

2021 Mid-Year Report (January - May 2021)

Botanical Society of America

American Journal of Botany
Applications in Plant Sciences

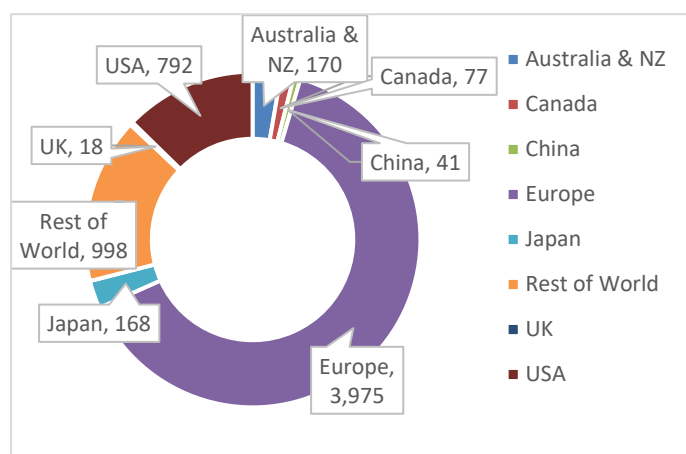
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Sales, Circulation & Readership

1. Global Reach: Institutional Reach – A/JB



In 2021, 6,239 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	2019	2020	2021
Australia & NZ	170	173	170*
Canada	77	90	77*
China	35	38	41*
Europe	4,129	5,149	3,975*
Japan	63	167	168*
Rest of World	950	1,361	998*
UK	35	427	18*
USA	801	881	792*
Grand Total	6,260	8,286	6,239*

This shows the number of institutions, by region, with access to the latest content in A/JB via either a Wiley License or a traditional (title-by-title) subscription. *Data for 2021 not yet finalized.

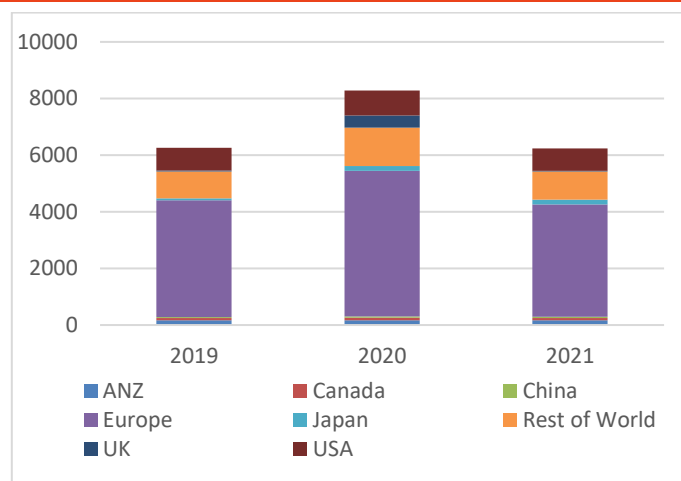
3. Institutional Reach by Type of Access – A/JB

Sales Model	2019	2020	2021
Institutions with access via the Wiley License	6,110	8,158	6,147*
Existing License	2,994	2,953	3,144*
Transitional Licenses	619	1,494	-
'All Journals' License	2,497	3,711	3,003*
Institutions with access via Traditional Subscriptions	150	128	92*
Online	150	128	92*
Grand Total	6,260	8,186	6,239*

In 2021, 6,147 institutions offered access to your journal via a Wiley License, often through a consortium. Of these 3,003 had access via the New 'All Journals' License model offered since 2017 to mature library customers in established markets. In addition, 92 individual institutions offered access via traditional (Online) subscriptions.

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

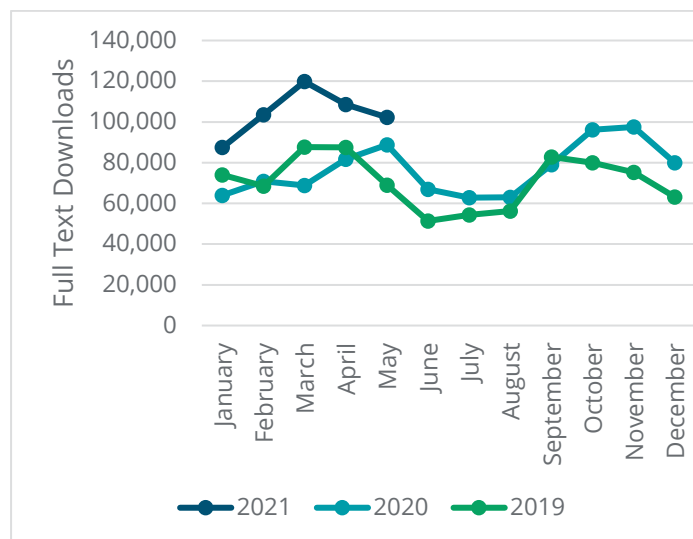
4. Institutional Reach by Region 2017-2019 – A/JB



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

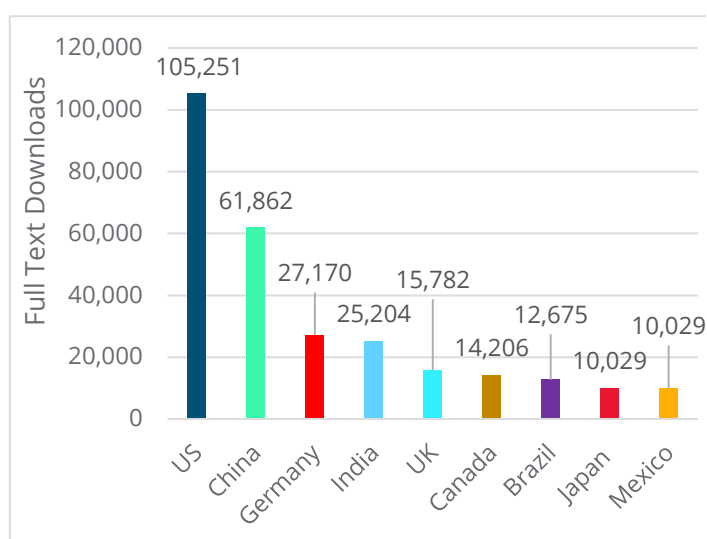
Sales, Circulation & Readership

5. Article Downloads: Monthly Trends Over Time



This chart shows the trends in the number of downloads to your journal in the period 2021 compared to 2020 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, 2021 YTD – A/J/B

Rank	Author(s)	Article Title	Volume	Issue	No. of Downloads
1	Matthew C. Nisbet, et al.	What's next for science communication? Promising directions and lingering distractions	96	10	15,763
2	S. Smith	Constructing a broadly inclusive seed plant phylogeny	105	3	15,537
3	Meredith Blackwell	The Fungi: 1, 2, 3 ... 5.1 million species?	98	3	14,817
4	Karl W. Hillig, et al.	A chemotaxonomic analysis of cannabinoid variation in Cannabis (Cannabaceae)	91	6	10,642
5	Louise A. Lewis, Richard M. McCourt	Green algae and the origin of land plants	91	10	10,299
6	Bradley J. Cardinale, et al.	The functional role of producer diversity in ecosystems	98	3	8,674
7	Jonathan R. Gaiero, et al.	Inside the root microbiome: Bacterial root endophytes and plant growth promotion	100	9	8,054
8	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	7,347
9	Michael L. Cain, et al.	Long-distance seed dispersal in plant populations	87	9	6,269
10	M. Gitzendanner	Plastid phylogenomic analysis of green plants: A billion years of evolutionary history	105	3	6,142

8. Altmetric Impact – A/J/B, 2015-2021 YTD

Rank	Article Title	All-Time Score
1	The origin of Darwin's "abominable mystery"	188
2	Limits and constraints to crop domestication	185
3	Eocene Araucaria Sect. Eutacta from Patagonia and floristic turnover during the initial isolation of South America	109
4	Small herbaria contribute unique biogeographic records to country, locality, and temporal scales	107
5	Shedding new light on the origin and spread of the brinjal eggplant (<i>Solanum melongena</i> L.) and its wild relatives	100

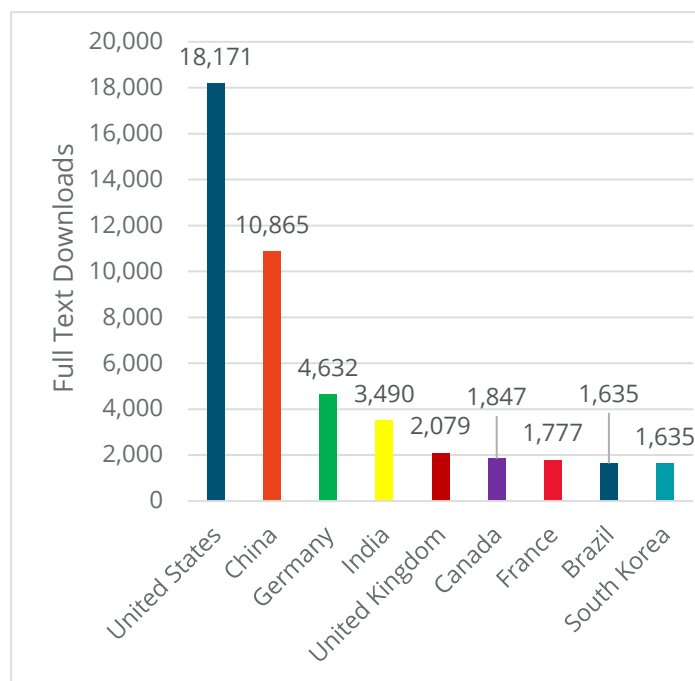
Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines.



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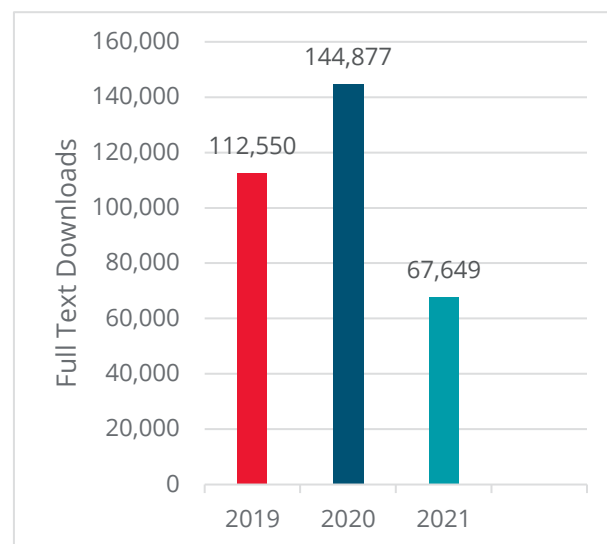
Sales, Circulation & Readership

1. Article Downloads by Country – APPS



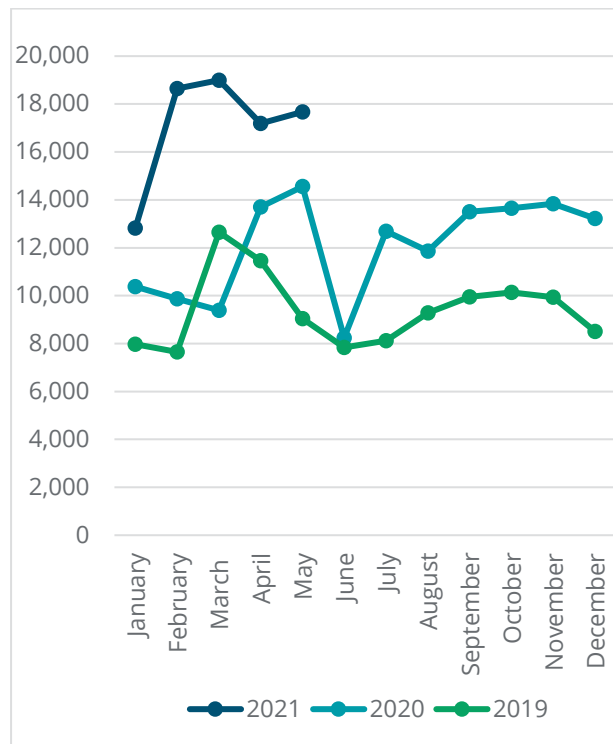
The global reach of your journal is reflected in its readership, as displayed by this chart showing the origin of full text downloads of your journal on Wiley Online Library.

2. Article Downloads: Trends Over Time – APPS



This chart shows the trends in the number of downloads to your journal in the period 2019-2021 (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, 2015-2021 YTD

Rank	Article Title	All-Time Score
1	Using clear plastic CD cases as low-cost mini-rhizotrons to phenotype root traits	134
2	High-throughput methods for efficiently building massive phylogenies from natural history collections	112
3	SSRgenotyper: A simple sequence repeat genotyping application for whole-genome resequencing and reduced representational sequencing projects	83
4	A target enrichment probe set for resolving the flagellate land plant tree of life	81
5	Composite modeling of leaf shape along shoots discriminates <i>Vitis</i> species better than individual leaves	79

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 Downloads
1	Li, Fay-Wei, Alex Harkess	A guide to sequence your favorite plant genomes	6	3	11,531
2	Hsien Ming Easlon, Arnold J. Bloom	Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	2	7	7,540
3	M. Gehan	Raspberry Pi-powered imaging for plant phenotyping	6	3	5,825
4	S. James	Herbarium data: Global biodiversity and societal botanical needs for novel research	6	2	4,583
5	Steven Cassidy, et al.	Using clear plastic CD cases as low-cost mini-rhizotrons to phenotype root traits	8	4	4,085
6	M. McKain	Practical considerations for plant phylogenomics	6	3	4,061
7	J. Herberling	iNaturalists as tool to expand the research value of museum specimens	6	11	3,455
8	S. Shan	Considerations in adapting CRISPR/Cas9 in nongenetic model plant systems	8	1	3,416
9	Kevin Weitemier, et al.	Hyb-Seq: Combining target enrichment and genome skimming for plant phylogenomics	2	9	3,135
10	M. Cruzan	Small unmanned aerial vehicles (micro-UAVs, drones) in plant ecology	4	9	3,088

This table includes details of the top ten most downloaded articles during 2021.

Sales, Circulation & Readership

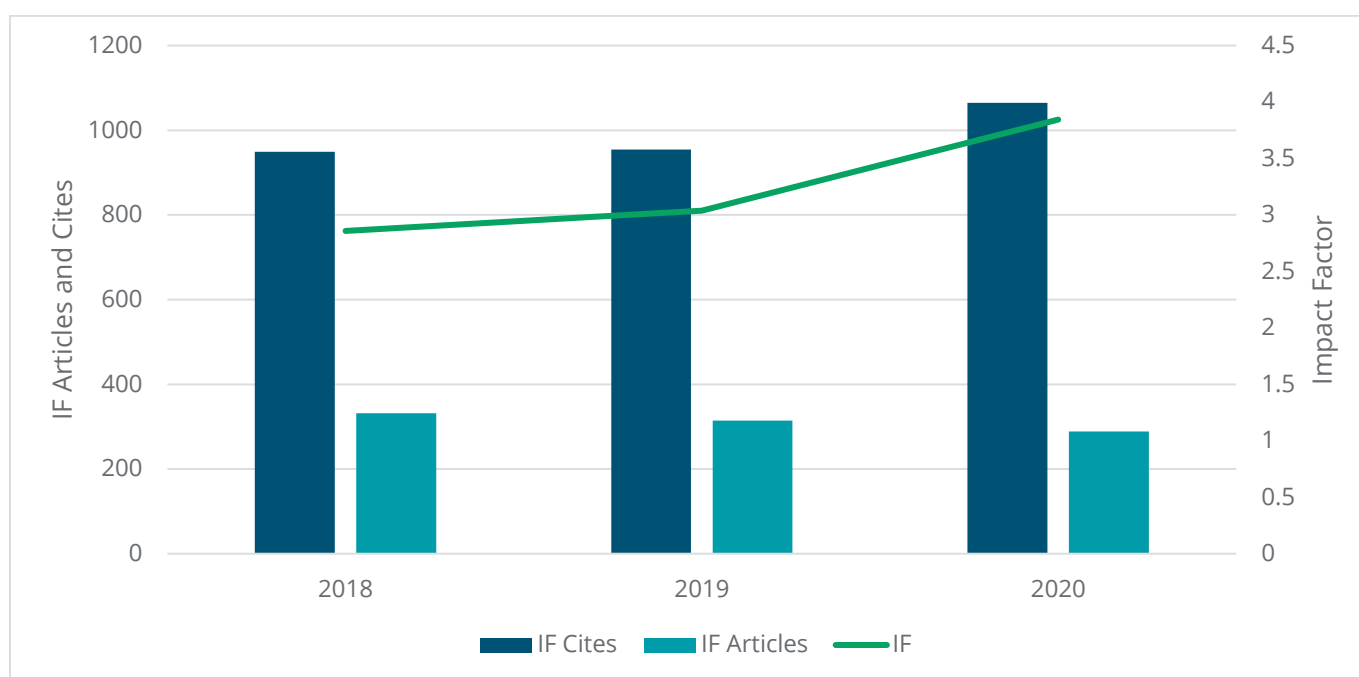
Impact Factor Metrics and Calculations, AMERICAN JOURNAL OF BOTANY

Metric Source	Metric	2020 Values	2019 Values	Change
JCR	%Self-Citation	5.1%	5.14%	-1%
JCR	Article Influence	1.131	1.127	1%
JCR	Cited Half-Life	-	14.9	-
JCR	Eigenfactor	0.00922	0.01215	-32%
JCR	Five-Year IF	3.657	3.245	11%
JCR	Immediacy Index	0.872	0.476	45%
JCR	Impact Factor	3.844	3.038	21%
JCR	Total Articles	146	126	14%
JCR	Total Cites	19,318	17,165	11%

In 2020, your 2-year Impact Factor increased compared to 2019 and now stands at 3.844.

The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2020) to “citable items” published in the preceding 2 years (in this case, 2019 and 2018).

Metric	2018	2019	2020
Impact Factor	2.858	3.038	3.844
IF Citations	949	954	1,065
IF Citable Items	332	314	289



Sales, Circulation & Readership

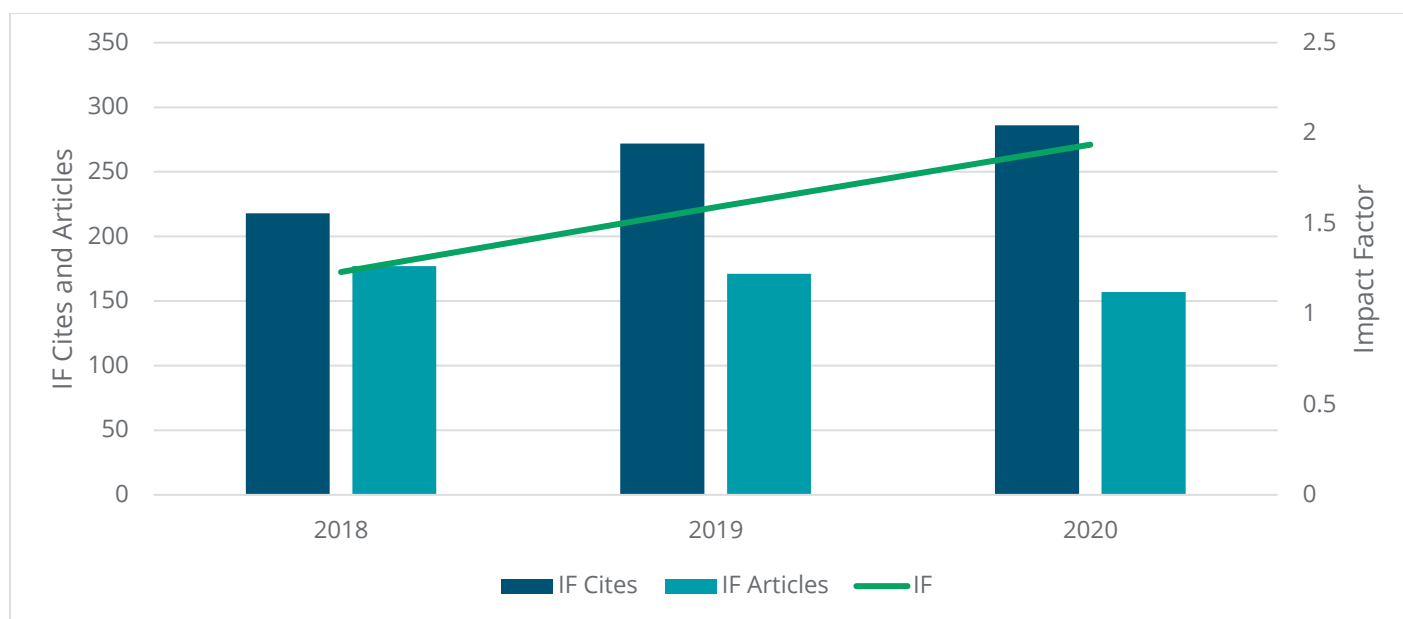
Impact Factor Metrics and Calculations, APPLICATIONS IN PLANT SCIENCES

Metric Source	Metric	2020 Values	2019 Values	Change
JCR	%Self-Citation	9.5%	9.56%	-1%
JCR	Article Influence	0.499	0.533	-7%
JCR	Cited Half-Life	-	4.2	-
JCR	Eigenfactor	0.00217	0.00296	-36%
JCR	Five-Year IF	1.929	1.914	1%
JCR	Immediacy Index	1.338	0.969	28%
JCR	Impact Factor	1.936	1.591	18%
JCR	Total Articles	68	65	4%
JCR	Total Cites	1,292	1,048	19%

In 2020, your 2-year Impact Factor increased compared to 2019 and now stands at 1.936. The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2020) to “citable items” published in the preceding 2 years (in this case, 2019 and 2018).

Metric	2018	2019	2020
Impact Factor	1.232	1.591	1.936
IF Citations	218	272	286
IF Citable Items	177	171	157

Sales, Circulation & Readership



Glossary

For the purposes of the glossary definitions relate to the 2020 JCR.

5-Year Impact Factor – Citations in the census period (2020) to papers published in the target period (2015-2019), divided by the number of citable items published during the target period (2015-2019).

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 (2020).

Eigenfactor – The number of weighted citations in the census period (2020), excluding journal self-citations, to papers published within the target period (2013-2017). 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 (2020) to papers published in the target period (2020), divided by the number of substantive papers published during the target period (2020).

Impact Factor – Citations in the census period (2020) to papers published in the target period (2018-2019), divided by the number of citable items published during the target period (2018-2019).

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

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 2021 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
- Support increase in submissions

In 2021, 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*.

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 within plant science include the initiatives below.

Top Downloaded Author #Top20Article

In recent years we have also recognised authors who have published papers achieving the highest downloads. We have uncovered some data integrity issues in the article download reports this year that drive the main message for the campaign. We've identified a fix, but it will take some time. Given the schedule of other upcoming activities, we've decided not to deploy the Top Downloaded campaign this year. This means we can avoid bombarding authors with multiple messages in a narrow timeframe and focus on campaigns timed for maximum impact, such as the IF announcements coming up in June.

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.

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* and *Applications in Plant Sciences* 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.

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.

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.

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.

Open Access Initiative

Wiley Open Access Accounts (WOAA) Program

This program helps your authors understand what open access funding is available to them when they are submitting a paper to your journal. 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. To date, more than 10,000 authors have engaged with the Wiley Open Access Accounts (WOAA) program to assess their funding eligibility. Authors are directed to a web page where they can search for their institution and find out if it is included in one of our transitional agreements.

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.

New Open Access Agreements

More authors for your journal are now covered with our new Open Access agreements.

Wiley has announced a new four-year open access agreement with **the Conference of Italian University Rectors (CRUI)** to accelerate open access publishing among a growing list of more than 65 universities across Italy.

We have also recently welcomed **Iowa State University, IReL (Ireland), Conference of Rectors of Universities (CRUE) and the Higher Council for Scientific Research (CSIC) (Spain)** to our Transitional Agreements.

Readership Initiative

Campaigns Promoting Readership

Content and news from the *American Journal of Botany* and *Applications in Plant Sciences* was strategically featured on Wiley's social media channels for plant science. Throughout 2020, 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 Plant Science 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.

Production

American Journal of Botany

Publication Schedule (Calendar Days) 2021

Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
108:1	January	02 Feb 2021	182	29
108:2	February	27 Feb 2021	182	25
108:3	March	31 Mar 2021	192	25
108:4	April	26 Apr 2021	206	22
108:5	May	31 May 2021	176	21

Applications in Plant Sciences

Publication Schedule (Calendar Days) 2021

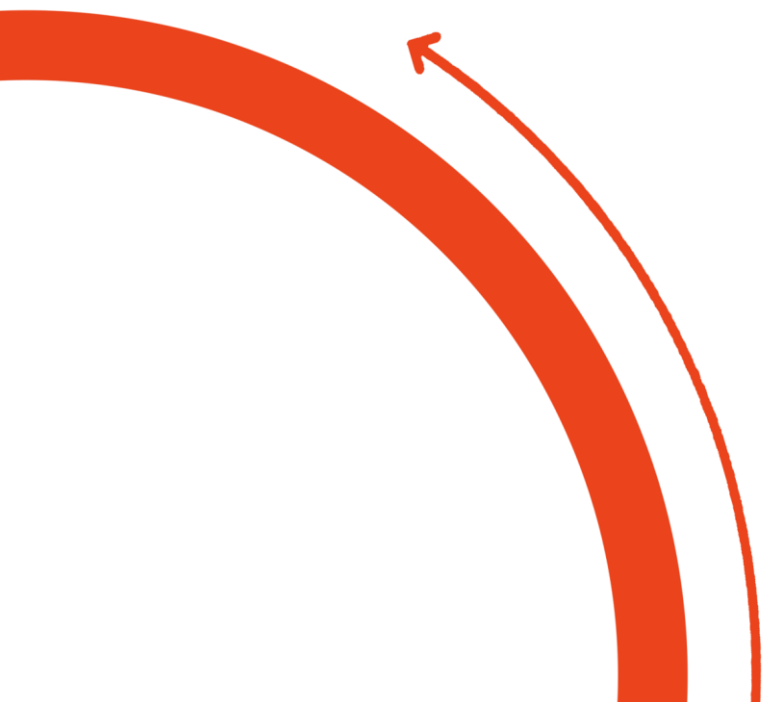
Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
9:1	January	29 Jan 2021	60	44
9:2	February	27 Feb 2021	38	32
9:3	March	08 Apr 2021	32	31
9:4	April	30 Apr 2021	22	25
9:5	May	-	-	-



BSA Accrued Revenue through April 30, 2021

	<i>AJB</i>	<i>APPS</i>	TOTAL
Title by Title subscription income	88,740		88,740
Online Licensed income	629,375		629,375
Total subscription income	718,115		718,115
Rights	15,992	860	16,852
Backfiles	3,385		3,385
Pay per View	716		716
Online Open	5,446	6,242	11,688
Other	390		390
Total non-subscription income	25,929	7,102	33,031
TOTAL	744,044	7,102	751,146

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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