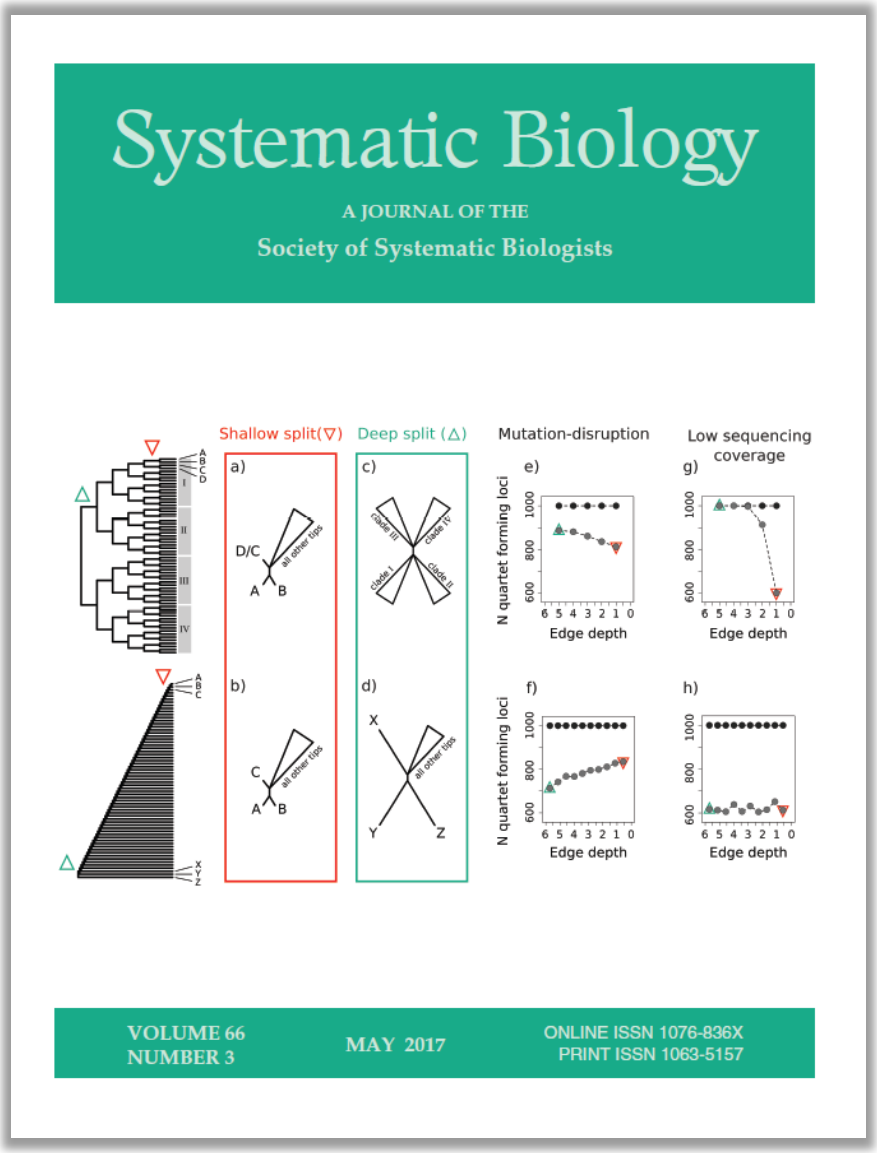
SYSTEMATIC BIOLOGY

PUBLISHER'S REPORT



JUNE 2017

Report prepared by Julia McDonnell, Alex Beaumont, Alexia Bonfield, and Adrianne Loggins

CONTENTS

DASHBOARD

USAGE & ONLINE

- Full-text downloads: **338,897** in 2016, a **12% increase** on the total from 2015
- Average monthly downloads: ~**44,710** in 2017 ytd (~28,240 in 2016)

IMPACT FACTOR & CITATIONS

- 2015 Impact Factor: **8.225**
- Ranking, Evolutionary Biology: **4/46**

For more information please contact **Julia McDonnell** (julia.mcdonnell@oup.com)

CIRCULATION

- **521** traditional institutional & migrated subscriptions
- **2,493** Consortia customers with access to the journal via the OUP Collection
- **1,281** institutions in developing nations accessing the journal through OUP's philanthropic initiatives

PRODUCTION

- **1.7** weeks median publication time from receipt at OUP to Advance Access publication in 2017 to date
- 1 out of 3 issues were published on or ahead of schedule

For more information please contact **Adrianne Loggins** (sysbio@oup.com)

MARKETING

- Email table of contents registrants: **3,202** (4% increase on the previous period)
- Advance article registrants: **1,367**

For more information please contact **Alex Beaumont** (alex.beaumont@oup.com)

PRODUCTION

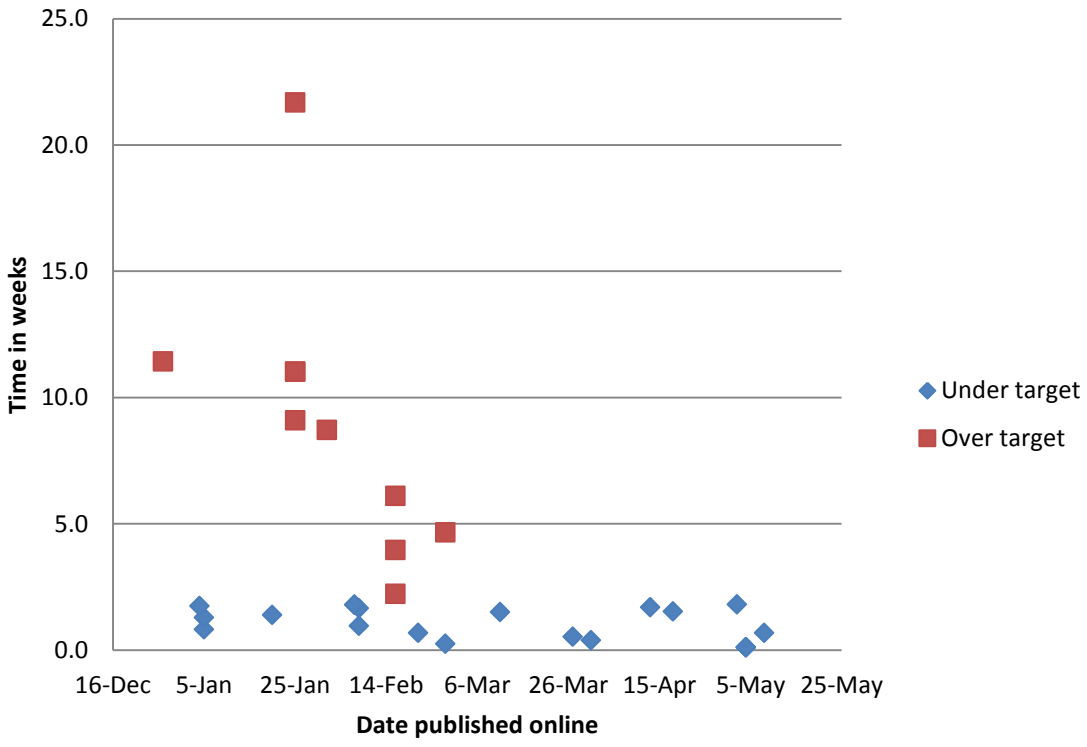
Statistics at a glance:

- **Copy flow: 29** manuscripts have been received so far in 2017.
- **Page budget:** So far in 2017, Volume 66 has used **479** pages, which is 85 pages under budget.
- **Speed:** The mean time from receipt to Advance Access publication is **3.7** weeks (median 1.7 weeks) for 2017. This is above the target of 2 weeks, 67% of articles were published online within the speed target of 2 weeks. This is due to delays at the typesetting supplier earlier this year, but production will be monitoring this speed to make sure it returns to below target during the rest of 2017.
- **Timeliness:** Issues 1 and 2 were published late due to late copy and issue order and corrections, but Issue 3 published early online and in print, and Issue 4 is on schedule so far.
- **Quality:** So far in 2017, there have been 4 corrections published.
- **Developments:** As agreed with SSB Council in 2016, from 2017 we are implementing page charges for non-members of SSB. For SSB-member corresponding authors, publishing in *Systematic Biology* will continue to be free of page charges. Non-members will incur a $50 per page charge.

Article processing times

A total of **29** manuscripts have been published on Advance Access in 2017. The graph below shows publication times from receipt at OUP to publication online. As Figure 1 shows, speeds were poor at the start of the year due to internal delays at the supplier which have since been resolved. Since early March speeds have improved considerably with all papers publishing within target. It is Production's goal to keep article processing times below target for the remainder of 2017, and improve speeds further where possible.

Figure 1: Manuscripts Published Ahead of Print, 2017 ytd



Schedule

The table below shows actual issue publication date against schedule. Of the 3 issues that have published in 2017, Issue 3 has published online and in print early. Issues 1 and 2 were published late due to late copy and issue order and corrections.

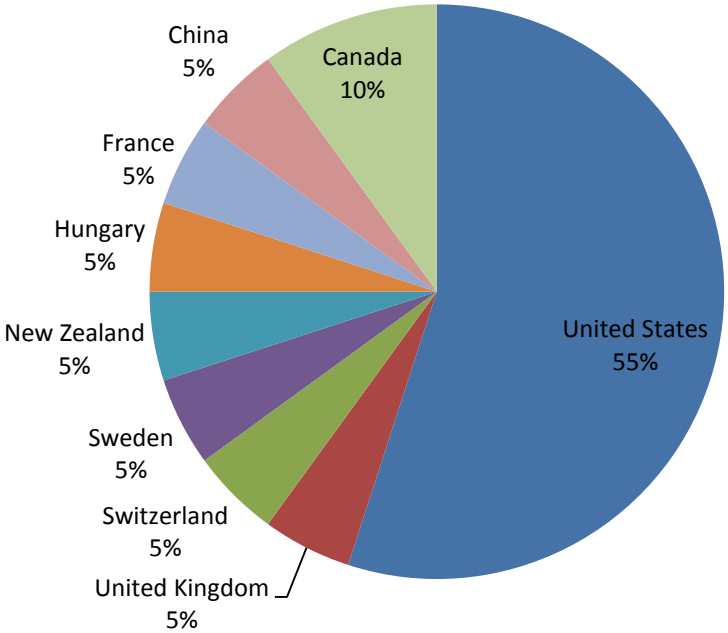
Table 1: Issue Publication Dates

Volume/Issue	Scheduled Online	Actual Online	Scheduled Print	Actual Print
66/1	14-Dec-16	1-Feb-17	20-Dec-16	31-Jan-17
66/2	17-Feb-17	17-Mar-17	23-Feb-17	23-Mar-17
66/3	18-Apr-17	11-Apr-17	24-Apr-17	18-Apr-17

Author Distribution

The figure below shows the geographical spread of corresponding authors on all manuscripts published in *Systematic Biology* so far in 2017.

Figure 2: Geographical Distribution of Authors, 2017 ytd



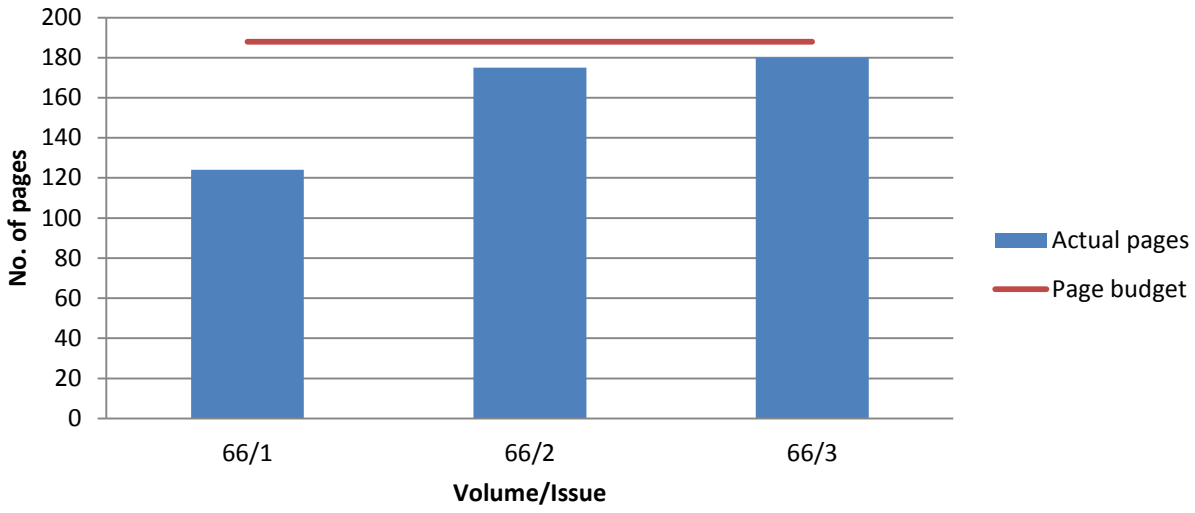
Page Budget

So far, the 2017 volume is 85 pages under budget. The breakdown of actual and budgeted pages per issue is shown in Table 2 and Figure 3 overleaf.

Table 2: Actual and Budgeted Pages per Issue, 2017 ytd

Volume/Issue	Page Extent	Page Budget
66/1	124	188
66/2	175	188
66/3	180	188
Total	**479**	**564**

Figure 3: Performance against Page Budget, 2017 ytd



Author survey

After publication, we survey our authors and ask them to rate us on several criteria. So far in 2017, 7 authors have responded to the author survey, which represents a response of 24%. The survey asks authors to rate their experience of publishing with OUP on a scale of 1-5, where 1=Poor and 5=Excellent. Authors rated OUP as follows:

- **Speed** of publication after acceptance: 4.3
- **Quality** of the end product: 4
- Overall **service** provided by OUP Journals: 3.8
- **Communication**: 4.3

Comments included:

- *Production staff did a good job as far as I can tell.*
- *I communicated with the staff regarding several issues, and they were always helpful and relatively quick*
- *It was almost perfect and fast. There was a small problem with some of the figure in the first proofs we received, but it was fixed.*

Errata and versions

Table 3: Corrections Published in 2017

Date	Correction Type	DOI	Fault	Note
28-Apr-17	Corrigendum*	Syx034	Author	There was a spelling error in the title of the article.
13-Feb-17	Erratum	Syw110	Author	There were misidentifications in a table (data)
13-Feb-17	Erratum	Syw118	Author	Dryad data was incorrect
25-Jan-17	Erratum	Syw113	Editorial office	The wrong manuscript category was given to typeset the article

*Starting with this article, the journal is now publishing corrigenda for author errors and errata for publisher errors.

Open Access

Through Oxford Open, authors of accepted papers are given the option of paying an open access (OA) publication charge to make their paper freely available upon online publication. For *Systematic Biology,* the fee is £1000/ $1800 / €1300. So far in 2017, 6 authors have opted to pay the fee in order to publish open access.

Table 4: Open Access Articles Published in 2017

Author Name	Article Title	DOI
D. Bapst	Combined Analysis of Extant Rhynchonellida (Brachiopoda) Using Morphological and Molecular Data	Syx049
C. Colijn	A metric on phylogenetic tree shapes	Syx046
D. Rabosky	Is BAMM flawed? Theoretical and practical concerns in the analysis of multi-rate diversification models	Syx037
D. Wegmann	Inference of evolutionary jumps in large phylogenies using Lévy processes	Syx028
Z. Yang	Efficient Bayesian species tree inference under the multispecies coalescent	Syw119
M. Sanderson	Homology-aware Phylogenomics at Gigabase Scales	Syw104

OUP discounts online subscription prices based on OA uptake, to mean that the more OA content that is published in a journal, the lower the future online subscription prices will be. We have been praised for this approach, as it avoids 'double dipping', which is where publishers charge twice - once to the author for the OA charge and once to the librarian for the subscription.

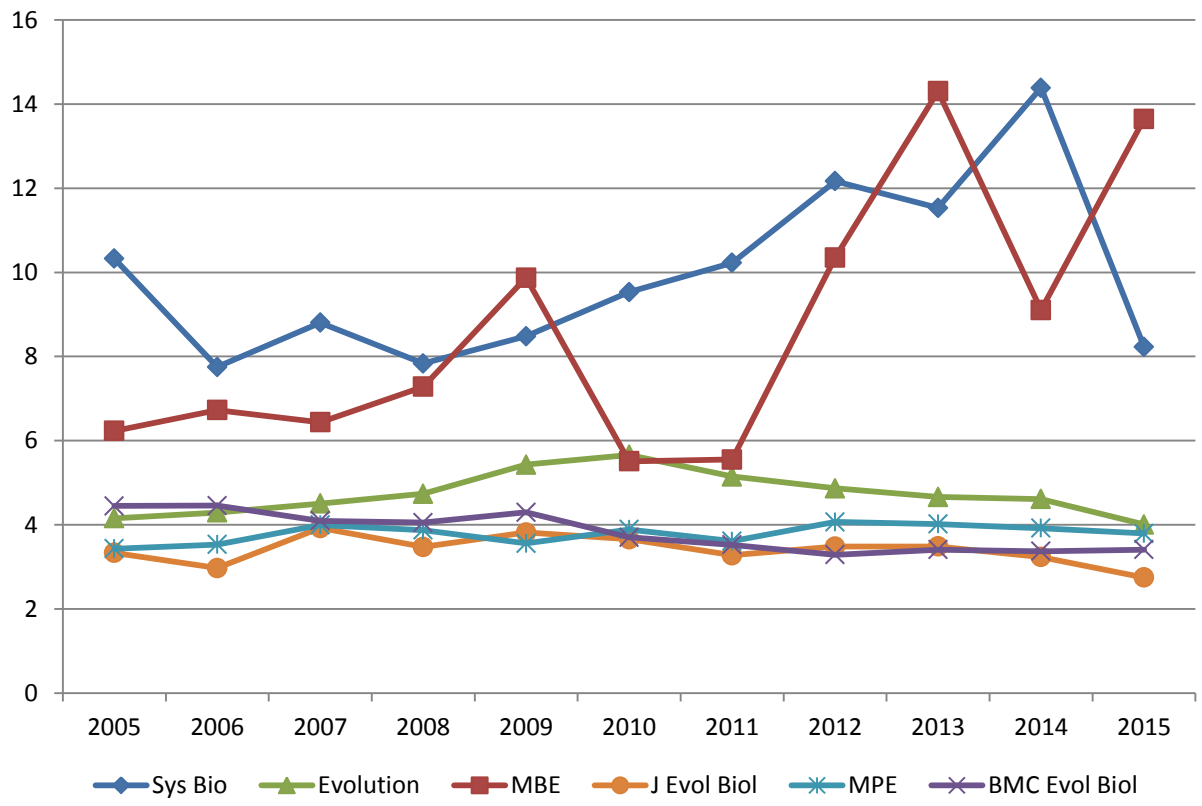
IMPACT

2015 impact factor

Systematic Biology's 2015 Impact Factor was announced in June 2016. The journal received an Impact Factor of 8.225, which represents a 42% decrease from the previous year. As noted in previous reports, this significant drop was largely due to the highly cited 2012 article "MrBayes 3.2: Efficient Bayesian Phylogenetic Inference and Model Choice Across a Large Model Space" falling outside of the citation window for the 2015 Impact Factor.

Of the 1,135 citations that contributed to the Impact Factor, 117 were self-citations, or 10% of the total.

Figure 4: Impact Factor Trend of *Systematic Biology* and Competitors, 2005-2015



2016 Prediction

Our calculated prediction of the 2016 Impact Factor is 8.724.

Category Ranking

The 2015 Impact Factor places *Systematic Biology* 4th out of 46 journals in the ISI category 'Evolutionary Biology'.

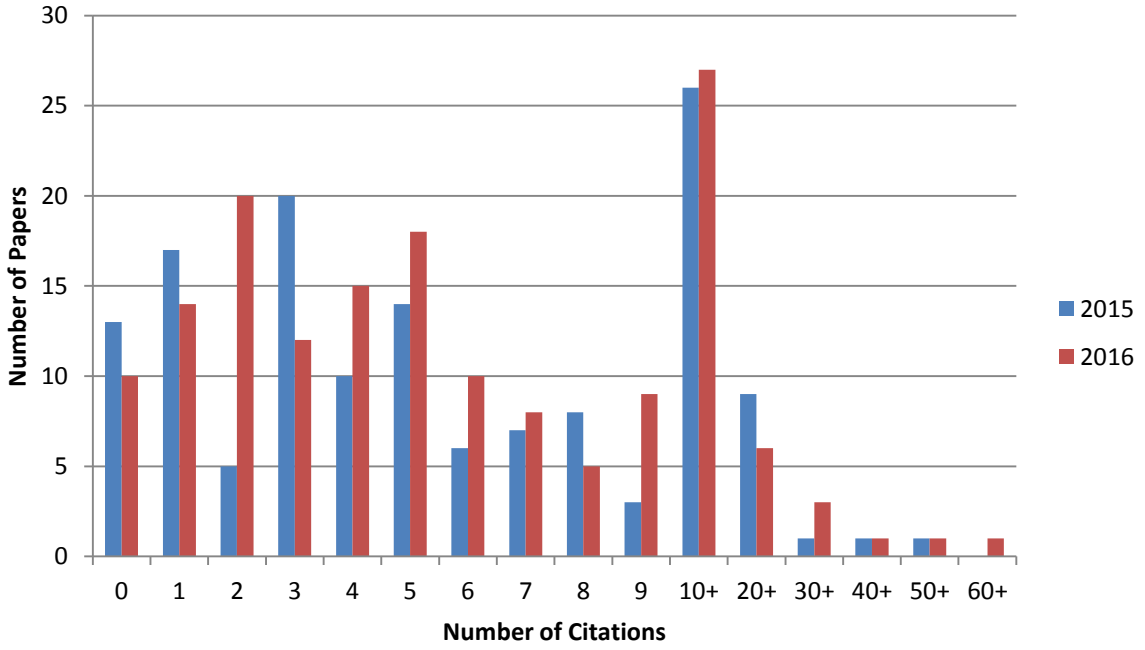
Table 5: *Systematic Biology* Ranking in 'Evolutionary Biology'

Journal	Ranking in 'Evolutionary Biology'	Impact Factor
Trends in Ecology & Evolution	1	16.735
Molecular Biology & Evolution	2	13.649
Annual Review of Ecology Evolution and Systematics	3	9.352
Systematic Biology	4	8.225
Molecular Ecology	5	5.947
Molecular Ecology Resources	6	5.298
Cladistics	7	4.952
Proceedings of the Royal Society B-Biological Sciences	8	4.823
Evolutionary Applications	9	4.572
Genome Biology & Evolution	10	4.098

Citations

The following bar chart shows the distribution of articles in the 2015 and 2016 Impact Factor windows by number of citations received. Both years show a similar distribution with many articles receiving a good number of citations.

Figure 5: 2015-2016 Impact Factor Citation Distribution



Cited and Citing Journal

The table below shows the journals that most cited articles (in all years) from *Systematic Biology* in the left hand column and the journals most cited by *Systematic Biology* (in all years) in the right hand column.

Table 6: Cited and Citing Journals

IF	Cited Journal (journals which most cited *Systematic Biology* in 2015)	Citing Journal (journals which were most cited by *Systematic Biology* in 2015)	IF
3.792	*Molecular Phylogenetics and Evolution*	*Systematic Biology*	8.225
3.057	*PLoS One*	*Molecular Biology and Evolution*	13.649
8.225	*Systematic Biology*	*Bioinformatics*	5.766
3.406	*BMC Evolutionary Biology*	*Proceedings of the National Academy of Sciences of USA*	9.423
0.994	*Zootaxa*	*Evolution*	4.007
5.947	*Molecular Ecology*	*Molecular Phylogenetics and Evolution*	3.792
3.997	*Journal of Biogeography*	*Nature*	38.138
13.649	*Molecular Biology and Evolution*	*Science*	34.661
4.007	*Evolution*	*PLoS One*	3.057
2.316	*Zoological Journal of the Linnean Society*	*Proceedings of the Royal Society B-Biological Sciences*	4.823

Top Cited Articles

The table below shows the articles published in 2013 and 2014 that received the highest number of citations in 2015. In other words, these are the articles that made the highest contribution to the 2015 Impact Factor.

Table 7: Top Cited Articles, 2015

First Author	Title	Year	Vol	Iss	Citations in 2015	Total Citations to Date
Fujisawa, T.	Delimiting Species Using Single-Locus Data and the Generalized Mixed Yule Coalescent Approach: A Revised Method and Evaluation on Simulated Data Sets	2013	62	5	59	209
Eaton, D.	Inferring Phylogeny and Introgression using RADseq Data: An Example from Flowering Plants (Pedicularis: Orobanchaceae)	2013	62	5	40	112
Lartillot, N.	PhyloBayes MPI: Phylogenetic Reconstruction with Infinite Mixtures of Profiles in a Parallel Environment	2013	62	4	34	131
Matzke, N.	Model Selection in Historical Biogeography Reveals that Founder-Event Speciation Is a Crucial Process in Island Clades	2014	63	6	29	122
Wood, H. M.	Treating Fossils as Terminal Taxa in Divergence Time Estimation Reveals Ancient Vicariance Patterns in the Palpimanoid Spiders	2013	62	2	26	77

First Author	Title	Year	Vol	Iss	Citations in 2015	Total Citations to Date
Satler,J. D.	Multilocus Species Delimitation in a Complex of Morphologically Conserved Trapdoor Spiders (Mygalomorphae, Antrodiaetidae, Aliatypus)	2013	62	6	25	74
Leache, A. D.	The Influence of Gene Flow on Species Tree Estimation: A Simulation Study	2014	63	1	24	66
Leache, A. D.	Species Delimitation using Genome-Wide SNP Data	2014	63	4	23	56
Klingenberg, C. P.	Evolutionary Covariation in Geometric Morphometric Data: Analyzing Integration, Modularity, and Allometry in a Phylogenetic Context	2013	62	4	22	86
Smith, B. T.	Target Capture and Massively Parallel Sequencing of Ultraconserved Elements for Comparative Studies at Shallow Evolutionary Time Scales	2014	63	1	21	71

Table 8 shows the articles published in 2014 and 2015 that received the highest number of citations in 2016. These are the articles that will make the highest contribution to the upcoming 2016 Impact Factor.

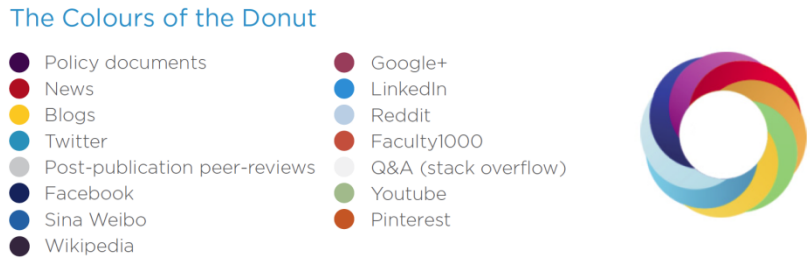
Table 8: Top Cited Articles, 2016

First Author	Title	Year	Vol	Iss	Citations in 2016	Total Citations to Date
Matzke, N.	Model Selection in Historical Biogeography Reveals that Founder-Event Speciation Is a Crucial Process in Island Clades	2014	63	6	62	122
Rabosky, D.	Model Inadequacy and Mistaken Inferences of Trait-Dependent Speciation	2015	64	2	58	104
Bazinet, A. L.	A Gateway for Phylogenetic Analysis Powered by Grid Computing Featuring GARLI 2.0	2014	63	5	40	74
Maddison, W.	The Unsolved Challenge to Phylogenetic Correlation Tests for Categorical Characters	2015	64	1	37	75
Smith, B. T.	Target Capture and Massively Parallel Sequencing of Ultraconserved Elements for Comparative Studies at Shallow Evolutionary Time Scales	2014	63	1	34	71
Ho, L. S. T.	A Linear-Time Algorithm for Gaussian and Non-Gaussian Trait Evolution Models	2014	63	3	31	69
Leache, A. D.	The Influence of Gene Flow on Species Tree Estimation: A Simulation Study	2014	63	1	27	66
Adams, D. C.	A Generalized K Statistic for Estimating Phylogenetic Signal from Shape and Other High-Dimensional Multivariate Data	2014	63	5	25	57
Leache, A. D.	Species Delimitation using Genome-Wide SNP Data	2014	63	4	25	56
Rabosky, D.	Analysis and Visualization of Complex Macroevolutionary Dynamics: An Example from Australian Scincid Lizards	2014	63	4	25	56

Altmetrics

'Altmetrics' is a generic term for journal article metrics that differ from the traditional metrics based on citations and online usage. Several entities measure and distribute journal altmetrics. OUP uses Altmetric (www.altmetric.com) to report on journal articles. An 'Altmetric Score' is calculated for each journal article, and if the score is non-zero a 'donut' badge may be displayed on each article's web page.

This 'Altmetric Score' is a measure of the amount of attention an article has received online, in social media and from news sites, from early 2012 to date. It is not necessarily a good measure of article 'quality', but the information can be of interest in showing the impact of journal articles. We observe that the articles with the highest Altmetric Scores are those with findings that are humorous or of general public interest. This score is the number that appears in the centre of the Altmetric 'donut'. The colours of the 'donut' indicate the source of the attention.

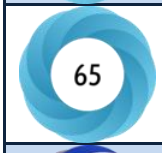


Each mention that an article receives in one of the included sources contributes a positive amount to the Altmetric Score. Each contribution is weighted according to the attributes of the source.

The following are the articles in *Systematic Biology* that have received the highest Altmetric Score over the past year. Note that the Altmetric Score in the 'donut' is the value for 'all time' (i.e. since Altmetric started measuring in early 2012).

Table 9: Top 10 Most Mentioned Articles in the Past Year

Score	Title
93	Geomolecular Dating and the Origin of Placental Mammals M. J. Phillips (2016) 65 (3): 546-557
86	Model Selection in Historical Biogeography Reveals that Founder-Event Speciation Is a Crucial Process in Island Clades N. J. Matzke (2014) 63 (6): 951-970
83	Is Permanent Parasitism Reversible?—Critical Evidence from Early Evolution of House Dust Mites P. B. Klimov (2013) 62 (3): 411-423
74	Bayesian Total-Evidence Dating Reveals the Recent Crown Radiation of Penguins A. Gavryushkina (2017) 66 (1): 57-73

Score	Title
	The Tree of Life D. R. Maddison (2013) 62 (1): 179
	RevBayes: Bayesian Phylogenetic Inference Using Graphical Models and an Interactive Model-Specification Language S. Hohna (2016) 65 (4): 726-736
	Misconceptions on Missing Data in RAD-seq Phylogenetics with a Deep-scale Example from Flowering Plants D. A. R. Eaton (2017) 66 (3): 399-412
	Species Concepts and Species Delimitation K. De Queiroz (2007) 56 (6): 879-886
	Biogeographic Analysis Reveals Ancient Continental Vicariance and Recent Oceanic Dispersal in Amphibians R. A. Pyron (2014) 63 (5): 779-797
	Current Methods for Automated Filtering of Multiple Sequence Alignments Frequently Worsen Single-Gene Phylogenetic Inference G. Tan (2015) 64 (5): 778-791

ONLINE USAGE

Full-Text Downloads

- *Systematic Biology* had **338,897** full-text downloads in 2016 compared to **302,583** the previous year, which represents a **12% increase**.
- In the first four months of 2017, the journal had **178,853** full-text downloads, compared to **118,139** during the same period in 2016.
- In 2016 there was an average of ~**28,240** full-text downloads per month compared to an average of ~**25,220** in 2015.
- In the first four months of 2017 the journal had an average of ~**44,710** full-text downloads per month.

Usage data is routinely reprocessed to ensure that the figures available are accurate and COUNTER compliant; as such the usage detailed here may be subject to change.

Figure 6: Total HTML and PDF Downloads, 2012-2017 ytd

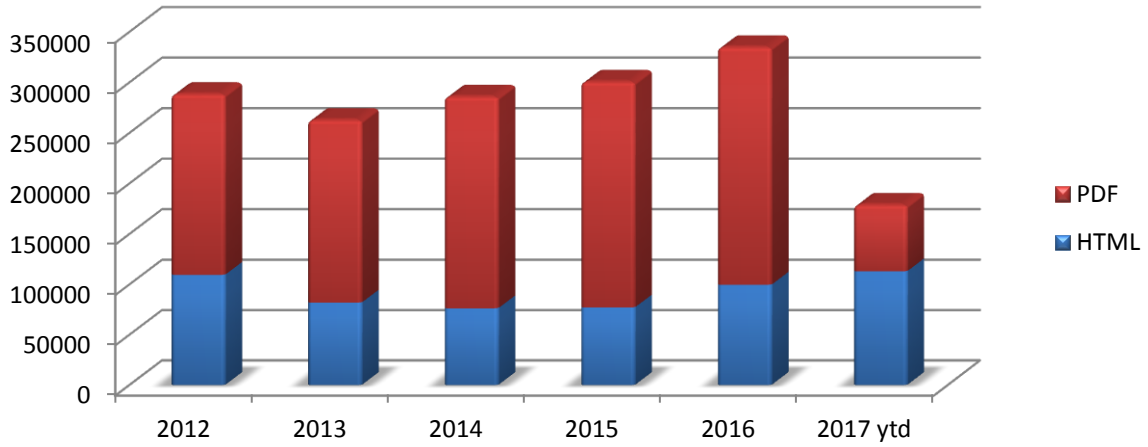
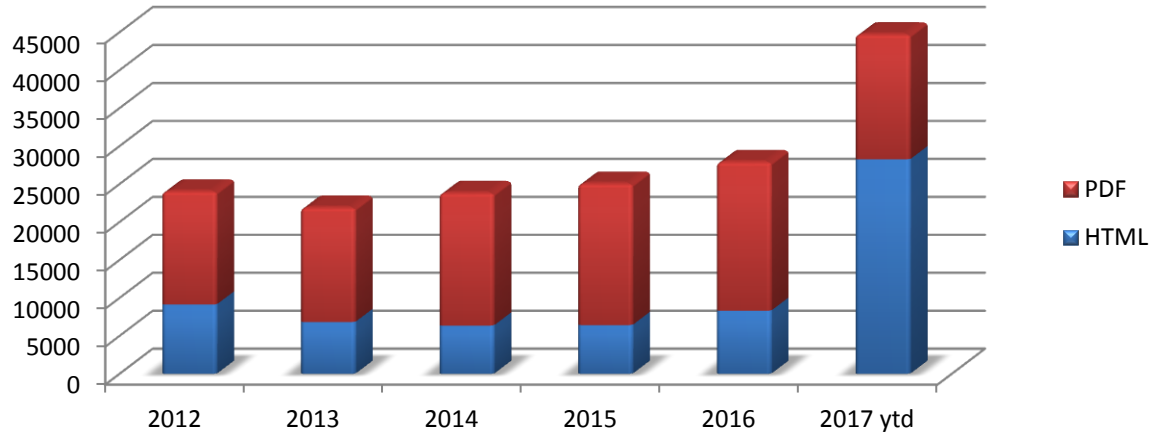


Figure 7: Average Monthly HTML and PDF Downloads, 2012-2017 ytd



Top Accessed Articles 2016 & 2017 ytd

Usage is not only crucial in terms of raising the profile of a journal; it also helps to measure readership, and is fast becoming the primary metric used by librarians to inform purchasing decisions. Usage is a more immediate measure of an article's relevance and impact than citation, and for this reason, many of our marketing activities are focused on promoting usage at article level. Tables 10 and 11 below show the top ten most downloaded articles in 2016 and 2017 ytd respectively. The download figures are a total of both PDF and HTML usage.

Table 10: Top 10 Most Accessed Articles, 2016

First Author	Article	Year	Vol	Iss	Article Type	Downloads
De Queiroz, K.	Species Concepts and Species Delimitation	2007	56	6	Regular articles	6,966
Beerenwinkel, N.	Cancer Evolution: Mathematical Models and Computational Inference	2015	64	1	Special Issue: Mathematical and Computational Evolutionary Biology (2013)	3,705
Revell, L. J.	Phylogenetic Signal, Evolutionary Process, and Rate	2008	57	4	Regular articles	2,186
Ronquist, F.	MrBayes 3.2: Efficient Bayesian Phylogenetic Inference and Model Choice Across a Large Model Space	2012	61	3	Software for Systematics and Evolution	2,183
Hohna, S.	RevBayes: Bayesian Phylogenetic Inference Using Graphical Models and an Interactive Model-Specification Language	2016	65	4	Software for Systematics and Evolution	1,974
Hebert, P. D. N.	The Promise of DNA Barcoding for Taxonomy	2005	54	5	Points of View	1,957
Modesto, S. P.	The Phylogenetic Definition of Reptilia	2004	53	5	Points of View	1,936
Raxworthy, C. J.	Applications of Ecological Niche Modeling for Species Delimitation: A Review and Empirical Evaluation Using Day Geckos (Phelsuma) from Madagascar	2007	56	6	Regular articles	1,880
Eaton, D. A. R.	Inferring Phylogeny and Introgression using RADseq Data: An Example from Flowering Plants (Pedicularis: Orobanchaceae)	2013	62	5	Regular Articles	1,852
Fujisawa, T.	Delimiting Species Using Single-Locus Data and the Generalized Mixed Yule Coalescent Approach: A Revised Method and Evaluation on Simulated Data Sets	2013	62	5	Regular Articles	1,845

Table 11: Top 10 Most Accessed Articles, 2017 (to May)

First Author	Article	Year	Vol	Iss	Article Type	Downloads
De Queiroz, K.	Species Concepts and Species Delimitation	2007	56	6	Regular articles	3,392
Lintusaari, J.	Fundamentals and Recent Developments in Approximate Bayesian Computation	2017	66	1	Regular articles	1,467
Ronquist, F.	MrBayes 3.2: Efficient Bayesian Phylogenetic Inference and Model Choice Across a Large Model Space	2012	61	3	Software for Systematics and Evolution	1,445
Leonardi, M.	Evolutionary Patterns and Processes: Lessons from Ancient DNA	2017	66	1	Regular articles	1,321
Posada, D.	Model Selection and Model Averaging in Phylogenetics: Advantages of Akaike Information Criterion and Bayesian Approaches Over Likelihood Ratio Tests	2004	53	5	Regular articles	1,240
Hebert, P. D. N.	The Promise of DNA Barcoding for Taxonomy	2005	54	5	Points of View	1,239
Beerenwinkel, N.	Cancer Evolution: Mathematical Models and Computational Inference	2015	64	1	Special Issue: Mathematical and Computational Evolutionary Biology (2013)	1,238
Guindon, S.	New Algorithms and Methods to Estimate Maximum-Likelihood Phylogenies: Assessing the Performance of PhyML 3.0	2010	59	3	Regular Articles	1,212
Guindon, S.	A Simple, Fast, and Accurate Algorithm to Estimate Large Phylogenies by Maximum Likelihood	2003	52	5	Regular articles	1,146
Rabosky, D. L.	Is BAMM Flawed? Theoretical and Practical Concerns in the Analysis of Multi-Rate Diversification Models	2017	syx037		Regular articles	1,134

MARKETING

Society Promotions

To help promote the Society of Systematic Biologists, we have undertaken a number of activities, detailed below.

Journal homepage

A region of the journal's new homepage on the Oxford Academic platform has been devoted to key society messages (shown below):

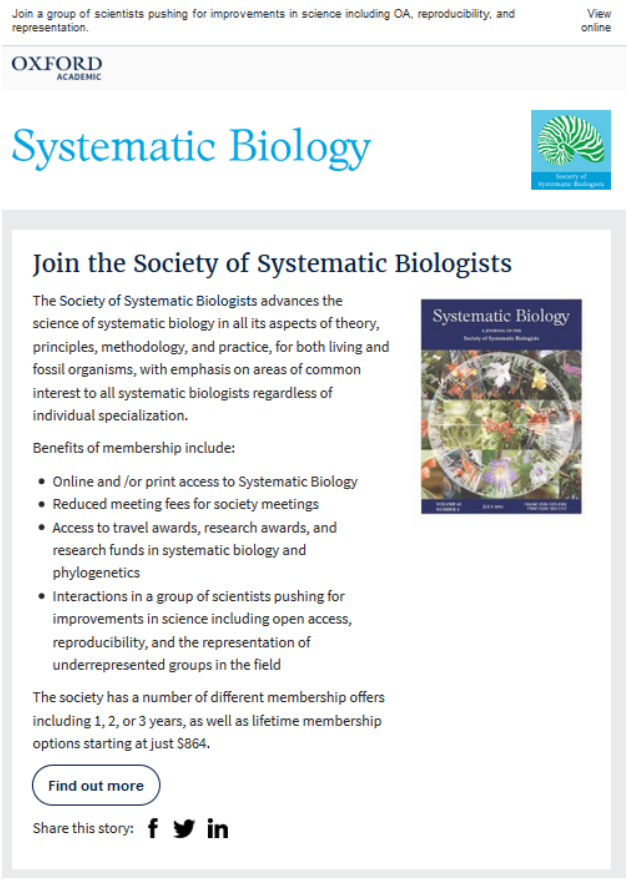
Social media

These messages were also be promoted via the @OxfordJournals Twitter account:

These messages, and additional messages developed in partnership with SSB, will continue to be included in future campaigns as we focus on promoting the new membership categories and Society activities.

Upcoming Email Campaign

An email promoting society membership to journal readers will be sent shortly:



This campaign features a newly designed template with more prominent journal branding to match the new *Systematic Biology* website. The main message is focussed on the benefits of society membership including:

- Online and/or print access to the journal
- Reduced meeting fees
- SSB's awards
- SSB's representation and outreach work

Highly Cited Articles

In order to increase the usage and profile of articles within the 2017 Impact Factor window we will shortly be promoting a collection of highly cited articles from 2015 and 2016. This collection will be promoted via:

- Email campaign (internal OUP list)
- Email campaign (purchased list of contacts with relevant interests)
- Banner advertising
- Social media

Content Alerting

Content alerts are important marketing tools, not only because they encourage usage and readership of the journal, but also because we can track their impact on usage directly and use email alerting services to provide additional promotional information.

The eTOC (email table of contents) alerting service for *Systematic Biology* currently has **3,202** registrants and the Advance Access service has **1,367** registrants. This is a growth of **4.2%** (129) and **3.48%** (46) respectively in the last six months. Growth of email alert registrants over the last 12 months is shown in the tables below.

Table 12: eTOC Registrants, May 2016-May 2017

Date	eTOC registrants	Change (%)
May 2016	3,039	-
December 2016	3,073	+34 (1.12%)
May 2017	3,202	+129 (4.2%)

Table 13: AA Registrants, May 2016-May 2017

Date	AA registrants	Change (%)
May 2016	1,312	-
December 2016	1,321	+9 (0.69%)
May 2017	1,367	+46 (3.48%)

International Conferences

Conferences are an excellent way of maintaining and raising the global profile of a journal. *Systematic Biology* has had/will have a presence at the following conferences in 2017.

Table 14: Conferences, 2017

Conference	City
Society for Integrative and Comparative Biology (SICB)	New Orleans, USA
Evolution 2017	Portland, USA
Society for Molecular Biology and Evolution 2017	Austin, USA
Society for Experimental Biology 2017	Gothenburg, Sweden
Intelligent Systems for Molecular Biology & European Conference on Computational Biology 2017	Prague, Czech Republic
International Congress for Conservation Biology	Cartagena, Columbia
XIX International Botanical Congress	Shenzhen, China
Ecological Society of America	Portland, USA
European Society for Evolutionary Biology	Groningen, The Netherlands
Entomological Society of America	Denver, USA
The 40th Annual Meeting Of The Molecular Biology Society Of Japan	Kobe, Japan
British Ecological Society Annual Meeting 2017	Ghent, Belgium

SALES HIGHLIGHTS

Member subscriptions

In addition to the institutional subscribers, the journal is offered to members of the Society of Systematic Biologists as part of their membership package. Table 15 provides a breakdown of the member subscriptions fulfilled in 2015, 2016, and a breakdown of the 2017 renewals as of May.

In autumn 2016, we introduced new 2- and 3-year rates for all membership categories for the 2017 membership and subscription renewals, to enable members to purchase multiple years of membership at once. A new lifetime online only rate is also available, and we will ensure these new categories continue to be promoted to the existing membership, previous or lapsed members, and readers of the journal.

Table 15: Member Subscriptions, 2015-2017 ytd

	Membership	Total
2015 Total		**774**
2016	Regular members	245
	Student Green membership	178
	Emeritus membership	17
	Green membership	151
	Lifetime membership	17
	Student membership	75
	Sustaining membership	8
	Honorary membership	7
2016 Total		**698**
2017 ytd	Regular members	201
	Regular members 2 year	5
	Regular members 3 year	13
	Green membership	132
	Green membership 2 year	10
	Green membership 3 year	19
	Student membership	64
	Student membership 2 year	5
	Student membership 3 year	3
	Student Green membership	148
	Student Green membership 2 year	2
	Student Green membership 3 year	6
	Emeritus membership	13
	Emeritus membership 2 year	2
	Emeritus membership 3 year	2
	Lifetime membership	17
	Sustaining membership	5
	Honorary membership	7
2017 ytd Total		**654**

Subscriptions by type

Figure 8: Traditional institutional access by format, 2012-2017 ytd

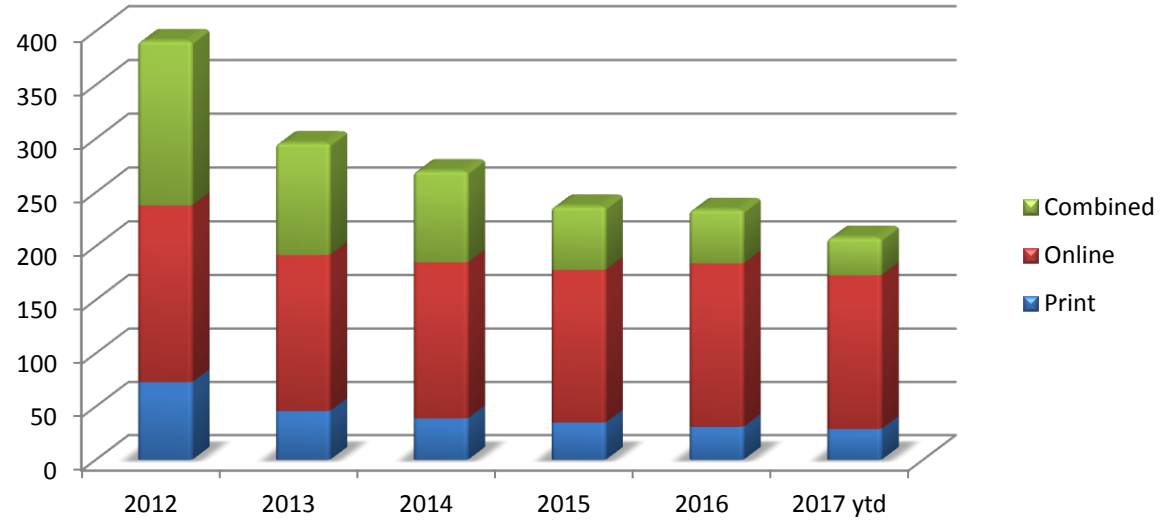
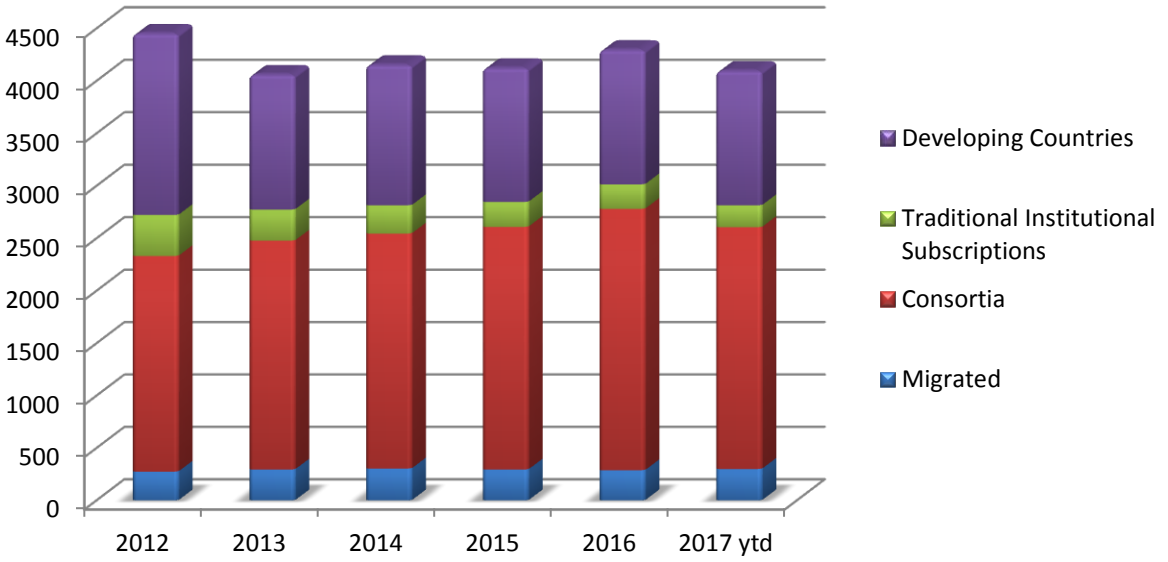


Figure 8 (above) shows the number of 'traditional' subscribers taking print, online and combined subscriptions from 2012-2017 ytd. In 2016, 81 subscribers continued to take a print subscription through either the Print only or Combined subscription options. However, the vast majority of institutions now access the journal via our OUP collection as demonstrated by Figure 9 (below) which shows the split of subscribers by type.

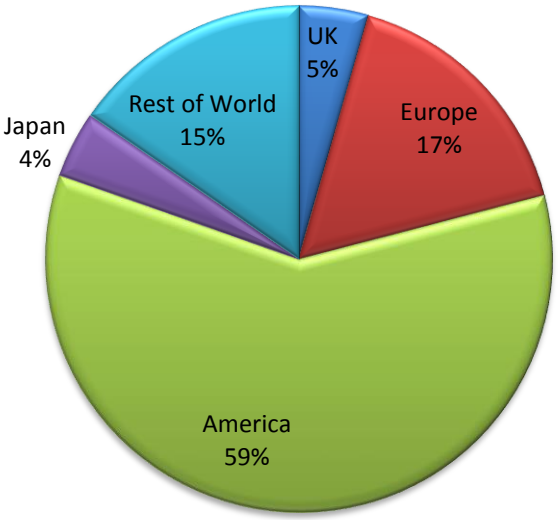
Figure 9: Institutional subscriptions by type, 2012-2017 ytd



Regional breakdown of institutions with access

The figure below shows the geographical spread of traditional subscribers and 'migrated' subscribers in 2016.

Figure 10: Institutional subscriptions by region, 2016



Overview of library sales

OUP has a strong library sales presence in all key markets through a 100+ strong sales team, the majority of which are based in territory and speak the local language. The teams are proud to sell the highest quality collection of journals of any major publisher and place value on maintaining and building a very strong relationship with the global library community.

Highlights

- **New collection deals:** There were 148 new collection deals secured Globally in 2016.
- **New business models:** Following the success of the custom collection packages and discount structures seen in 2015, we have expanded the offer to cover all sectors globally; this serves to protect existing revenue whilst giving strong incentive to upgrade to a highly customized collection which is most relevant to them. Through our discount incentive structure, flexibility and transparency on pricing, we are able to provide customers Collections that represent true value and quality.
- **Traditional subscriptions:** We have in place a cross functional group dedicated to ensuring our traditional subscriptions business is carefully managed. All lapsed subscriptions have a programme of follow up activity consisting of a combination of account management and telephone/marketing campaigns including:
    - Low cost-per-use awareness campaigns
    - Subject librarian mailing
    - Social media advertising
    - Don't lose access/keep reading campaign
    - Lapser email with survey
    - Monthly usage stats email
    - Direct sales outreach to top tier customers

- **Collection Management:** Drawing on global upselling data (data which helps identify opportunities to upsell the collection to current non collection customers), the enhanced usage data, size and reach of our Sales teams, we were able to secure renewals and target upgrades to custom collections and additional titles relevant to the customer.

Commercial performance

- Overall the journals business had a strong year in 2016 (calendar year) growing total sales by 5% on the prior year. Excluding the adverse impact of exchange rate movements, growth was 6.4%. Underlying growth (excluding new joiners and exchange rate movements) was 3%.
- Growth was driven by a large one-off digital archive deal to Switzerland for £1.4m, which included sales of "near archive" content (post 1996). This contributed to archive sales growth of 111%.
- Subscriptions and collection income grew by 4%, or 5% excluding the impact of exchange rates. Open access income grew 10%.

Global Market Trends & Events

- Lingering effects of the SWETS's bankruptcy continued to affect traditional subscriptions in the UK/Ireland during 2016; some institutions re-assessed their subscriptions following the bankruptcy and in some cases this led to increased cancellation. In most cases cancellations were based on cost per use. However, the increased number of collection sales protected many of the existing subscriptions and allowed the rescue of any recently cancelled.
- Policy change in the Middle East: Since the price of oil per barrel fell to an all-time low in 2015 we have experienced a number of government led budget cuts across Gulf states, Qatar has been particularly affected with a $1.3bn reduction in spending across the wider education sector, resulting in a slowdown of spending across Online Books and further review of Journals deals. Saudi Arabia is also adversely affected, as the region continues to support a budget deficit across all sectors.
- The North American market saw growth of nearly 10% in collection sales, and very few cancellations of collections (single digits), mostly related to extreme budget cuts at the institutions. Our activity level directly with customers is extremely high, and we are engaged in conversations with the library and consortia community about journals publishing and our models, which has enabled us to maintain our stability through our fair, flexible and transparent pricing policies.
- Latin America has been a challenging market with the strength of the US dollar impacting budgets significantly. Brazil, the largest purchaser of OUP content in the region, has been in the midst of both political and economic upheaval, and the government funded CAPES consortia that controls the majority of spending on journals has seen cuts to its budget. Overall the region declined 5% in subscription and collection sales, which is modest in relation to the currency changes which result in double digit drops in value in some countries.
- We are seeing greater demand from customers for local OA offsetting, particularly in the UK and Europe. We are working closely with consortia in each region to develop a sustainable model for both learned societies and academic institutions and the pressure to offer combined subscription / OA offset deals is likely to continue for the foreseeable future.
- The ANZ market has made a strong recovery following the weak exchange rate in 15/16. The 2017 CAUL collection deal renewed with 0% cancellations and has grown to 46 member institutions. The OUP journal collection is considered a core database for all universities in Australia and New Zealand.

Looking forward to 2017

- Auto Renew pilot: a small pilot has been launched in several key markets including US, UK and ANZ to auto-renew traditional subscriptions. The pilot is designed to make renewing journals easier for

customers whilst limiting attrition and administrative work for both customers and OUP. It is too early to report our findings, though we are currently considering a wider roll out for 2018 renewals.

Institutional marketing

Library consortia and collection sales continue to be the most effective strategy to safeguard existing institutional subscriptions, grow circulation, and generate additional revenue. While academic library budgets struggle to keep pace with the rising quantity and price of academic research, collection purchasing allows libraries and publishers to negotiate deals to expand journal revenue and reach.

OUP has an extensive marketing team focusing on the institutional/library market on a regional basis. Our combination of local and global coverage allows us to raise awareness of our publishing programme in local languages, tailored to suit the needs of the regions we operate in. We have dedicated institutional marketing staff throughout Europe, the Americas, and Asia Pacific.

Oxford Journals Collection and Archive

All journals included in the Oxford Journals Collection and Archive are promoted throughout the year as part of those Collections, via:

- The annually-updated Journals Collection Title List, Journals Collection Brochure, Journals Subject Collection flyers (Medicine, Law, Social Sciences, Humanities, Mathematics and Physical Sciences, Life Sciences), and Journals Archive Brochure in both print and digital formats, for use online and by the sales teams
- Production of native language materials for specific regions
- Email campaigns targeting institutional contacts both globally and regionally, promoting the Journals Collection & Journals Archive and new joiners
- Global subject librarian email campaigns to subject librarians to raise profile of subject collections and gather sales leads
- Featuring the Collection and Archive in the monthly library newsletter sent to all existing institutional customers, (including the new Spanish-language newsletter targeting Latin America)
- Local language versions of all institutional email campaigns created and implemented regionally where relevant (e.g. China, India, and Japan)
- Representation of the Journals Collection and Archive at Library Conferences around the world, including ALA, UKSG, VALA, CALIS, and IFLA via booth demonstrations, plasma slides, and flyers, as well as print and/or digital advertising

Online access for developing countries

OUP is committed to ensuring that non-profit research institutions in developing nations have access to critical research. We participate in a number of free or heavily-reduced rate developing country access initiatives, including INASP, eIFL, and Research4Life, as well as our own Developing Countries Offer.

In 2015, OUP conducted an annual review of our Developing Country initiatives. As a result of this exercise OUP now offers its entire journal collection to participating institutions, reaching over 5,500 sites in over 100 countries. We promote the offer through a variety of geo-targeted channels, including native language promotions and partnerships with regional and global initiatives. To find out more about our Developing Countries policy, please visit http://www.oxfordjournals.org/en/librarians/developing-countries-initiative/.