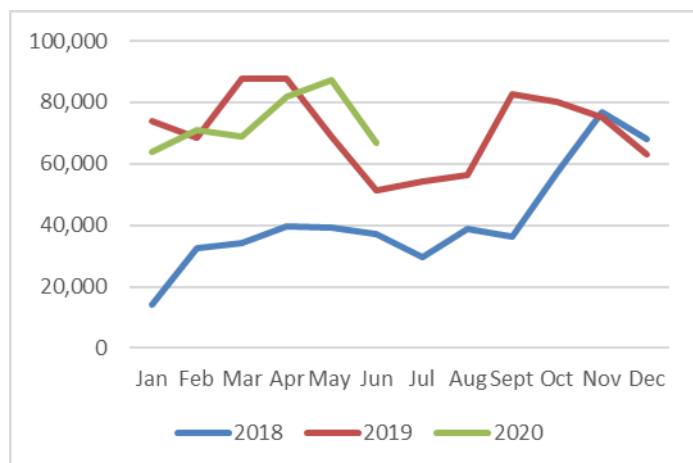
4. Institutional Reach by Region 2017-2019 – A/JB



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

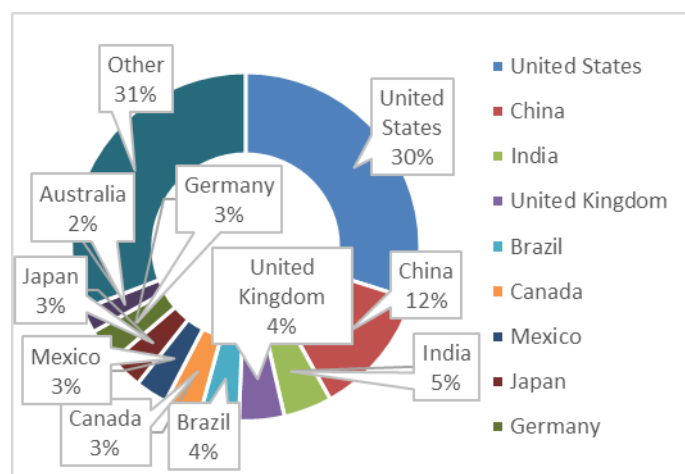
Sales, Circulation & Readership

5. Article Downloads: Trends Over Time – *AJB*



This chart shows the trends in the number of downloads to your journal in the period 2020 compared to 2018 and 2019. The total includes usage on Wiley Online Library.

6. Global Readership: Article Downloads by Country



This chart shows the origin of full text downloads of your journal on Wiley Online Library.

7. Most Downloaded Articles on Wiley Online Library, 2020 YTD – *AJB*

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	2,667
2	Smith, S.	Constructing a broadly inclusive seed plant phylogeny	105	3	2,355
3	Meredith Blackwell	The Fungi: 1, 2, 3 ... 5.1 million species?	98	3	2,130
4	David Bell, et al.	Organellic data sets confirm a cryptic consensus on (unrooted) land-plant relationships and provide new insights into bryophyte molecular evolution	107	1	1,753
5	Louise A. Lewis, Richard M. McCourt	Green algae and the origin of land plants	91	10	1,552
6	Karl W. Hillig, et al.	A chemotaxonomic analysis of cannabinoid variation in Cannabis (Cannabaceae)	91	6	1,534
7	Jonathan R. Gaiero, et al.	Inside the root microbiome: Bacterial root endophytes and plant growth promotion	100	9	1,287
8	Aly Baumgartner, et al.	The influences of environmental change and development on leaf shape in Vitis	107	4	1,170
9	Bradley J. Cardinale, et al.	The functional role of producer diversity in ecosystems	98	3	1,145
10	Darlene Southworth, Mauro Cresti	Comparison of flagellated and nonflagellated sperm in plants	84	9	1,042

8. Altmetric Impact – *AJB*, 2015-2020 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	150
2	Eocene Araucaria Sect. <i>Eutacta</i> from Patagonia and floristic turnover during the initial isolation of South America	104
3	Shedding new light on the origin and spread of the brinjal eggplant (<i>Solanum melongena</i> L.) and its wild relatives	102
4	Rapid range expansion of a newly formed allopolyploid weed in the genus <i>Salsola</i>	98
5	Two fossil species of <i>Metrosideros</i> (Myrtaceae) from the Oligo-Miocene Golden Fleece locality in Tasmania, Australia	86

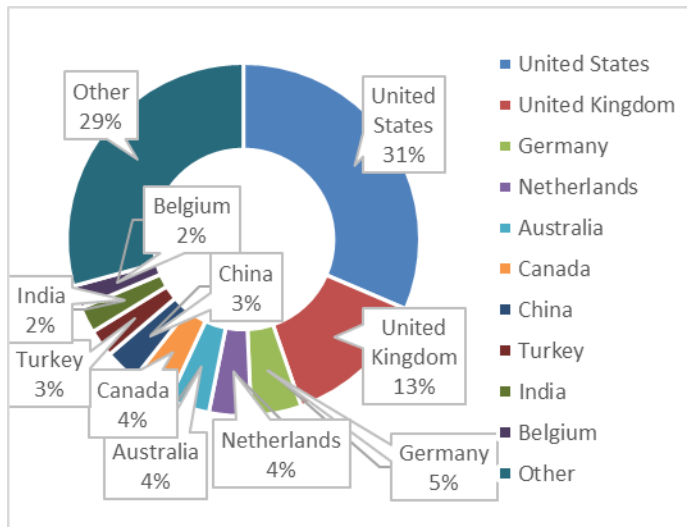
Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines.



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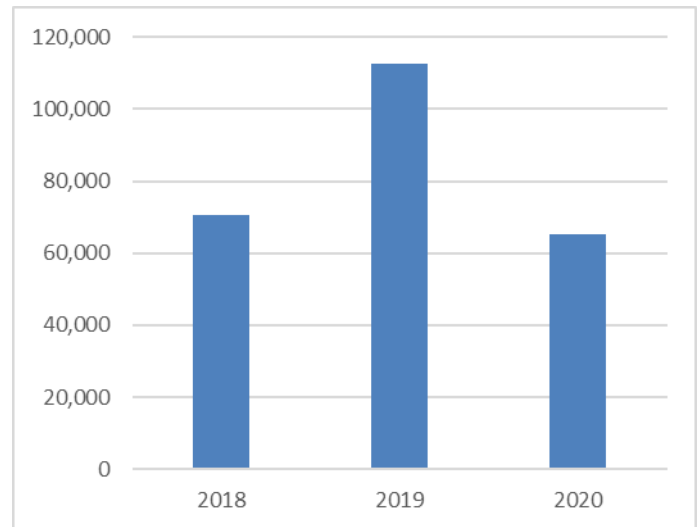
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1. Article Downloads by Country – APPS



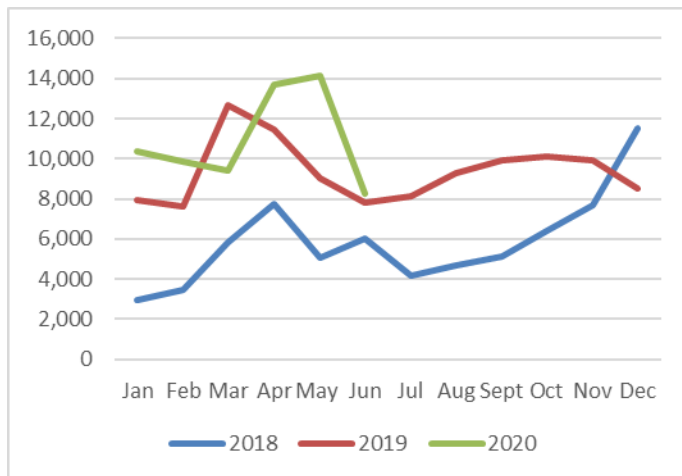
The global reach of your journal is reflected in its readership, as displayed by this chart showing the origin of full text downloads of your journal on Wiley Online Library.

2. Article Downloads: Trends Over Time – APPS



This chart shows the trends in the number of downloads to your journal in the period 2018-2020 (January through June). 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, 2015-2020 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	Using clear plastic CD cases as low-cost mini-rhizotrons to phenotype root traits	134
3	The Use of Laser Light to Enhance the Uptake of Foliar-Applied Substances into Citrus (Citrus sinensis) Leaves	112
4	Utilizing herbarium specimens to quantify historical mycorrhizal communities	101
5	Source Identification of Western Oregon Douglas-Fir Wood Cores Using Mass Spectrometry and Random Forest Classification	99

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



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5. Most Downloaded Articles on Wiley Online Library – APPS

Rank	Author(s)	Article Title	Volume	Issue	No. of Accesses
1	Shan, Shengchen, et al.	Considerations in adapting CRISPR/Cas9 in nongenetic model plant systems	8	1	1883
2	Dean, Gillian, et al.	Conducting botanical research with limited resources: Low-cost methods in the plant sciences	8	4	1810
3	Barve, Vijay, et al.	Methods for broad-scale plant phenology assessments using citizen scientists' photographs	8	1	1606
4	Li, Fay-Wei, Harkess, Alex	A guide to sequence your favorite plant genomes	6	3	1573
5	Hale, Haley, et al.	Strategies for reducing per-sample costs in target capture sequencing for phylogenomics and population genomics in plants	8	4	1273
6	Cassidy, Steven, et al.	Using clear plastic CD cases as low-cost mini-rhizotrons to phenotype root traits	8	4	1244
7	Easlon Ming, Hsien, et al.	Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	2	7	1191
8	McDonough MacKenzie, Caitlin, et al.	Low-cost observations and experiments return a high value in plant phenology research	8	4	908
9	Tovar, Jose, et al.	Raspberry Pi-powered imaging for plant phenotyping	6	3	880
10	Jordan, Ingrid, et al.	A basic ddRADseq two-enzyme protocol performs well with herbarium and silica-dried tissues across four genera	8	4	814

This table includes details of the top ten most downloaded articles during 2020.

Sales, Circulation & Readership

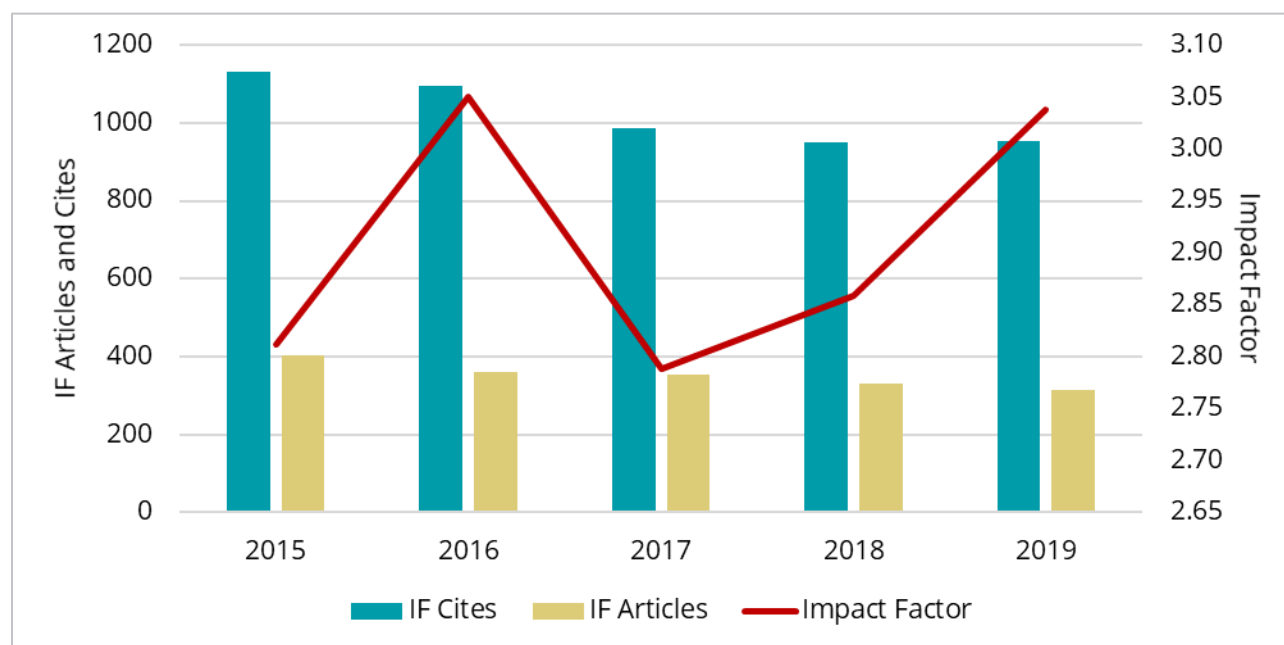
Impact Factor Metrics and Calculations, AMERICAN JOURNAL OF BOTANY

Metric Source	Metric	2019 Values	2018 Values	Change
JCR	%Self-Citation	5.14%	8.01%	-35.9%
JCR	Article Influence	1.127	1.108	1.7%
JCR	Cited Half-Life	14.9	10.2	46.1%
JCR	Eigenfactor	0.01215	0.01324	-8.2%
JCR	Five-Year IF	3.245	3.414	-5.0%
JCR	Immediacy Index	0.476	1.141	-58.3%
JCR	Impact Factor	3.038	2.858	6.3%
JCR	Total Articles	126	163	-23%
JCR	Total Cites	17,165	17,277	-0.6%

In 2019, your 2-year Impact Factor increased compared to 2018 and now stands at 3.038.

The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2019) to “citable items” published in the preceding 2 years (in this case, 2018 and 2017).

Metric	2017	2018	2019
Impact Factor	2.788	2.858	3.038
IF Citations	987	949	954
IF Citable Items	354	332	314



Sales, Circulation & Readership

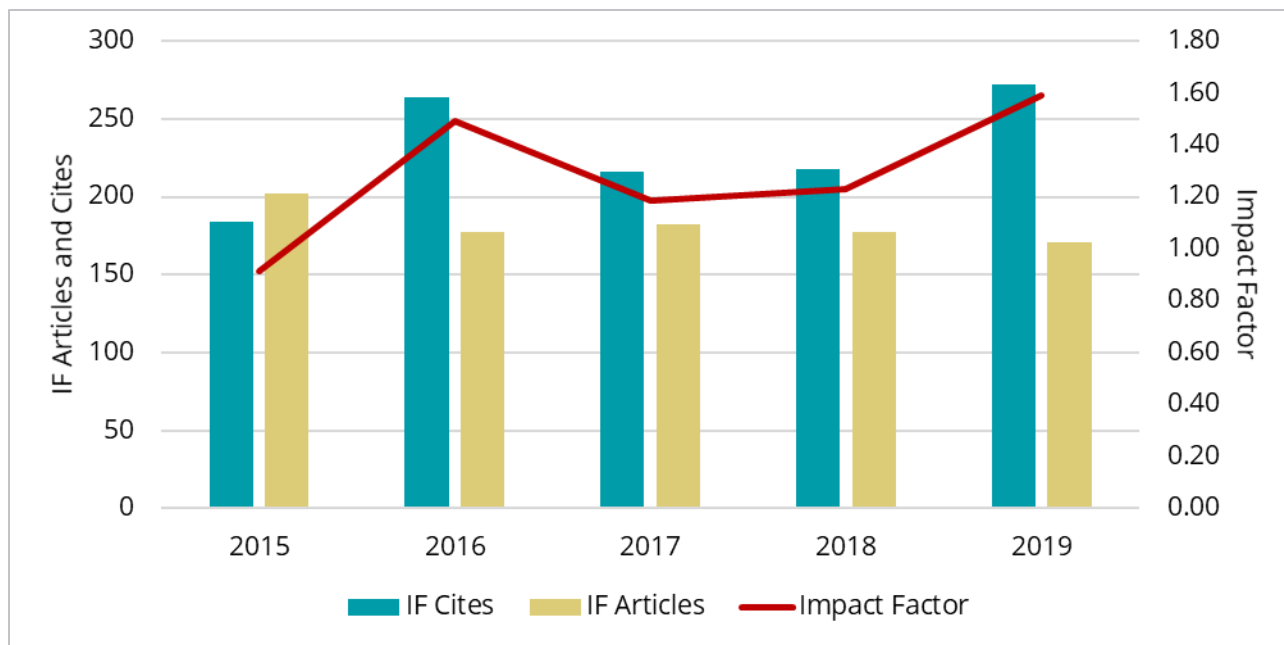
Impact Factor Metrics and Calculations, APPLICATIONS IN PLANT SCIENCES

Metric Source	Metric	2019 Values	2018 Values	Change
JCR	%Self-Citation	9.56%	12.40%	-22.8%
JCR	Article Influence	0.533	0.377	41.4%
JCR	Cited Half-Life	4.2	3.6	16.7%
JCR	Eigenfactor	0.00296	0.00232	27.6%
JCR	Five-Year IF	1.914	1.389	37.8%
JCR	Immediacy Index	0.969	0.494	96.2%
JCR	Impact Factor	1.591	1.232	29.1%
JCR	Total Articles	65	87	-25.3%
JCR	Total Cites	1,048	702	49.3%

In 2019, your 2-year Impact Factor increased compared to 2018 and now stands at 1.591. The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2019) to “citable items” published in the preceding 2 years (in this case, 2018 and 2017).

Metric	2017	2018	2019
Impact Factor	1.187	1.232	1.591
IF Citations	216	218	272
IF Citable Items	182	177	171

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.

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 2020 objectives

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

- Increase author engagement
- Increase brand awareness

In 2020, 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* and *Applications in Plant Sciences*.

Innovative Marketing Strategy

Focusing on the needs of researchers, and the goals for your publication, we are continually seeking new and engaging ways to foster maximum impact for your content. Two strategies focused on this are outlined below.

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 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.

Top Downloaded Author #Top20Article

Authors from your journal's 20 most-downloaded papers from the previous two years were recognized for their contribution to the journal through a journal-branded email campaign and social media promotion.

Article share campaign

A promotional email campaign to your recently published authors encouraging them to maximise the visibility of their work through a custom share link created through Wiley Content Sharing.

Home For Your Next Paper

An author-personalized campaign that helps prospective authors choose to submit their research to your journal. This campaign uses marketing automation technology to create customized journeys tailored to author needs.

Publish With Us Again

An author-personalized campaign that encourages loyalty from your authors and encourages them to publish their research in your journal again. This campaign uses marketing automation technology to create customized journeys tailored to author needs.

Top Cited Author #TopCitedArticle

A targeted email and social media campaign aimed at congratulating authors of top cited articles. This campaign generates interest around highly cited content and nurture author relationships to encourage them to publish in your journal again.

Author Referral Campaign

Supporting authors whose submissions were not initially accepted, offering resources to help them revise and resubmit their article to another Wiley journal appropriate for its content.

Bespoke Submission Campaign

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. A few pilot campaigns introduced this year include:

Editor's Choice Author Outreach — A targeted email aimed at notifying authors that their article was selected as an Editor's Choice article, and encouraging them to share their research.

Themed Issue Promotion — A paid Twitter campaign to promote video views of a Video Byte created for a themed journal issue.

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. In addition to ongoing SEO work, including webpage design and staying abreast of Google ranking factors, Wiley has implemented the following features this year to improve the discoverability of your journal's content:

The addition of Google Scholar "Quick Previews" which displays your article abstracts to mobile users of Google Scholar.

Google CASA for off-campus users accessing full-text scholarly content licensed by their organizations.

Marketing

Submissions email campaign from Dr. Pamela Diggle Editor-in-Chief, inviting papers for American Journal of Botany. Multi-touch email campaign to push for submissions for Special Issues.

Leading the way in open access

We raise awareness of, and promote, open access publication to current and potential authors of *American Journal of Botany* in the following ways:

- **Targeted emails** to inform authors of Wiley Open Access accounts through their funder or institution.
- **Online advertising** via Wiley Online Library, Google, and social media channels.
- **Live events and online webinars** to educate faculty, librarians, and authors, with emphasis on transitional deal countries.

Open Access Initiative

Wiley Open Access Accounts (WOAA) Program

A multichannel email, web, and social media program which targets researchers eligible for support with open access fees from their institution or funder with Wiley accounts. Institutions and funders that are part of Wiley's transitional deals are also included in WOAA.

Projekt DEAL Author Outreach

A journal-branded email to past authors in Germany, informing them about the ease and benefits to publishing open access in your journal.

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

Special/Virtual Issue

Joint Virtual Issue promotion through paid social advertising, specifically through Wiley Ecology twitter account.



Fascination of Plants Day

Paid advertising was used to crowdsource articles for a cross-journal research collection aimed at increasing brand awareness of plant sciences journals and promoting readership of the content.

World Environment Day

A multi-journal organic and paid social media campaign highlighting recent research and researchers in environmental science.

AJB- Top Cited Usage Campaign

A targeted email to all past authors in your journal featuring the top five most-cited articles published in American Journal of Botany in the current two-year JCR citation period.

APPS- Top Cited Usage Campaign

A targeted email to all past authors in your journal featuring the top five most-cited articles published in American Journal of Botany in the current two-year JCR citation period.

Production

BSA continues to grow in a positive direction. Both APPS and AJB show in general excellent turnaround time for the first half of the year. We also have introduced an HTML first online proofing system. We have welcomed feedback and are constantly reviewing this system to increase author and editor satisfaction. Going forward, we are excited to continue our conversations around moving to one of our more standardized design.

American Journal of Botany

Publication Schedule (Calendar Days) 2020

Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
107:1	January	22 Jan 2020	173	20
107:2	February	22 Feb 2020	208	30
107:3	March	22 Mar 2020	156	23
107:4	April	24 Apr 2020	161	25
107:5	May	25 May 2020	143	22

Applications in Plant Sciences

Publication Schedule (Calendar Days) 2020

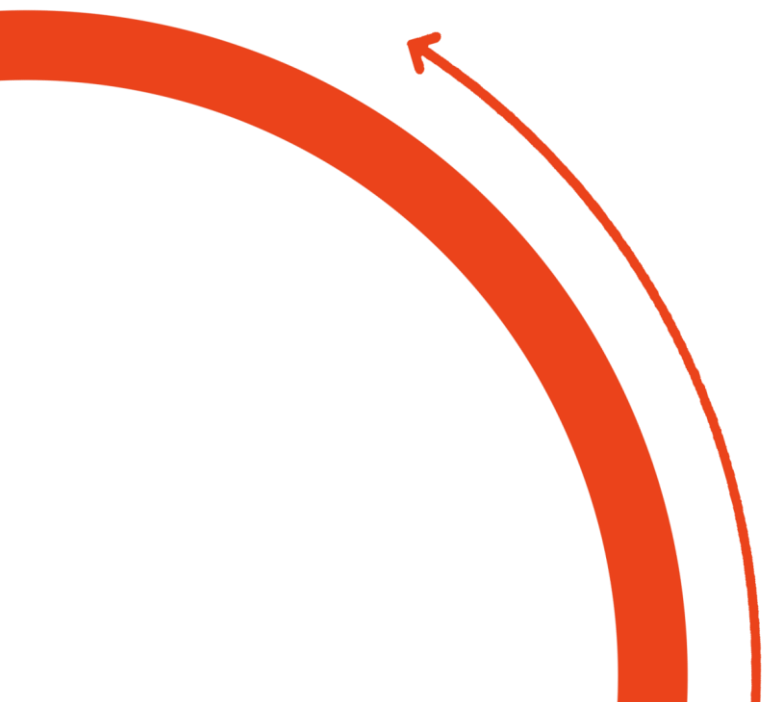
Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
8:1	January	23 Jan 2020	51	22
8:2	February	22 Feb 2020	40	21
8:3	March	15 Mar 2020	40	19
8:4	April	28 Apr 2020	103	32
8:5	May	26 May 2020	29	21



BSA Accrued Revenue through May 31, 2020

	<i>AJB</i>	<i>APPS</i>	TOTAL
Title by Title subscription income	120,954		120,954
Online Licensed income	654,943		654,943
Total subscription income	775,897		775,897
Rights	3,405	1,708	5,113
Backfiles	13,866		13,866
Pay per View	1,148		1,148
Online Open	10,991	20,177	31,168
Other			
Total non-subscription income	29,410	21,885	51,295
TOTAL	805,307	21,885	827,192

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.



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