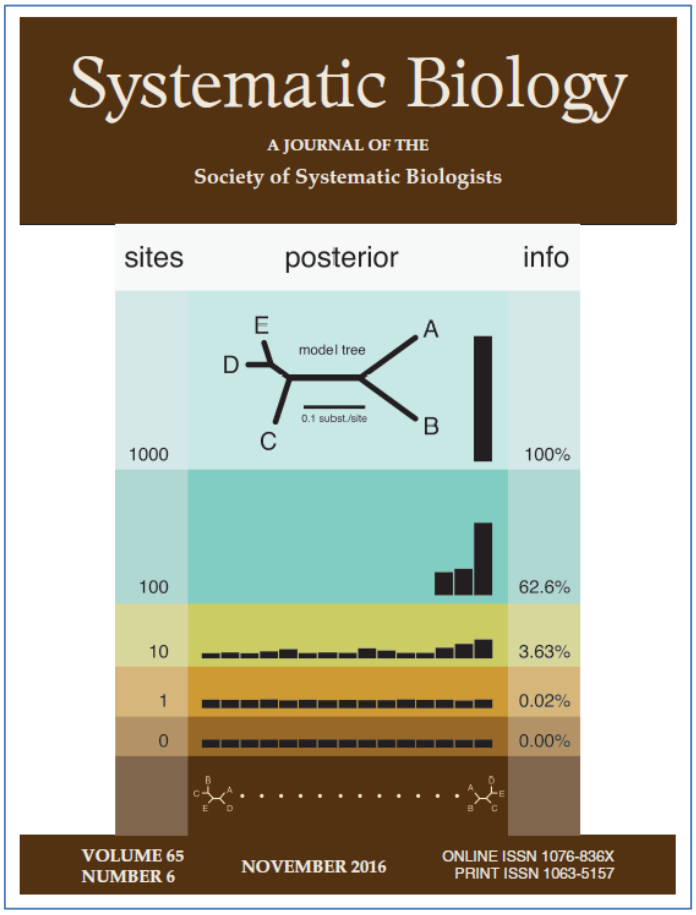
SYSTEMATIC BIOLOGY

PUBLISHER'S REPORT



DECEMBER 2016

Report prepared by Jen Boyd, Alexia Bonfield, Adrianne Loggins and Alex Beaumont

CONTENTS

EXECUTIVE SUMMARY

Since the last Publisher's Report in the summer, we have a number of exciting new initiatives to share, as well as an update on journal performance:

- The new online platform for *Systematic Biology* has launched. Full switchover to the new site is expected in early 2017.

- New multi-year membership categories were introduced for the 2017 renewals drive, and although we are still early in the renewals season, we have seen encouraging uptake of these 2- and 3-year memberships.

- A revised approach to our marketing strategy following the Evolution 2016 meeting, with a new focus on SSB activities, including support for the Baton Rouge Standalone Meeting and the new membership categories.

- As we move into 2017 from the 'editor overlap year', working with our new EiC Tom Near, to ensure smooth running of the journal.

- Continued smooth production under our experienced Production Editor Adrianne Loggins.

- Increasing full-text usage overall compared to the prior year, and the continued increase of usage via mobile.

DASHBOARD

USAGE & ONLINE

- New platform update
- Full-text downloads: **311,420** in 2016 ytd, a 12.5% increase on the total from the same period in 2015
- Average monthly downloads: ~**28,310** in 2016 ytd (~25,159 in the same period in 2015)

IMPACT FACTOR & CITATIONS

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

For more information please contact
Jen Boyd
(Jennifer.boyd@oup.com)

CIRCULATION

- **501** traditional institutional subscriptions
- **2,435** 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

- **1.3** weeks median publication time from receipt at OUP to Advance Access publication in 2016 to date
- 2 out of 3 issues were published on or ahead of schedule
- Implementation of page charges for non-members of SSB from 2017

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

MARKETING

- Promotion of SSB initatives including the Baton Rouge meeting, and promotion of new membership categories
- Email table of contents registrants: **3,073**

For more information please contact
Alex Beaumont
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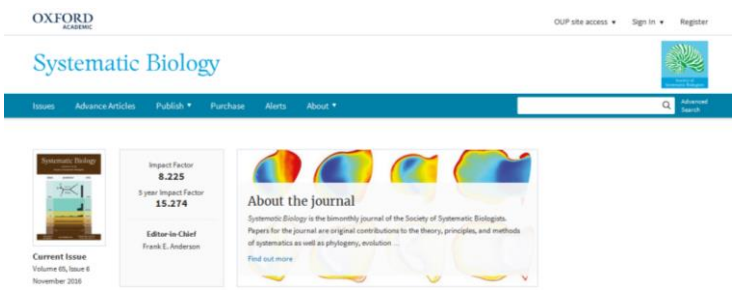
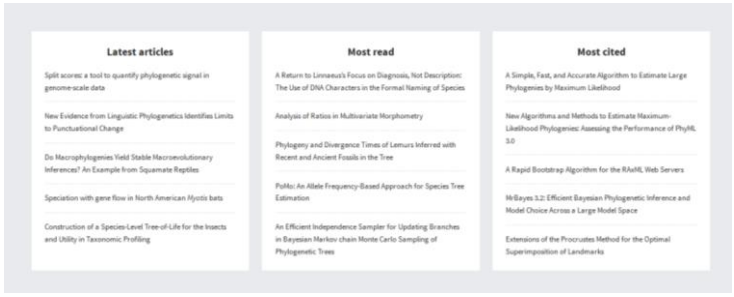
NEW PLATFORM

In December, the new online platform was launched. Systematic Biology is available on the new site at https://academic.oup.com/sysbio. At the time of writing (mid-December), the previous site (http://sysbio.oxfordjournals.org/) is dual-running with the new site and will continue to be the site on which most users access content. Readers coming from Google, PubMed, CrossRef, or via DOI links will reach the previous site and new content will be published to both platforms. Over the coming weeks we will be implementing redirects to direct users to the new platform. Some features of the new fully-responsive site include:

Simple, user-friendly navigation bar to content and information

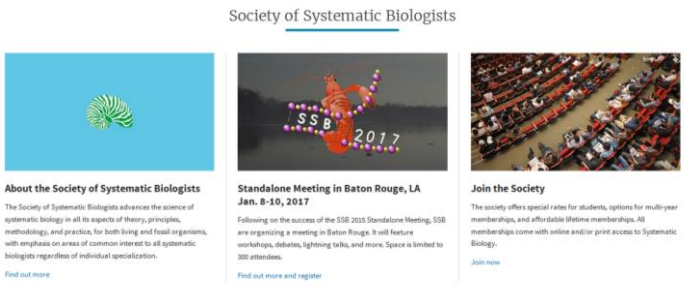


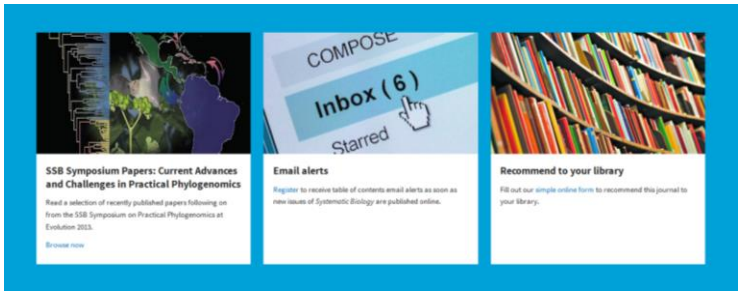
Clear journal and SSB branding



Dynamic content widgets

Dedicated area for SSB promotion





Flexible space for additional promotion and content highlighting

PRODUCTION

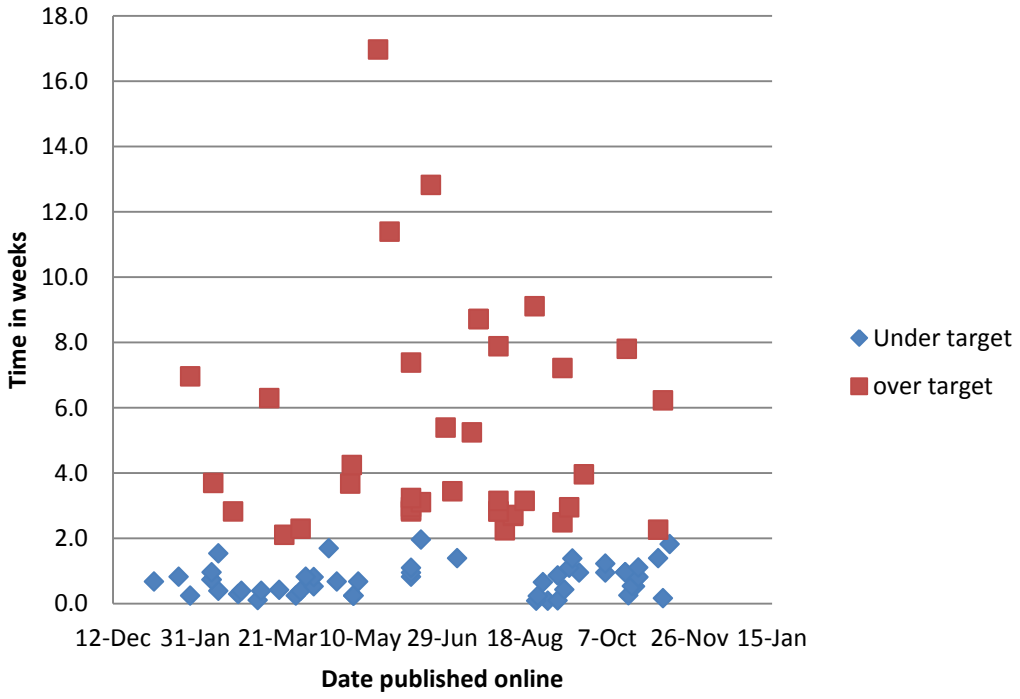
Statistics at a glance:

- **Copy flow: 97** manuscripts received so far in 2016.
- **Page budget:** Volume 65 closed at **1,125** pages, which is 3 pages under budget.
- **Speed:** The mean time from receipt to Advance Access publication is 2.6 weeks (median 1.3 weeks) for 2016. This is above the target of 2 weeks; however, **63%** of articles were published online within the speed target of 2 weeks. This mean 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 in 2017.
- **Timeliness:** Issues 1, 2, 4, and 6 were published online and in print early or on schedule. Issue 3 was published one week late due to a late submission of a symposium introduction. Issue 5 was published one week late due a delay in sending the issue order.
- **Quality:** So far in 2016, there have been **3** errata published and **2** article versions.
- **Developments:** as agreed with SSB Council in 2016, from 2017 we will be 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 **91** manuscripts have been published on Advance Access in 2016. The graph below shows publication times from receipt at OUP to publication online. As Figure 1 shows, speeds have increased throughout the year. These increases were due to internal delays at the supplier which have since been resolved. It is Production's goal to reduct article processing times to below target in 2017.

Figure 1: Manuscripts published ahead of print 2016



SCHEDULE

The table below shows actual issue publication date against schedule. Of the 6 issues that published in 2016, 4 were published on or ahead of schedule.

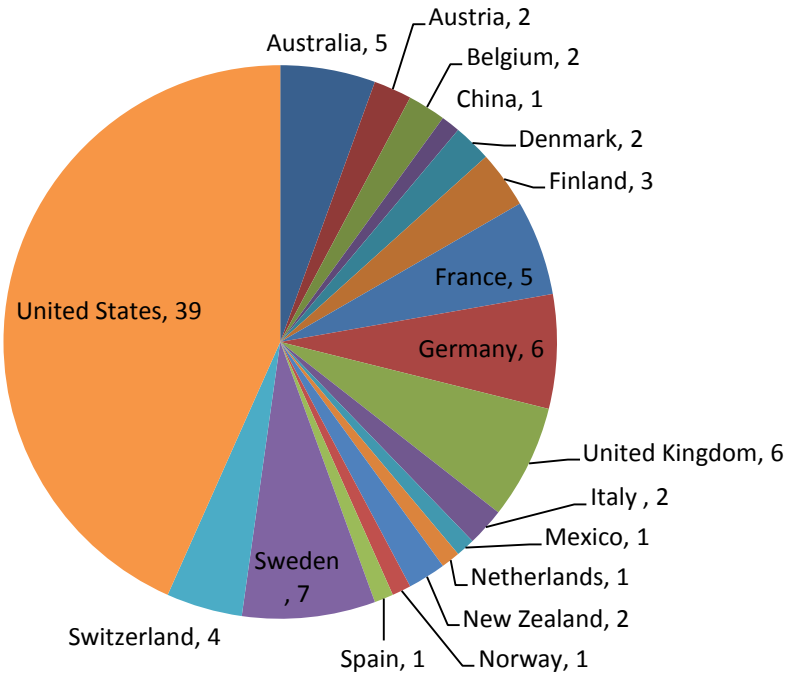
Table 1: Issue Publication Dates

Volume/Issue	Scheduled Online	Actual Online	Scheduled Print	Actual Print
65/1	16-Dec-15	15-Dec-15	21-Dec-15	17-Dec-15
65/2	18-Feb-16	10-Feb-16	23-Feb-16	15-Feb-16
65/3	18-Apr-16	29-Apr-16	21-Apr-16	29-Apr-16
65/4	17-June-16	17-June-16	22-June-16	22-June-2016
65/5	19-Aug-16	25-Aug-16	24-Aug-16	31-Aug-2016
65/6	19-Oct-2016	17-Oct-16	24-Oct-16	19-Oct-16

AUTHOR DISTRIBUTION

The figure below shows the geographical spread of corresponding authors on all manuscripts published in *Systematic Biology* in 2016.

Figure 2: Geographical distribution of authors 2016



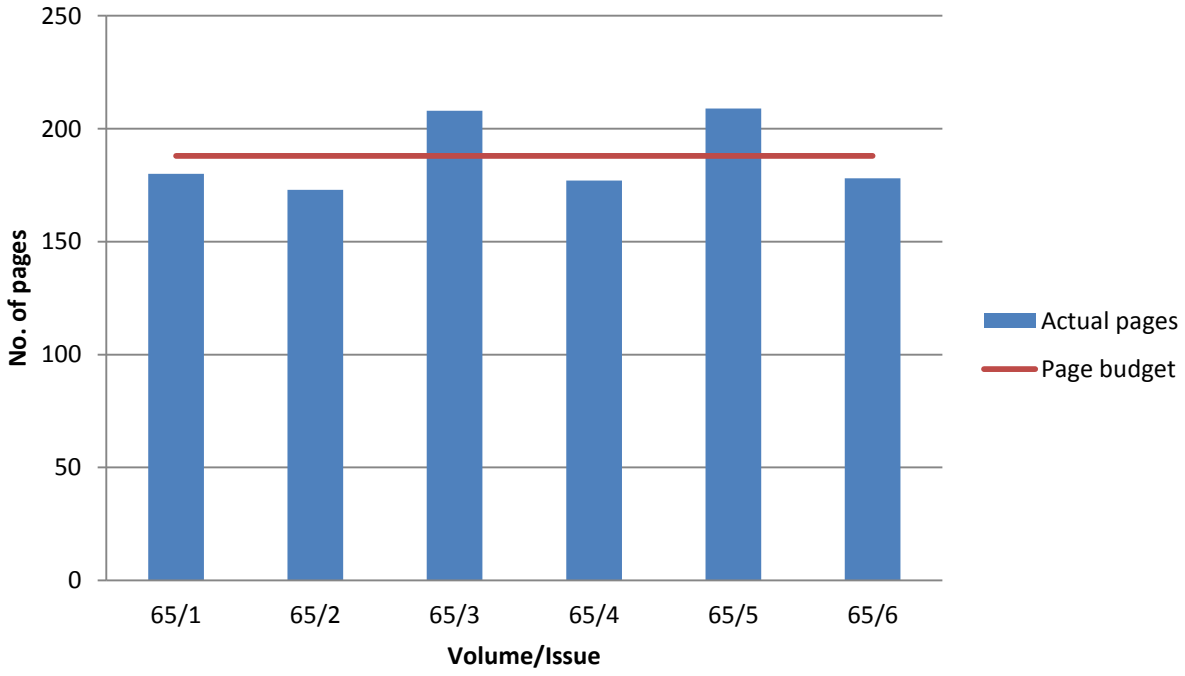
PAGE BUDGET

Overall, the 2016 volume is 3 pages under budget. The breakdown of actual and budgeted pages per issue is shown in Table 2 and Figure 3.

Table 2: Actual and Budgeted Pages per Issue

Volume/Issue	Page extent	Page budget
65/1	180	188
65/2	173	188
65/3	208	188
65/4	177	188
65/5	209	188
65/6	178	188
Total	1125	1128

Figure 3: Performance Against Page Budget



AUTHOR SURVEY

After publication, we survey our authors and ask them to rate us on the following criteria:

- speed of publication after acceptance
- quality of the end product
- overall service provided by OUP Journals
- communication

In 2016, 3 authors have responded to the author survey, which represents a response of 3%. 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**: 3.7
- **Quality:** 4.5
- **Service:** 4
- **Communication**: 3.7

Comments included:

I am happy with all the work of the production staff. I am very happy with the support that I got from the editor for approving waiving the color charges.

ERRATA AND VERSIONS

Table 3: Versions and Errata Published in 2016

Date	Correction Type	Unique ID	Fault	Note
5/24/2016	Erratum	Syw008	Author	Errors in references.
7/21/2016	Erratum	Syw045	Typesetter	The supplementary material link for this article was not included with the article.
7/21/2016	Erratum	Syw046	Typesetter	There was an error in the affiliations for one of the authors.
8/17/2016	Version	Syw054	Author	Changed to Open Access.
7/29/2016	Version	Syw055	Author	There were multiple corresponding authors that needed to be indicated.

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 2016, 22 authors opted to pay the fee in order to publish open access.

Table 4: Open Access Articles Published in 2016

Author name	Article title	DOI
Lewis, P.	Estimating Bayesian Phylogenetic Information Content	10.1093/sysbio/syw042
Fernandez, R.	Exploring phylogenetic relationships within Myriapoda and the effects of matrix composition and occupancy on phylogenomic reconstruction	10.1093/sysbio/syw041
Wills, M.	Measuring stratigraphic congruence across trees, higher taxa and time	10.1093/sysbio/syw039
Minh, B.	Terrace Aware Data Structure for Phylogenomic Inference from Supermatrices	10.1093/sysbio/syw037
Fujisawa, T.	A rapid and scalable method for multilocus species delimitation using Bayesian model comparison and rooted triplets	10.1093/sysbio/syw028
May, M.	How Well Can We Detect Lineage-Specific Diversification-Rate Shifts? A Simulation Study of	10.1093/sysbio/syw026

	Sequential AIC Methods	
Franz, N.	Two Influential Primate Classifications Logically Aligned	10.1093/sysbio/syw023
Höhna, S.	RevBayes: Bayesian Phylogenetic Inference Using Graphical Models and an Interactive model-specification Language	10.1093/sysbio/syw021
Stadler, T.	Does gene tree discordance explain the mismatch between macroevolutionary models and empirical patterns of tree shape and branching times?	10.1093/sysbio/syw019
Salamin, N.	Bridging inter- and intraspecific trait evolution with a hierarchical Bayesian approach	10.1093/sysbio/syw010
Dejaco, T.	Taxonomist's nightmare … evolutionist's delight: an integrative approach resolves species limits in jumping bristletails despite widespread hybridization and parthenogenesis	10.1093/sysbio/syw003
Drummond, A.	Computational Performance and Statistical Accuracy of *BEAST and Comparisons with Other Methods	10.1093/sysbio/syv118
St. John, K.	The Shape of Phylogenetic Treespace	10.1093/sysbio/syw025
Mutanen, M.	Species-Level Para- and Polyphyly in DNA Barcode Gene Trees: Strong Operational Bias in European Lepidoptera	10.1093/sysbio/syw044
Lemey, P.	Emerging concepts of data integration in pathogen phylodynamics	10.1093/sysbio/syw054
Hobolth, A.	Statistical inference in the Wright-Fisher model using allele frequency data	10.1093/sysbio/syw056
Gavryushkina, A.	Bayesian total-evidence dating reveals the recent crown radiation of penguins	10.1093/sysbio/syw060
Töpel, M.	SpeciesGeoCoder: Fast categorization of species occurrences for analyses of biodiversity, biogeography, ecology and evolution	10.1093/sysbio/syw064
Vos, R.	Towards a Self-Updating Platform for Estimating Rates of Speciation and Migration, Ages, and Relationships of Taxa (SUPERSMART)	10.1093/sysbio/syw066
Flouri, T.	Efficient detection of repeating sites to accelerate phylogenetic likelihood calculations	10.1093/sysbio/syw075
Lintusaari, J.	Fundamentals and Recent Developments in Approximate Bayesian Computation	10.1093/sysbio/syw077
Edler, D.	Infomap Bioregions: Interactive mapping of biogeographical regions from species distributions	10.1093/sysbio/syw087

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.

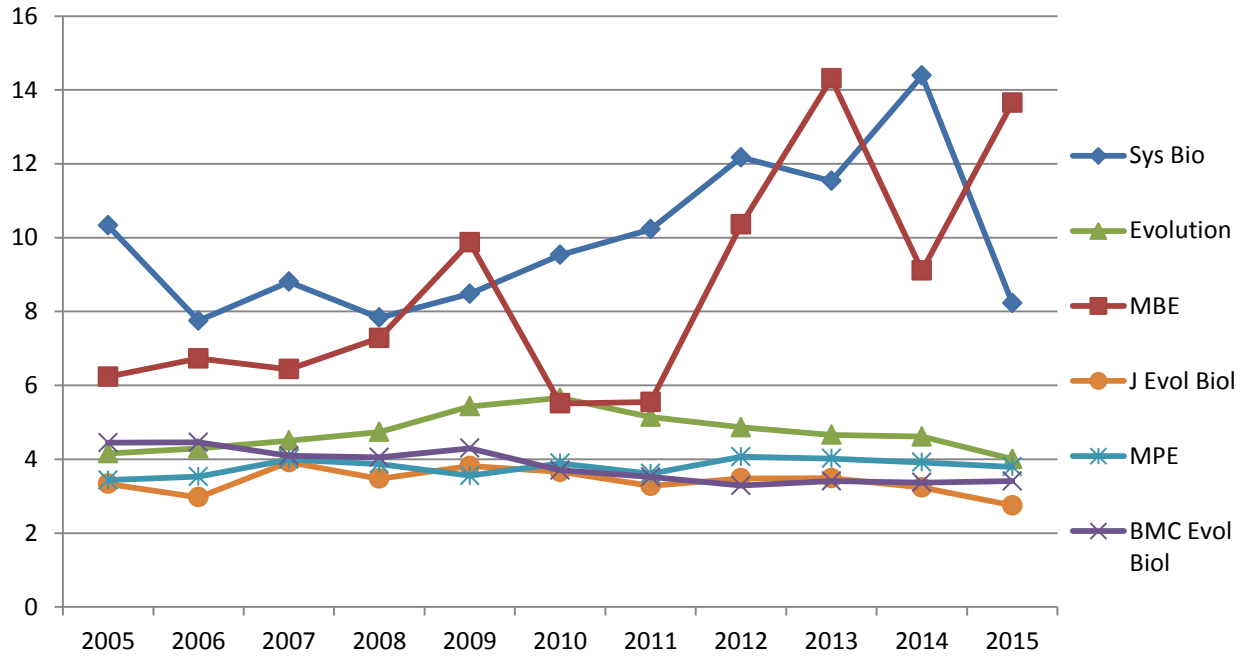
IMPACT FACTOR AND CITATION

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. This significant drop is in large part attributable to the 2012 article "MrBayes 3.2: Efficient Bayesian Phylogenetic Inference and Model Choice Across a Large Model Space," which received 734 citations in 2014, 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



CATEGORY RANKING

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

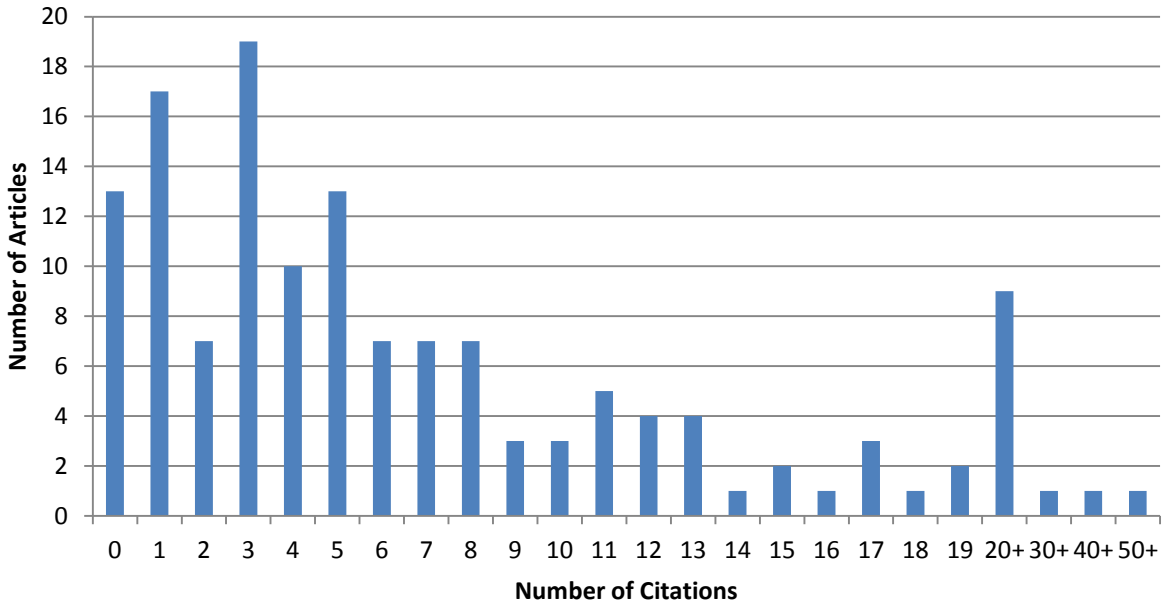
Table 5: *Systematic Biology* Ranking in 'Evolutionary Biology'

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 Impact Factor window by number of citations received.

Figure 5: 2015 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.

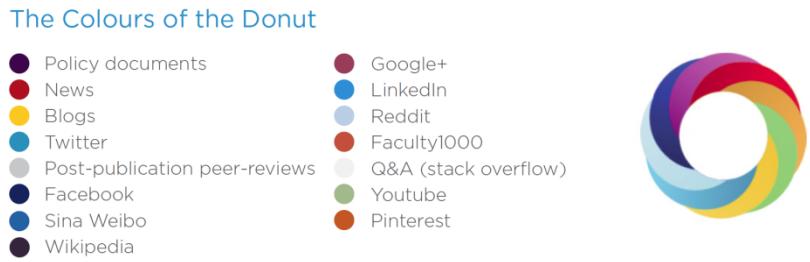
Table 7: Top Cited Articles

First Author	Title	Year	Vol	Iss	Citations in 2014	Total Citations
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	160
Eaton, D.	Inferring Phylogeny and Introgression using RADseq Data: An Example from Flowering Plants (Pedicularis: Orobanchaceae)	2013	62	5	40	95
Lartillot, N.	PhyloBayes MPI: Phylogenetic Reconstruction with Infinite Mixtures of Profiles in a Parallel Environment	2013	62	4	33	104
Satler, J.	Multilocus Species Delimitation in a Complex of Morphologically Conserved Trapdoor Spiders (Mygalomorphae, Antrodiaetidae, Aliatypus)	2013	62	6	25	63
Matzke, N.	Model Selection in Historical Biogeography Reveals that Founder-Event Speciation Is a Crucial Process in Island Clades	2014	63	6	25	76
Leache, A.	Species Delimitation using Genome-Wide SNP Data	2014	63	4	23	46
Wood, H.	Treating Fossils as Terminal Taxa in Divergence Time Estimation Reveals Ancient Vicariance Patterns in the Palpimanoid Spiders	2013	62	2	23	51
Leache, A.	The Influence of Gene Flow on Species Tree Estimation: A Simulation Study	2014	63	1	23	57
Klingenberg, C. P.	Evolutionary Covariation in Geometric Morphometric Data: Analyzing Integration, Modularity, and Allometry in a Phylogenetic Context	2013	62	4	22	71
Cox, C.	Conflicting Phylogenies for Early Land Plants are Caused by Composition Biases among Synonymous Substitutions	2014	63	2	21	41

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.

An Altmetric Score can also be calculated for some other time periods (e.g. the past day, past week, past six months, past year).

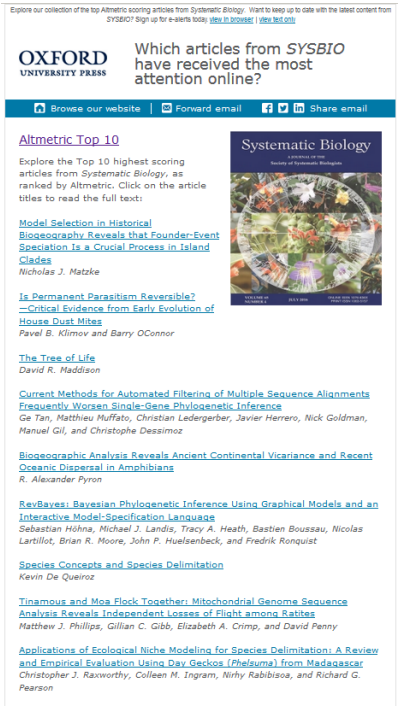
The following are the articles in *Systematic Biology* that have received the highest Altmetric Score over the past year. Note that the Altmetric Score in the 'donut' is the value for 'all time' (i.e. since Altmetric started measuring in early 2012).

Table 8: Top 10 Most Mentioned Articles in the past year

Score	Title
	**Geomolecular Dating and the Origin of Placental Mammals** M. J. Phillips (2016), Volume 65, Issue 3, 546-557
	**RevBayes: Bayesian Phylogenetic Inference Using Graphical Models and an Interactive Model-Specification Language** S. Höhna, M. J. Landis, T. A. Heath, B. Boussau, N. Lartillot, B. R. Moore, J. P. Huelsenbeck and F. Ronquist (2016), Volume 65, Issue 4, 726-736
	**Misconceptions on Missing Data in RAD-seq Phylogenetics with a Deep-scale Example from Flowering Plants** D. A. R. Eaton, E. L. Spriggs, B. Park and M. J. Donoghue (2016), DOI: 10.1093/sysbio/syw092
	**Spatiotemporal Diversification of the True Frogs (Genus Rana): A Historical Framework for a Widely Studied Group of Model Organisms** Z-Y. Yuan, W-W. Zhou, X. Chen, N. A. Poyarkov Jr., H-M. Chen, N-H. Jang-Liaw, W-H. Chou, N. J. Matzke, K. Iizuka, M-S. Min, S. L. Kuzmin, Y-P. Zhang, D. C. Cannatella, D. M. Hillis and J. Che (2016), Volume 65, Issue 5, 824-842

44	**Phylogeny and divergence times of lemurs inferred with recent and ancient fossils in the tree** J. P. Herrera and L. M. Dávalos (2016), Volume 65, Issue 5, 772-791
41	**Do Macrophylogenies Yield Stable Macroevolutionary Inferences? An Example from Squamate Reptiles** P. O. Title and D. L. Rabosky (2016), DOI: 10.1093/sysbio/syw102
29	**Sequence Capture Versus Restriction Site Associated DNA Sequencing for Shallow Systematics** M. G. Harvey, B. Tilston Smith, T. C. Glenn, B. C. Faircloth and R. T. Brumfield (2015), Volume 65, Issue 5, 910-924
27	**Estimating Bayesian Phylogenetic Information Content** P. O. Lewis, M-H. Chen, L. Kuo, L. A. Lewis, K. Fučíková, S. Neupane, Y-B. Wang and D. Shi (2016), Volume 65, Issue 5, 1009-1023
26	**Detecting hidden diversification shifts in models of trait-dependent speciation and extinction** J. M. Beaulieu, and B. C. O'Meara (2016), Volume 65, Issue 4, 583-601
26	**Machine Learning Biogeographic Processes from Biotic Patterns: A New Trait-Dependent Dispersal and Diversification Model with Model Choice By Simulation-Trained Discriminant Analysis** J. Sukumaran, E. P. Economo and L. Lacey Knowles (2016), Volume 65, Issue 3, 525-545

ALTMETRIC ARTICLE COLLECTION EMAIL CAMPAIGN (NOVEMBER)


Explore our collection of the top Altmetric scoring articles from *Systematic Biology*. Want to keep up to date with the latest content from SYSBIO? Sign up for e-alerts today: view in browser | view text only

OXFORD UNIVERSITY PRESS

Which articles from *SYSBIO* have received the most attention online?

Browse our website | Forward email | Share email

Altmetric Top 10

Explore the Top 10 highest scoring articles from *Systematic Biology*, as ranked by Altmetric. Click on the article titles to read the full text:

Model Selection in Historical Biogeography Reveals that Founder-Event Speciation Is a Crucial Process in Island Clades
Nicholas J. Matzke

Is Permanent Parasitism Reversible?—Critical Evidence from Early Evolution of House Dust Mites
Pavel B. Klimov and Barry OConnor

The Tree of Life
David R. Maddison

Current Methods for Automated Filtering of Multiple Sequence Alignments Frequently Worsen Single-Gene Phylogenetic Inference
Ge Tan, Matthieu Muffato, Christian Ledergerber, Javier Herrero, Nick Goldman, Manuel Gil, and Christophe Dessimoz

Biogeographic Analysis Reveals Ancient Continental Vicariance and Recent Oceanic Dispersal in Amphibians
R. Alexander Pyron

RevBayes: Bayesian Phylogenetic Inference Using Graphical Models and an Interactive Model-Specification Language
Sebastian Höhna, Michael J. Landis, Tracy A. Heath, Bastien Boussau, Nicolas Lartillot, Brian R. Moore, John P. Huelsenbeck, and Fredrik Ronquist

Species Concepts and Species Delimitation
Kevin De Queiroz

Tinamous and Moa Flock Together: Mitochondrial Genome Sequence Analysis Reveals Independent Losses of Flight among Ratites
Matthew J. Phillips, Gillian C. Gibb, Elizabeth A. Crimp, and David Penny

Applications of Ecological Niche Modeling for Species Delimitation: A Review and Empirical Evaluation Using Day Geckos (*Phelsuma*) from Madagascar
Christopher J. Raxworthy, Colleen M. Ingram, Nirhy Rabibisoa, and Richard G. Pearson

To encourage citations and influence the 2016 Impact Factor, we collated high-scoring articles from 2016 as ranked by Altmetric and created a bespoke webpage for them. We then promoted this via an email campaign.

This e-campaign was sent to **1,140** contacts with an open rate of **22%** (255) and a click through rate of **31%** (80). These figures are an excellent result and far above industry and OUP benchmarks for engagement rates.

ONLINE USAGE

FULL-TEXT DOWNLOADS

- In the first eleven months of 2016, *Systematic Biology* had **311,420** full-text downloads compared to **276,744** in the same period in 2015, which represents a 12.5% increase.
- In the first eleven months of 2016 there was an average of **~28,310** full-text downloads per month compared to an average of **~25,159** in the same period in 2015.

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

Figure 6: Total HTML and PDF Downloads, 2012-2016 ytd

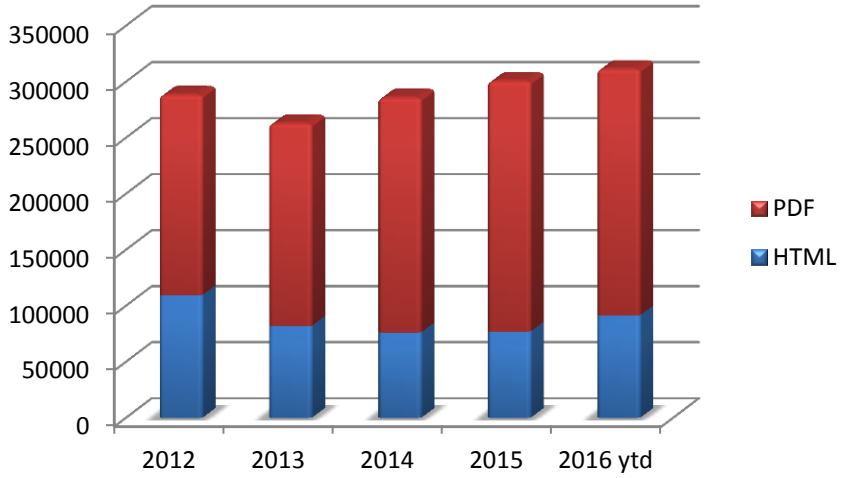
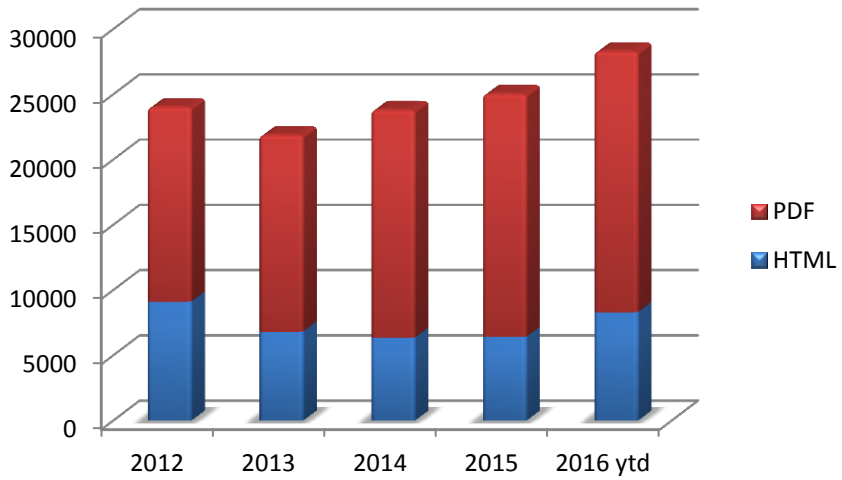


Figure 7: Average Monthly HTML and PDF Downloads, 2012-2016 ytd



TOP ACCESSED ARTICLES 2016

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. Table 9 below shows the top ten most downloaded articles in 2016. The download figures are a total of both PDF and HTML usage.

Table 9: Top 10 Most Accessed Articles

First Author	Article	Year	Vol	Iss	Article Type	Downloads
De Queiroz, K.	Species Concepts and Species Delimitation	2007	56	6	Articles	6475
Beerenwinkel, N.	Cancer evolution: mathematical models and computational inference	2015	64	1	Special Issue: Mathematical and Computational Evolutionary Biology	3552
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	2043
Revell, L. J.	Phylogenetic signal, evolutionary process, and rate	2008	57	4	Regular Article	2035
Höhna, S.	RevBayes: Bayesian Phylogenetic Inference Using Graphical Models and an Interactive Model-Specification Language	2016	65	4	Software for Systematics and Evolution	1903
Modesto, S. P.	The Phylogenetic Definition of Reptilia	2004	53	5	Points of View	1878
Hebert, P. D. N.	The promise of DNA barcoding for taxonomy	2004	53	5	Points of View	1868
Eaton, D. A. R.	Inferring Phylogeny and Introgression using RADseq Data: An Example from Flowering Plants (Pedicularis: Orobanchaceae)	2013	62	5	Regular Article	1749
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 Article	1740
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	Articles	1690

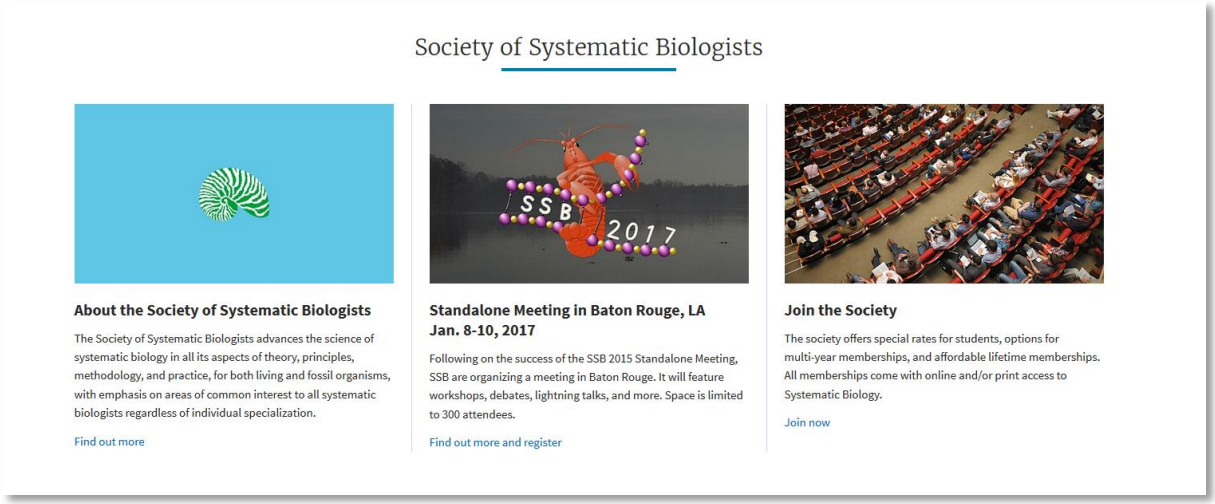
MARKETING

SOCIETY PROMOTIONS

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

New platform website

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



These messages will 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.

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 **3,073** registrants and the Advance Access service has **1,321** registrants.

PROFILE

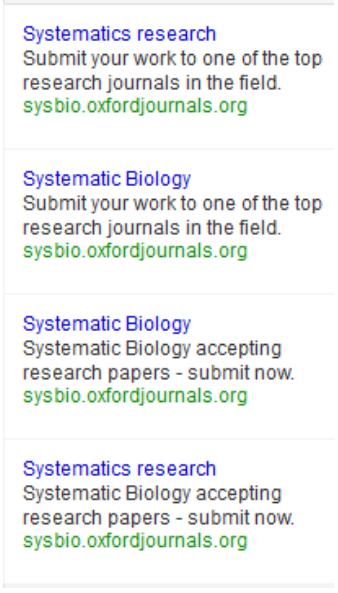
Conferences are an excellent way of maintaining and raising the global profile of a journal. *Systematic Biology* had a presence at the following conferences in 2016.

Table 10: Conferences where *Systematic Biology* had a presence in 2016

Conference	City	Date
Society for Integrative and Comparative Biology (SICB)	Portland, USA	03.01.2017
Experimental Biology	San Diego, USA	02.04.2016
Evolution 2016	Austin, USA	17.06.2016
Plant Biology Europe	Prague, Czech Republic	26.06.2016
SMBE 2016	Gold Coast, Australia	03.07.2016
SEB Brighton 2016	Brighton, UK	04.07.2016
15th European Conference on Computational Biology	The Hague, Netherlands	03.09.2016
The 39th Annual Meeting Of The Molecular Biology Society Of Japan	Yokohama, Japan	30.11.2016
British Ecological Society Annual Meeting 2016	Liverpool, UK	11.12.2016

Submissions

CALL FOR PAPERS GOOGLE ADWORDS CAMPAIGN (DECEMBER)



To achieve the objective to increase submissions for *Systematic Biology*, we ran a Pay-Per-Click campaign via Google AdWords and ran the adverts pictured left, which have generated a collective total of **474,782** impressions and **863** clicks through to content to date.

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 11 provides a breakdown of the member subscriptions fulfilled in 2015, 2016 and a breakdown of the 2017 renewals to date.

This autumn, for the 2017 membership and subscription renewals, we introduced new 2- and 3-year rates for all membership categories, to enable members to purchase multiple years of membership at once. A new lifetime online only rate isalso 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 11: Member Subscriptions

	Total
2015 Total	**774**
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**
Regular members	128
Regular members 2 year	1
Regular members 3 year	4
Green membership	74
Green membership 2 year	2
Green membership 3 year	7
Student membership	28
Student membership 2 year	3
Student membership 3 year	2
Student Green membership	40
Student Green membership 2 year	2
Student Green membership 3 year	2
Emeritus membership	8
Emeritus membership 2 year	1
Emeritus membership 3 year	1
Lifetime membership	18
Sustaining membership	7
Honorary membership	7
2017 ytd Total	**335**

SUBSCRIPTIONS BY TYPE

Figure 8: Institutional Access by Type, 2012-2016 ytd

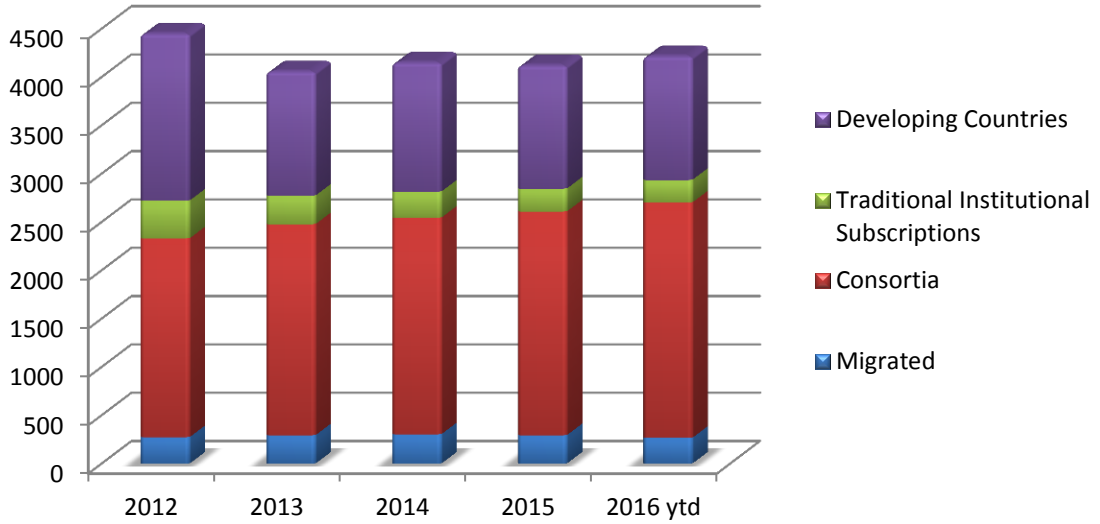


Figure 9: 'Traditional' subscriptions by Type, 2012-2016 ytd

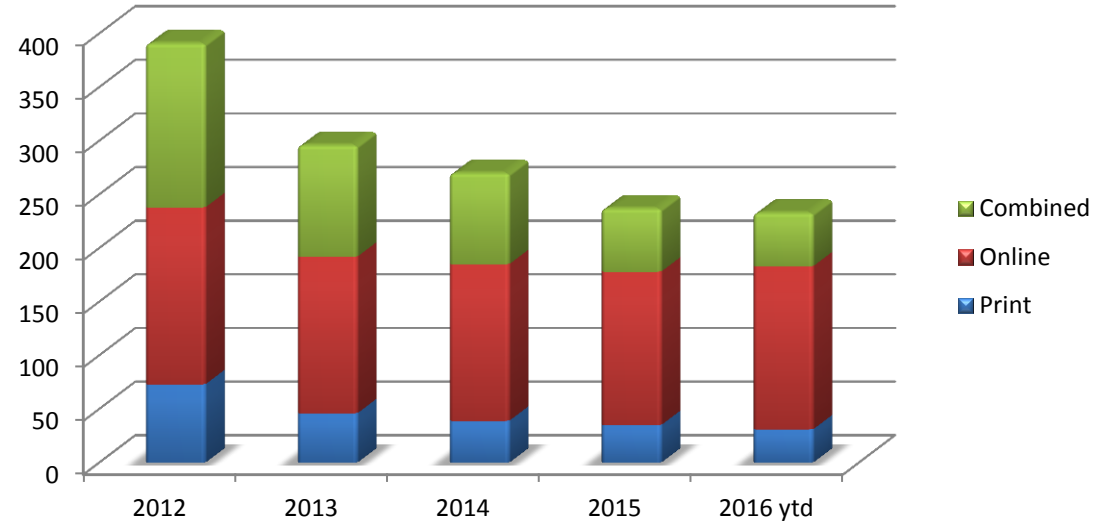
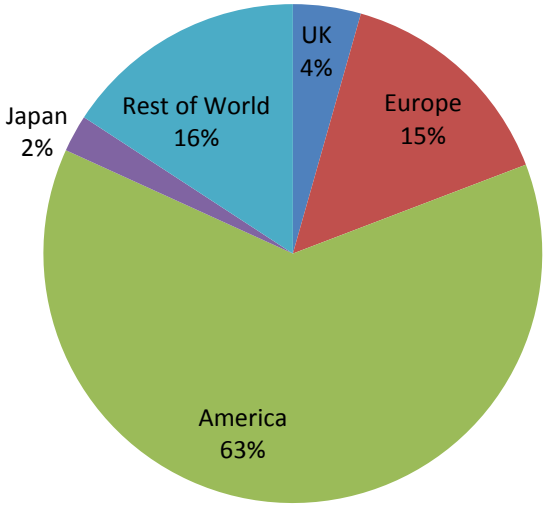


Figure 9 (above) shows the number of 'traditional' subscribers taking print, online and combined subscriptions from 2012-2016 ytd. In 2016, 81 subscribers continued to take a print subscription through either the Print only or Combined subscription options. However, the vast majority of institutions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

REGIONAL BREAKDOWN OF INSTITUTIONS WITH ACCESS

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

Figure 10: Institutional Subscriptions by Region, 2016 ytd



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

- **Usage**: In 2015, the introduction of a new usage reporting system allowed our sales representatives to provide much more detailed usage information to our customers, leading to the creation of numerous sales leads we look forward to closing in 2016.
- **New business models**: Development of new and flexible business models including the creation of bespoke journal collections and the launch of discreet journal collections for specific markets i.e. medical packages for hospitals and bespoke corporate packages for the UK market.
- **Traditional subscriptions**: A dedicated cross functional group has been set up to drive our traditional subscriptions business and carefully track activity throughout the year. The group ensures that the highest level of sales, marketing and operational attention is directed toward our traditional subscription business and collection management.

COMMERCIAL PERFORMANCE

Overall our journals had a strong year in 2015 (calendar year) growing total sales by 6% on the prior year. Excluding a large one-off archive deal in 2014, growth was 9%. This growth was made up of a strong subscription and consortia result, with over £2m in new collection sales spread across the globe. We also had fantastic growth of 21% in Commercial Sales and 24% growth in open access.

GLOBAL MARKET TRENDS & EVENTS

- The full impact of SWETS's bankruptcy has been seen in 2015, with some late renewals and many more cancelled traditional subscriptions. In many territories there was either a mandatory cooling off period which allowed institutions to review subscriptions and in some cases tender for new agents. Some universities used the opportunity to re-think their subscription purchasing strategy, which in some cases led to increased cancellation. In response to this OUP immediately started a major programme of work to minimize the impact to our traditional subscriptions.
- Global exchange rates in key markets such as Canada, Latin America, Russia, Australia and Japan have had a major impact on sales this year:
    - Oil prices are having a big impact on currency in the Nordic region – with one of the biggest customer bases, Norway, seeing a ten year low in GBP to NOK exchange rates. The outlook for the Nordic economies is notably weaker than envisaged, which has had an impact on sales growth in the region.
    - Similarly in Australia the AUD$ has continued to fall throughout 2015, although recent months have started to see a recovery, which will hopefully continue into next year. Although this has made new sales difficult to achieve, our journals are of key importance in the region. As a result like for like growth has been steady even though budgets have reduced.
    - In Canada, the dollar declined nearly 20% which, when coupled with price increases from all major journals publishers, significantly impacted spending ability. In spite of this we were able to successfully renew our major agreement with CRKN, the consortium that covers nearly all academic libraries in Canada.
- New Taxes impacting growth: In South Africa the introduction of online consumption tax of 14% has had a major impact in the market. In Japan, the introduction of consumption tax from October at 8% for online resources is causing further uncertainty. As a result library budgets have declined in both countries and Librarians are presently shifting budget away from print content to protect their journal subscriptions.
- We have seen a greater call from customers for local OA offsetting, with the greatest pressure coming from the UK and Netherlands. We are working closely with consortia in each region to develop a sustainable model for both learned societies and academic institutions.

Institutional marketing

Collection sales continue to grow as a strategy to safeguard existing institutional subscriptions, increase circulation, and generate additional revenue in a difficult market where academic library budgets have not kept pace with the rise in both quantity and price of academic research.

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.

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.