

# 2023 Mid-Year Report (January - May 2023)

Botanical Society of America

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

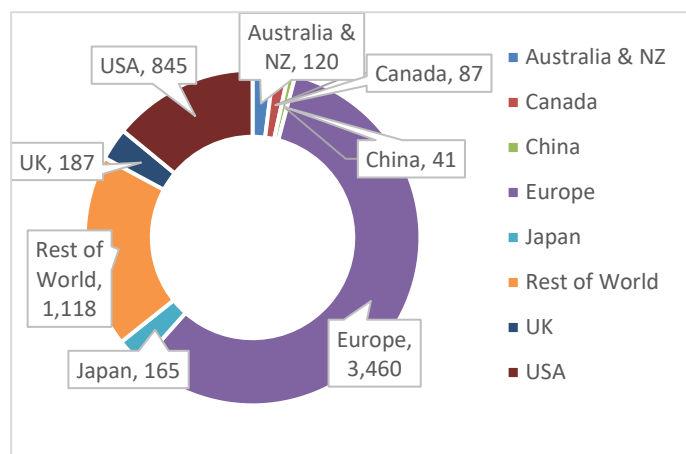
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**WILEY**

# Sales, Circulation, Readership, Impact

## 1. Global Reach: Institutional Reach – AJB



In 2023, 6,023 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 – AJB

Region	2021	2022	2023*
Australia & NZ	170	170	120
Canada	84	87	87
China	40	41	41
Europe	4,705	4,858	3,460
Japan	173	187	165
Rest of World	1,449	1,649	1,118
UK	177	182	187
USA	827	898	845
<b>Grand Total</b>	<b>7,625</b>	<b>8,072</b>	<b>6,023</b>

This shows the number of institutions, by region, with access to the latest content in AJB via either a Wiley License or a traditional (title-by-title) subscription.

\*Through May 2023

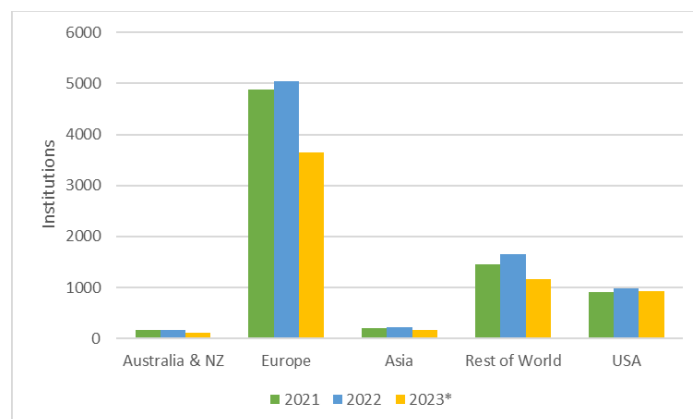
## 3. Institutional Reach by Type of Access – AJB

Sales Model	2021	2022	2023
<b>Institutions with access via the Wiley License</b>	<b>7,525</b>	<b>7,990</b>	<b>5,957</b>
Other License	3,746	4,145	5,033*
'All Journals' License	3,779	3,845	924
<b>Institutions with access via Traditional Subscriptions</b>	<b>100</b>	<b>82</b>	<b>66</b>
Online	100	82	66
<b>Grand Total</b>	<b>7,625</b>	<b>8,072</b>	<b>6,023</b>

In 2023, 6,023 institutions offered access to your journal via a Wiley License, often through a consortium. Of these 66 had access via the New 'All Journals' License model offered since 2017 to mature library customers in established markets. In addition, 66 individual institutions offered access via traditional (Online) subscriptions.

\*This figure includes transitional licenses.

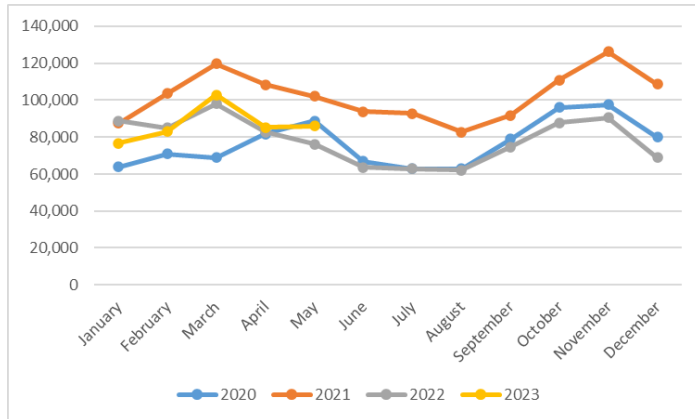
## 4. Institutional Reach by Region 2021-2023 – AJB



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

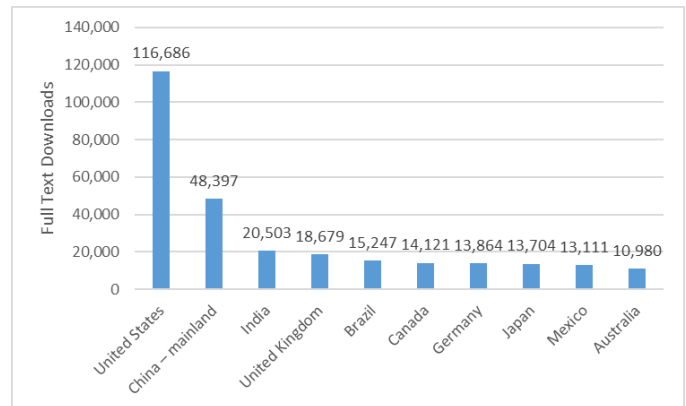
# Sales, Circulation, Readership, Impact

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



This chart shows the trends in the number of downloads to your journal in the period 2023 compared to 2022, 2021, and 2020. The total includes usage on Wiley Online Library.

## 6. Global Readership: Article Downloads by Country – *AJB*



This chart shows the origin of full text downloads of your journal on Wiley Online Library January - May 2023.

## 7. Most Downloaded Articles on Wiley Online Library, January - May 2023 – *AJB*

Rank	Author(s)	Article Title	Volume	Issue	No. of Downloads
1	Meredith Blackwell	The Fungi: 1, 2, 3 ... 5.1 million species?	98	3	3,661
2	PEREZ-ESCOBAR, O	Hundreds of nuclear and plastid loci yield novel insights into orchid relationships	108	7	3,376
3	Louise A. Lewis, Richard M. McCourt	Green algae and the origin of land plants	91	10	2,649
4	SMITH, S	Constructing a broadly inclusive seed plant phylogeny	105	3	2,145
5	Matthew C. Nisbet, Dietram A. Scheufele	What's next for science communication? Promising directions and lingering distractions	96	10	2,197
6	SOLTIS, D	Rethinking the Ph.D. dissertation in botany: Widening the circle	110	3	2,160
7	DAVIS, M	Environmental DNA as an emerging tool in botanical research	110	2	1,831
8	Donald R. Kaplan	The science of plant morphology: definition, history, and role in modern biology	88	10	1,873
9	A. Jonathan Shaw, Péter Szövényi, Blanka Shaw	Bryophyte diversity and evolution: Windows into the early evolution of land plants	98	3	1,886
10	Yihai Wang, Kevin M. Folta	Contributions of green light to plant growth and development	100	1	1,482

## 8. Altmetric Impact – *AJB*, January 2016 - May 2023

Rank	Article Title	All-Time Score
1	Shoot dimorphism enables Sequoia sempervirens to separate requirements for foliar water uptake and photosynthesis	310
2	The Fungi: 1, 2, 3 ... 5.1 million species?	273
3	The origin of Darwin's "abominable mystery"	229
4	The meaning of Darwin's "abominable mystery"	203
5	Limits and constraints to crop domestication	180

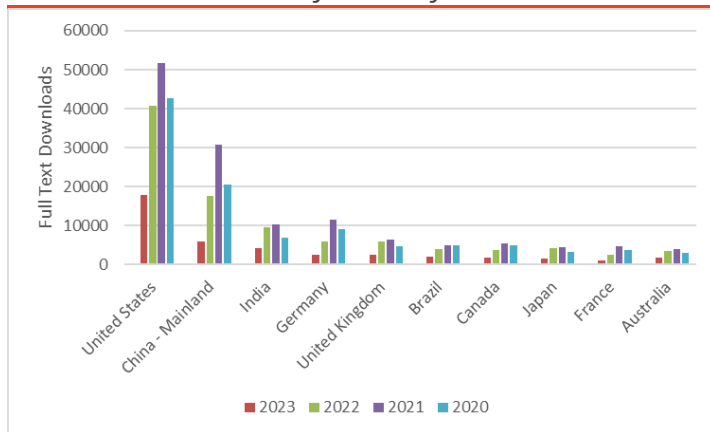
Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines.



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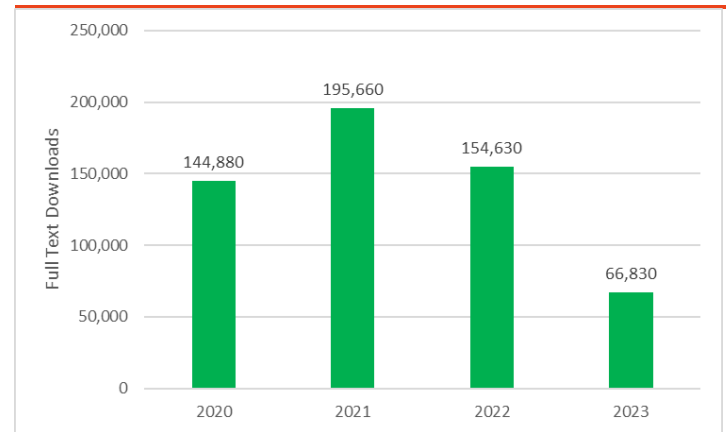
# Sales, Circulation, Readership, Impact

## 1. Article Downloads by Country – APPS



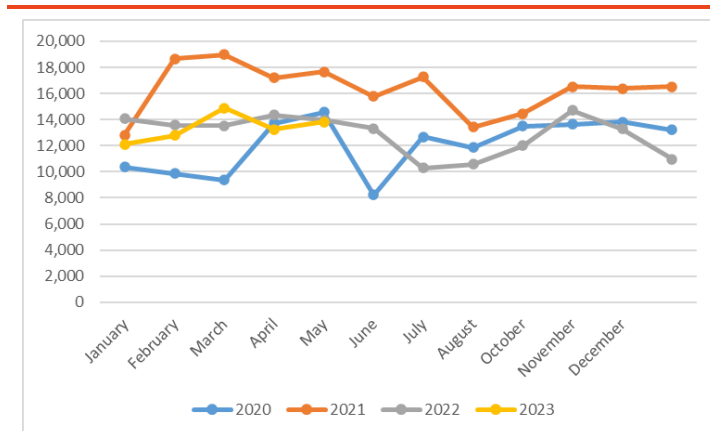
The global reach of your journal is reflected in its readership, as displayed by this chart showing the origin of full text downloads of your journal on Wiley Online Library in the period 2020-2023 (January through May).

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



This chart shows the trends in the number of downloads to your journal in the period 2020-2023 (January through May). The total includes usage on Wiley Online Library.

## 3. Article Downloads: Monthly Trends Over Time – APPS



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

## 4. Altmetric Impact – APPS, January 2016-May 2023

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	146
2	Using clear plastic CD cases as low-cost-mini-rhizotrons to phenotype root traits	119
3	High-throughput methods for efficiently building massive phylogenies from natural history collections	114
4	The Use of Laser Light to Enhance the Uptake of Foliar-Applied Substances into Citrus (Citrus sinensis) Leaves	110
5	Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	106

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



# Sales, Circulation, Readership, Impact

## 5. Most Downloaded Articles on Wiley Online Library – *APPS*

Rank	Author(s)	Article Title	Volume	Issue	No. of Downloads
2	KHAN, A	The Plant Pathology Challenge 2020 data set to classify foliar disease of apples	8	9	1,238
3	BOWMAN, C	Multiple Leaf Sample Extraction System (MuLES): A tool to improve automated morphometric leaf studies	11	2	1,077
4	MOGHE, G	Machine learning: A powerful tool for gene function prediction in plants	8	7	1,016
5	JAMES, S	Herbarium data: Global biodiversity and societal botanical needs for novel research	6	2	718
6	WILSON, A	Applying a modified metabarcoding approach for the sequencing of macrofungal specimens from fungarium collections	11	1	650
7	VOLK, G	Minimizing the deleterious effects of endophytes in plant shoot tip cryopreservation	10	5	641
9	Karen L. Bell, Julie Fowler, Kevin S. Burgess, Emily K. Dobbs, David Gruenewald, Brice Lawley, Connor Morozumi, Berry J. Brosi	Applying pollen DNA metabarcoding to the study of plant–pollinator interactions	5	6	616
10	POKORNY, L	Strategies for reducing per-sample costs in target capture sequencing for phylogenomics and population genomics in plants	8	4	592
	LI, F	A guide to sequence your favorite plant genomes	6	3	570
	KINDT, R	WorldFlora: An R package for exact and fuzzy matching of plant names against the World Flora Online taxonomic backbone data	8	9	559

This table includes details of the top ten most downloaded articles during January - May 2023.

# Sales, Circulation, Readership, Impact

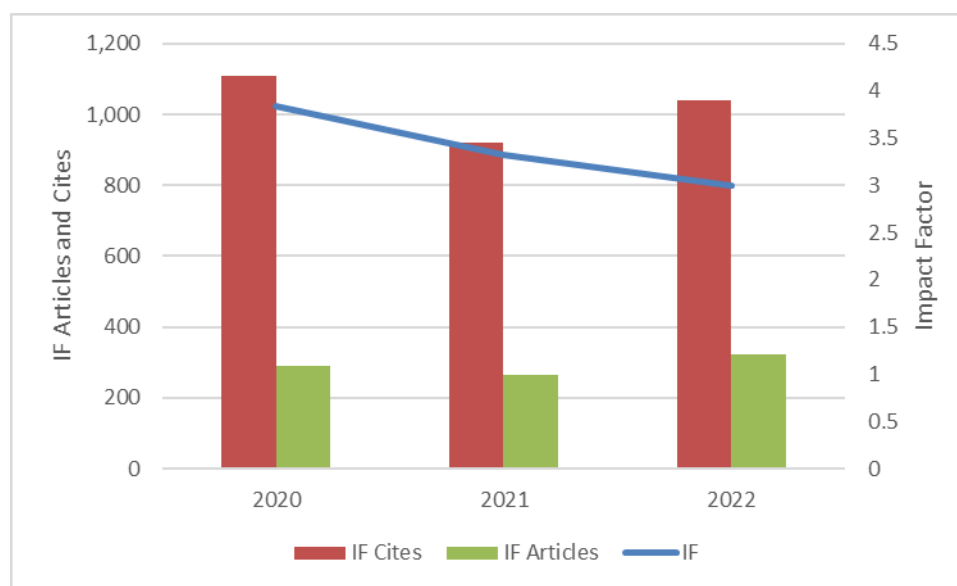
## Impact Factor Metrics and Calculations, AMERICAN JOURNAL OF BOTANY

Metric Source	Metric	2022 Values	2021 Values	2020 Values	Change
JCR	%Self-Citation	6.6%	8.9%	8.8%	-26%
JCR	Article Influence	0.965	1.156	1.131	-17%
JCR	Cited Half-Life	16	15.7	15.2	1%
JCR	Eigenfactor	0.0065	0.00834	0.00922	-23%
JCR	Five-Year IF	3.4	4.014	3.657	-16%
JCR	Immediacy Index	0.9	1.195	0.872	-25%
JCR	Impact Factor	3.0	3.325	3.844	-10%
JCR	Total Articles	150	166	146	-6%
JCR	Total Cites	18561	20,316	19,318	-9%

In 2022, your 2-year Impact Factor decreased compared to 2021 and now stands at 3.0.

The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2022) to “citable items” published in the preceding 2 years (in this case, 2021 and 2020).

Metric	2020	2021	2022
Impact Factor	3.844	3.325	3.0
IF Citations	1,111	881	983
IF Citable Items	289	265	323



# Sales, Circulation, Readership, Impact

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

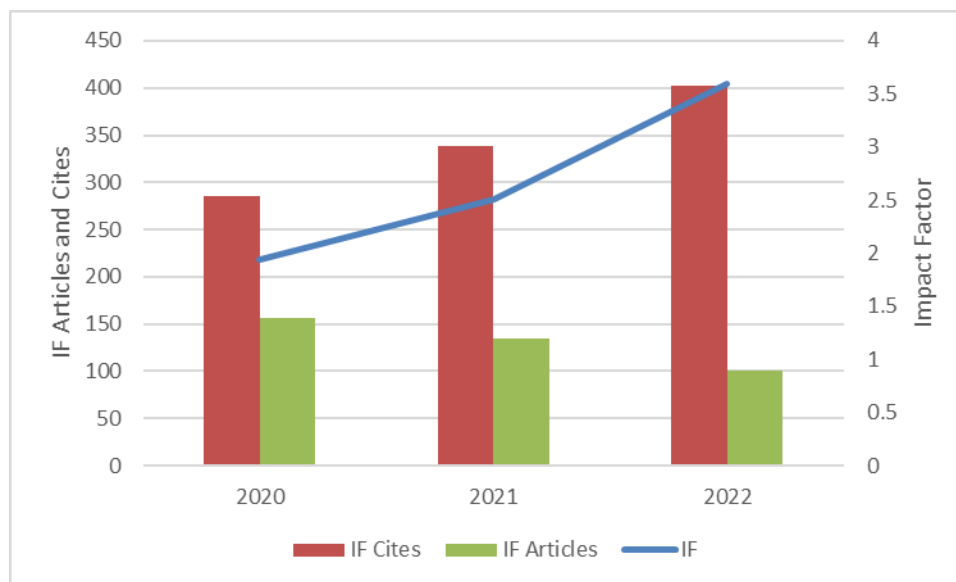
Metric Source	Metric	2022 Values	2021 Values	2020 Values	Change
JCR	%Self-Citation	8%	8.9%	9.5%	-11%
JCR	Article Influence	0.565	0.548	0.499	1%
JCR	Cited Half-Life	4.9	4.9	4.6	0%
JCR	Eigenfactor	0.00170	0.00207	0.00217	-18%
JCR	Five-Year IF	2.6	2.353	1.929	1%
JCR	Immediacy Index	1.8	2.063	1.338	-13%
JCR	Impact Factor	3.6	2.511	1.936	1%
JCR	Total Articles	33	30	68	1%
JCR	Total Cites	1,610	1,562	1,292	1%

In 2022, your 2-year Impact Factor increased compared to 2021 and now stands at 3.6.

The Impact Factor is defined as the ratio of citations received in the JCR year (in this case, 2022) to “citable items” published in the preceding 2 years (in this case, 2021 and 2020).

Metric	2020	2021	2022
Impact Factor	1.936	2.511	3.6
IF Citations	304	339	363
IF Citable Items	157	135	100

# Sales, Circulation, Readership, Impact



## Glossary

For the purposes of the glossary definitions relate to the 2022 JCR.

**5-Year Impact Factor** – Citations in the census period (2022) to papers published in the target period (2018-2022), divided by the number of citable items published during the target period (2018-2022).

**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 (2022).

**Eigenfactor** – The number of weighted citations in the census period (2022), excluding journal self-citations, to papers published within the target period (2018-2022). 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 (2022) to papers published in the target period (2020), divided by the number of substantive papers published during the target period (2022).

**Impact Factor** – Citations in the census period (2022) to papers published in the target period (2021-2022), divided by the number of citable items published during the target period (2021-2022).

**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

Making the most of your journals is a joint effort between the Botanical Society of America, the journal editors and editorial board, and the Wiley Editorial and Marketing teams.

## Our 2023 objectives

Together we strive towards:

- Growing readership for your journals
- Ensuring the right authors submit papers
- Enhancing your society and journals' reputation

## Innovative Marketing Strategy

Researchers want to easily find the right research to inform their work and the right journals to publish in. To help them in the most effective, the Marketing team takes on a holistic approach to support researchers and help the Botanical Society of America reach its goals. Our marketing approach is:

- Always evolving. We experiment, try different approaches, learn from what works, and stop what doesn't
- Collaborative. We have teams of experts in areas such as social media, search engine optimization, content marketing, campaigns, and across particular geographies
- About quality: targeting the right people, at the right time, with the right content
- Committed to deepening knowledge about the target audience. Where can they be found?
- Most effective when positioning, voice of the customer and market research are prioritized
- An involved process that starts with an understanding of market needs

## Author Engagement Initiatives

We will ensure the right authors submit to your journals, nurture existing authors, attract new ones and provide resources to support them throughout their journey.

### Nurture existing authors

- Congratulate your authors when the Impact Factor for your journals increases
- Retain your authors by celebrating their achievement/thanking them for top contributions to your journal
- Feature your journals in the 'Publish With Us Again' program – bringing authors back to publish again through follow-up communication after article publication, asking about their experience and encouraging future submissions
- Provide a better author experience through improved, real-time, one-to-one author communication experience; more developments on this project coming in 2023

### Attract potential authors

- Ensure your journals' unique selling points are updated for author outreach
- Contact researchers eligible for open access fee support from their institution or funder to increase open access publication in your journal. There are [1,600+ global institutional and funder Wiley OA accounts](#)
- Engage with potential authors at events (virtual or in person) as appropriate
- Feature your journals in the 'Home for your Next Paper' program – reaching potential authors, with customized communications tailored to their preferences

### Provide resources to help meet authors' needs

- Provide training for researchers at institutions on how to publish and promote their work
- Offer resources to early career researchers on how to get published
- Share new insights, tips and perspectives on research and publishing via [The Wiley Network](#)

## Readership Initiatives

We will ensure your journals are easily accessible by a wide range of readers

- Share your journal's top cited and top downloaded content
- Collaboratively amplify identified articles, calls for papers, special issues
- Drive sign-ups to etoc (Table of Contents) email alerts for your journals

# Marketing

- Encourage researchers and institutes in under-represented regions who do not have access to Wiley Online Library to access free and open access content
- Review journal homepages to ensure optimization for Search Engine Optimization (SEO) and discoverability
- Promote journal content via the Researcher App, a digital channel engaging directly with researchers interested in your journal content
- Our team supports librarians with material to help them in enabling library users' access to the resources available

## Brand Reputation Initiatives

We will ensure ongoing marketing discussion and coordination to best help amplify your society's activity.

### Social media recommendations

- Collaborate through social media where applicable to maximise article reach and increase journal visibility
- Capitalise of trending topics and international days to promote journal content and increase awareness of the Botanical Society of America
- Participate in Chinese social media communication channel platforms, such as WeChat and Weibo, which are proving effective for raising brand awareness, engaging with local authors and researchers, and customer profiling

### Publicity for increased visibility and impact

- Promote articles with global appeal to a lay audience, research from top research experts/institutions to enhance the society's reputation and support awareness days

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## 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.

# Production

## *American Journal of Botany*

### Publication Schedule (Calendar Days) 2023

Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
110:1	January	24 Jan 2023	198	71
110:2	February	23 Feb 2023	244	69
110:3	March	28 Mar 2023	162	55
110:4	April	28 Apr 2023	200	52
110:5	May	29 May 2023	188	48

## *Applications in Plant Sciences*

### Publication Schedule (Calendar Days) 2023

Vol: Issue	Cover month	Online pub date	Number of pages	Average days from receipt at Wiley to EarlyView pub
11:1	January/February	16 Feb 2023	72	41
11:2	March/April	09 Apr 2023	48	52
11:3	May/June	19 June 2023	136	40

# Finance

## BSA Accrued Revenue through May 30, 2023

	<b>AJB</b>	<b>APPS</b>	<b>TOTAL</b>
Title by Title subscription income	64,860		64,860
Online Licensed income	542,970		542,970
<b>Total subscription income</b>	<b>607,830</b>		<b>607,830</b>
Rights	18,136	1,477	19,613
Backfiles	7,363		7,363
Pay per View	1,099		1,099
Online Open	41,600	17,339	58,939
<b>Total non-subscription income</b>	<b>68,198</b>	<b>18,816</b>	<b>87,014</b>
<b>TOTAL</b>	<b>676,028</b>	<b>18,816</b>	<b>694,844</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.

# Finance

## Forecasted Revenue through 2023

	<i>AJB YTD*</i>	<i>AJB FY23</i>	<i>APPS YTD</i>	<i>APPS FY23</i>	<b>TOTAL FY23</b>
Title by Title subscription income	\$64,860	\$64,860			\$64,860
Online Licensed income	\$542,970	\$559,259			\$559,259
<b>Total subscription income</b>	<b>\$607,830</b>	<b>\$624,119</b>			<b>\$624,119</b>
Rights	\$18,136	\$21,937	\$1,477	\$2,043	\$23,980
Backfiles	\$7,363	\$10,670			\$10,670
Pay per View	\$1,099	\$2,198			\$2,198
Online Open	\$41,600	\$99,840	\$17,339	\$50,287	\$150,127
<b>Total non-subscription income</b>	<b>\$68,198</b>	<b>\$134,645</b>	<b>\$18,816</b>	<b>\$52,330</b>	<b>\$186,975</b>
<b>TOTAL</b>	<b>\$676,028</b>	<b>\$758,764</b>	<b>\$18,816</b>	<b>\$52,330</b>	<b>\$811,094</b>