

Publishing Seminar



Presented by: Anthony Newman & Andy Deelen
Elsevier, Amsterdam

Location/Date: Universidad Miguel Hernández,
Elche, Alicante
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Publishing: Pulling back the curtain....



Seminar Outline

- **Publishing as a springboard in science**
- **What a Publisher does**
- **Launching and Developing journals**
- **Editor/Publisher relationship**

Publishing as a springboard in science

Journals:

Editors linked to journals benefit the journal, and benefit themselves by extra exposure and status.

Same applies to editorial board members, and many list their position as board member on their CV, or web page listing their achievements.

People added to board are either active referees, or high-profile researchers.



Publishing as a springboard in science

Professional Experience

Distinguished Professor	3/07-present	Department of Biochemistry, University of Utah
Professor	7/99-2/07	School of Medicine, Salt Lake City, Utah
Associate Professor	7/95-6/99	
Assistant Professor	6/89-6/95	
Adjunct Professor	7/03-present	Department of Human Genetics, University of Utah
Adjunct Associate Professor	7/96-6/03	School of Medicine, Salt Lake City, Utah
Investigator	5/94-8/09	Howard Hughes Medical Institute
Editorial Experience	1995-present	<i>RNA</i> , editorial board member
	2004-2007	<i>Science</i> , Board of Reviewing Editors
	1998-2002	<i>Nucleic Acids Research</i> , editorial board member

Paul Fitzpatrick

University of Texas Health Sciences Center at San Antonio, San Antonio, TX, USA



Helmut Sies

Heinrich-Heine-Universität Düsseldorf, Düsseldorf, Germany



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Wayne State University School of Medicine, Detroit, MI, USA



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Professional Ex

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Investiga

Editorial

University of Utah
Lake City, Utah

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Lake City, Utah

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editors
ial board member

Publishing as a springboard in science

Scientists who are not editors or editorial board members?

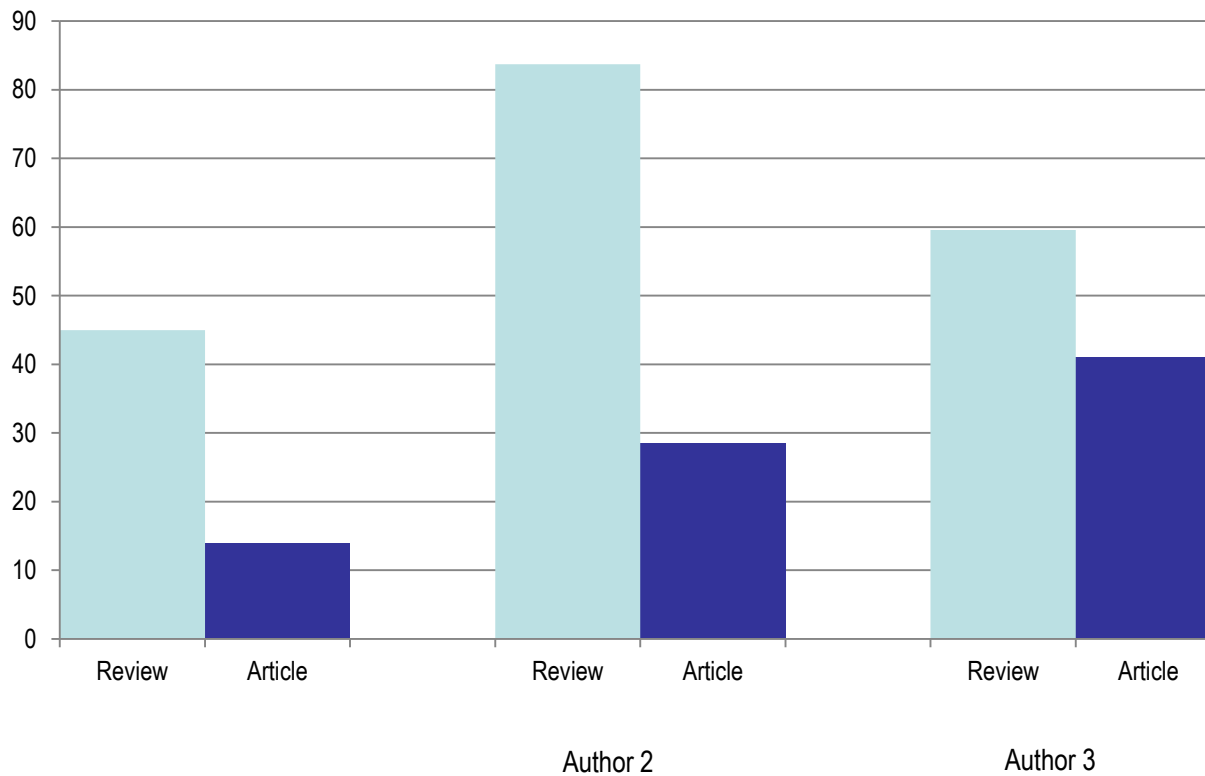
Publishing high quality original research papers is always the best way to become known and respected, but there are other ways too.

Publishing quality reviews usually attracts high downloads and citations – chance to highlight specific themes or specific papers, thus influencing direction of research field.



Review articles vs Original Articles

Average cites per paper



Publishing as a springboard in science

Impact:

Become a Guest Editor for a Thematic Special Issue for a journal.



Guest Editor selects authors important to the subject area, and writes an editorial for the special issue. Chance to ‘steer’ a field.

The Special Issue is often referred to by the Guest Editor’s name - helps exposure and recognition.

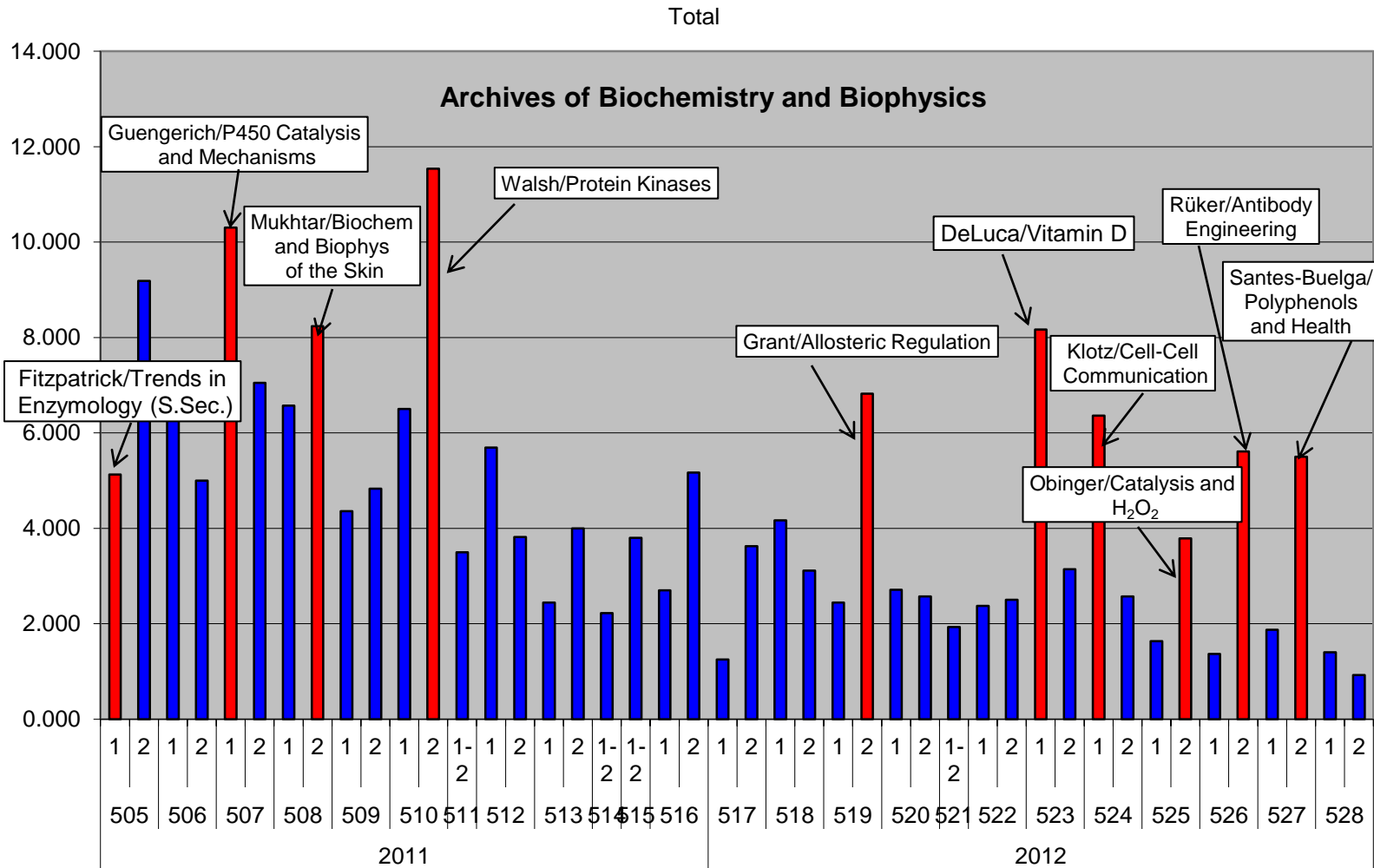
Special Issues are often highly downloaded and cited - good for authors, and good for the guest editor too.

Downloads of Special Issue editorials

Journal	Volume	Issue	Article Name	Author(s)	Downloads
Methods	50	4	The ongoing evolution of qPCR	Pfaffl, M.W.	3,618
FEBS Letters	584	7	Autophagy	Mizushima, N.	2,594
FEBS Letters	585	13	Epigenetics	Issa, J.P.; Just, W.	1,948
FEBS Letters	584	17	Telomere biology and DNA repair: Enemies with benefits	Lange, T.d.	1,809
FEBS Letters	586	14	TGF- β signaling in development and disease	Massague, J.	1,687
FEBS Letters	585	10	Circadian rhythms	Merrow, M.; Brunner, M.	1,292
Methods	58	3	3C-based technologies to study the shape of the genome	de Laat, W.; Dekker, J.	1,081
Methods	61	2	Distinguishing between apoptosis, necrosis, necroptosis and other cell death modalities	Martin, S.J.; Henry, C.M.	1,031
FEBS Letters	585	18	The ubiquitin clan: A protein family essential for life	Wolf, D.H.	1,023
Comparative Biochemistry and Physiology	158	3	The challenge of measuring energy expenditure: Current field and laboratory methods	Halsey, L.G.	971
Methods	52	3	A-Z of methylome analysis	Beck, S.	956
Methods	54	2	RNA Nanotechnology: Methods for synthesis, conjugation, assembly and application of RNA nanoparticles	Guo, P.	828
Methods	55	4	A roadmap to membrane protein structures	Stevens, R.C.	806
Methods	52	1	Protein folding	Gruebele, M.	729
ABB	500	1	Heme peroxidase biochemistry - Facts and perspectives	Obinger, C.	589
ABB	525	2	Catalases and hydrogen peroxide metabolism	Obinger, C.	584
ABB	503	1	The central role of the skeleton in chronic diseases	Teti, A.; Eastell, R.	570



Citations of Special Issues vs Regular Issues



Typical timeline of a Special Issue

- **Preparing a proposal: 1-2 months**
- **Invitation process: 1 month approx.**
- **Article submission: 4-6 months approx.**
- **Review process: 30-60 days**
- **Revision: 30 days**
- **Production/compilation: 2.5 months**
- **Average time from idea → publication: 14 months**

Publishing as a springboard in science


Refereeing/reviewing:

Active referees often added to editorial board.


Not that visible until then, except for annual list of referees published in many journals.

Clinica Chimica Acta 413 (2012) 833–845

Contents lists available at SciVerse ScienceDirect



Clinica Chimica Acta



journal homepage: www.elsevier.com/locate/clinchim

Clinica Chimica Acta Reviewer Acknowledgement

The Editors acknowledge with gratitude the assistance of the following individuals, who reviewed manuscripts for the *Clinica Chimica Acta* in the period 2010–2011.

The scientific standards of the journal rely upon their generous contribution of time and expertise, and for this we are sincerely grateful. Reviewers who completed 5 or over reviews are noted by the symbol ☒, and the names of reviewers who completed 10 and over reviews also have their name in **bold**.

Publishing as a springboard in science

Author clinic:

As an experienced author, younger researchers and post docs need your experience to help them write better papers.

With more published papers, the university authorities are grateful, and your help is often recognized.

It feels good too!



What a Publisher does (1):

Solicit and manage submissions to journals.

Manage Peer review process.

Edit and prepare papers.

Publish and disseminate online and in print.

Develop innovations to help author/reader e.g. Apps.

Archive journal articles ‘forever’.

Promote and market content.

Support young scholars with grants/awards.



ELSEVIER

What a Publisher does (2):

Bibliometric analysis to help journals change to reflect their field better.

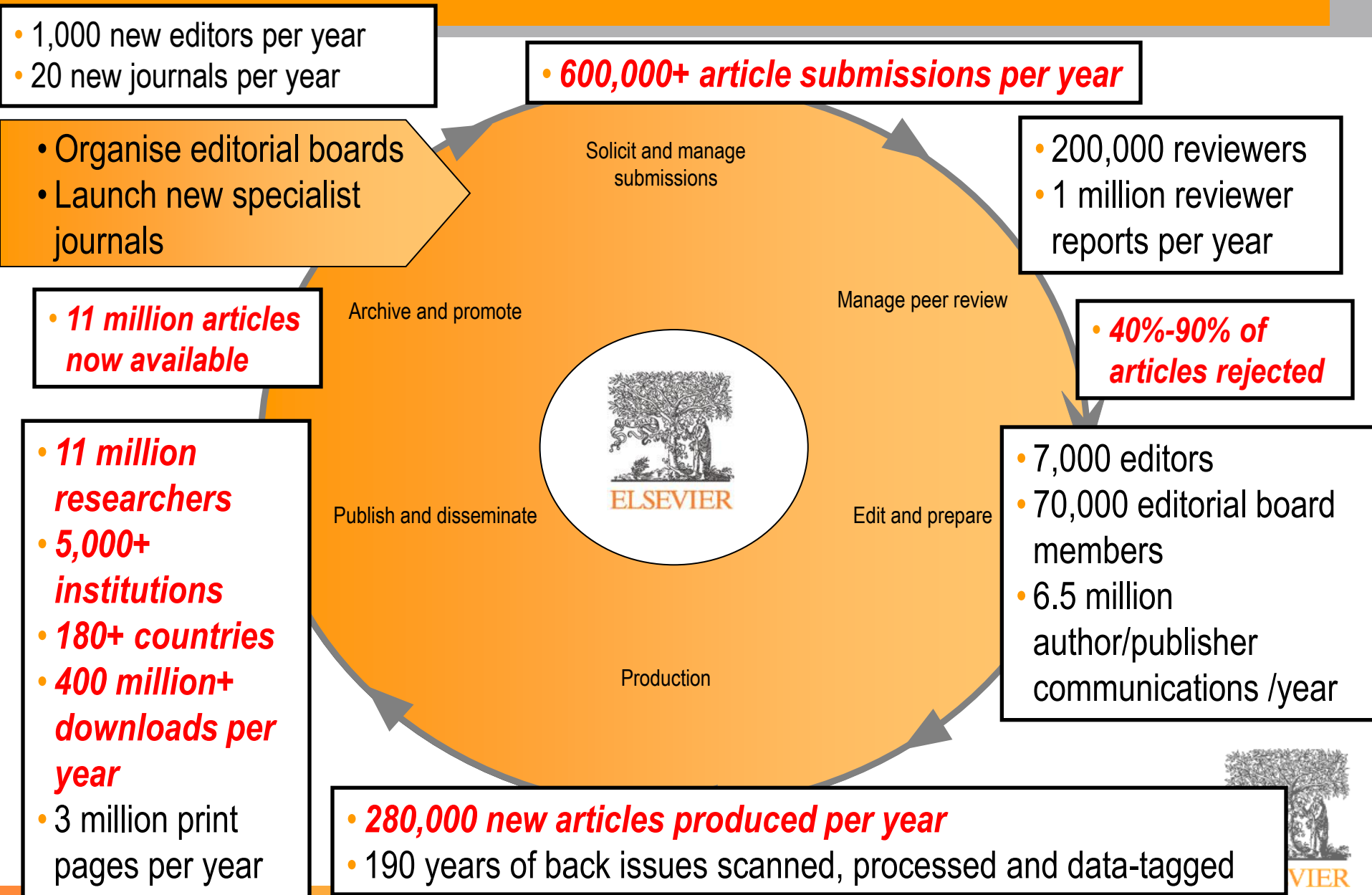
Plagiarism control and other publishing ethics issues.

Recruitment and training of journal editors.

Support societies and associations by attending meetings and conferences.

Produce training materials/courses/workshops to help authors and referees.

Elsevier Journal publishing volume



Launching and Developing journals

- ✓ 3% more scientists every year
- ✓ More than 3% more papers every year
- ✓ Traditional fields splinter and niche fields develop
- ✓ Many Funding bodies insist on Open Access publishing
- *So new journals are needed regularly!*
- *And existing journals need to evolve to match needs of researchers*
- **Examples:**
- **OA Launch**



Evolution



Editor/Publisher relationship

The Scientific Editor is essential for managing peer-review and scientific quality.

Publisher and colleagues do all the back-office tasks for the Editor around the journal.

The Publishing House takes care of marketing, subscriptions, typesetting, online content, analysis, permanent archiving of papers, etc.



Editor and Publisher together are a symbiotic team managing the quality, focus, and strategy of the journal so that its scientific content best reflects the community who publish in, and read it.

Questions?



Or for questions later, please contact a.newman@elsevier.com
or a.deelen@elsevier.com