

# Publishing with Springer

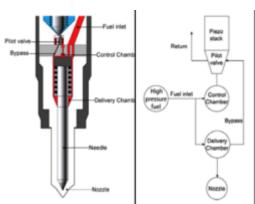
Mario Aigner, Mathematics Editorial

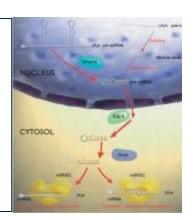


- Why should you publish?
- About Springer
- Publishing in Journals
- Publishing Open Access
- Publishing Books

# Why should you publish?

- Present new and original results or methods, exchange ideas, communicate with peers.
- Advance (not repeat) scientific knowledge, enhance scientific progress.
- Credibility of results.
- Grant writing & research funding.
- Recognition & career advancement.
- Personal prestige, satisfaction & "enjoyment".





## Why not just blog about your work?



# Publishing with professionals ensures

- Quality control and acknowledgement peer review
- Professional publishing services (e.g. Abstracting & Indexing )
- Innovative publishing technology (POD/PTO, XML) for computers and mobile devices
- Cross-referencing of literature through hyperlinks
- Global distribution, immediate global visibility
- Sustainable marketing
- Technical and administrative support
- Long-term archiving and preservation

## **Topics: All about Springer**



- Who is Springer...
- Content platforms
- .. and why publish with us?
- Springer THE largest scientific eBook Publisher
- Springer for Authors
- Springer Author Academy
- Information on publishing and publications : springer.com
- Author Marketing @ Springer



# **SpringerNature**

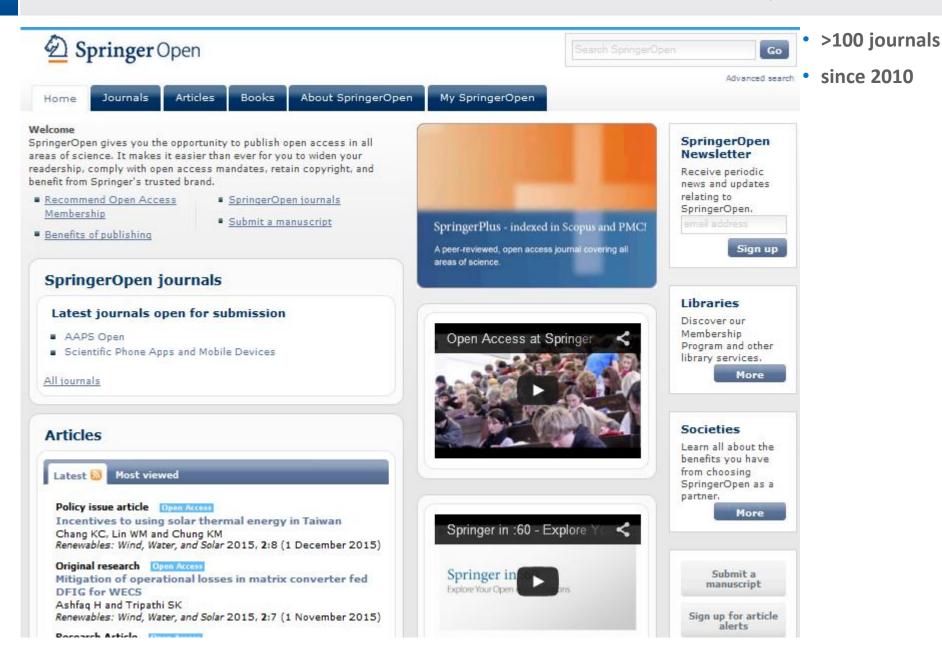
- SpringerNature is a global, leading, scientific publisher.
- SpringerNature publishes more than **3,000 journals**.
- Springer is THE largest scientific **eBook** publisher in the world.
- Leader in Mathematics, top in Physics and Engineering
- 21.6% of all Nobel Prize winners are Springer authors.
- → All winners of the 2011 Nobel Prizes in medicine, physics, chemistry and economics are Springer authors and editors.





## **Content platforms - SpringerOpen**





## **Content platforms – databases and reference works**



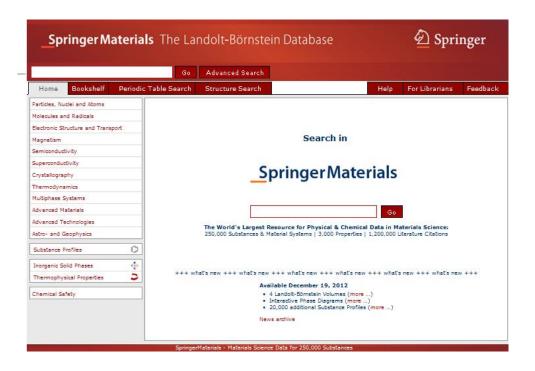




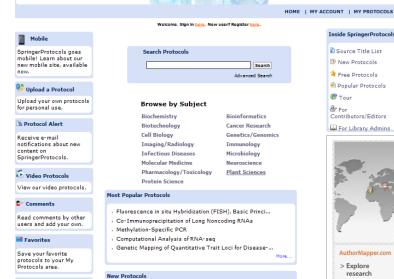
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RSS Feeds

MRD Detection in B-Cell Non-Hodgkin Lymphomas Using Ig ...

Enrichment of Methylated DNA by Methyl-CpG Immunoprecip...

FISH and FICTION to Detect Chromosomal Aberrations in L... Identification of Pathogenetically Relevant Genes in Ly...

Gene Expression Profile Analysis of Lymphomas



Springer

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- Springer is an **e-first publisher**
- Your work is immediately available worldwide!
- Widest distribution in various formats for computers and mobile devices
- Springer's standardized production processes.
   An article takes, on average, only 20 days from acceptance to online publication.
- Sustainable (e-)marketing



## **Topics: All about Journals**

- Before you start writing
- What journal editors want
- Types of journals
- How to structure your article
- How to choose the right journal
- Journal product pages and guidelines
- What our authors say
- Submitting your article
- Submission considerations ethics
- Improving your chances of getting accepted





## **Topics: All about Journals (cont.)**

- Impact Factor
- Impact Factor Points to consider
- What is peer-review and why is it important?
- Acceptance and publication of your article





- Traditional academic research journal Main venue for primary research, rigorously peer-reviewed.
- Letters journal Rapid communication of interim work, peer-reviewed, a good way to get very new and ongoing research initially published.
- **Review journal** Covers current trends, usually peer-reviewed, contains some commissioned material.
- **Professional journal / magazine** Mainly review and how-to articles, lots of commissioned material, heavily edited but not necessarily peer-reviewed.



## Before you start



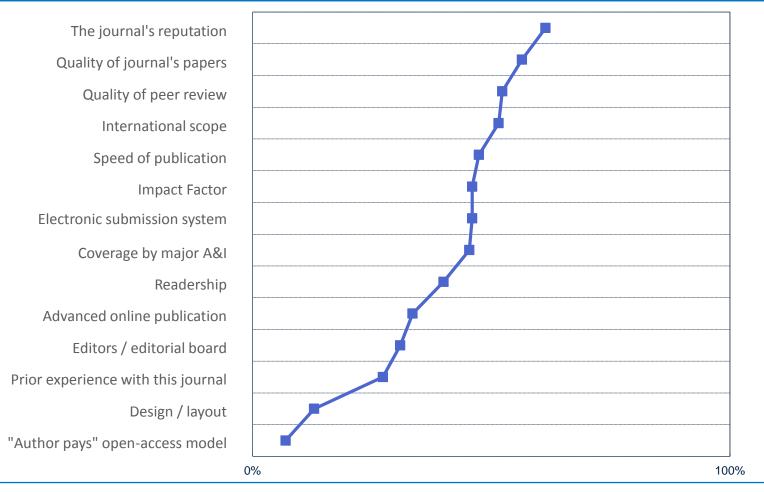
- Read the journal and the journal product page.
- Talk to colleagues /peers about their experiences with journals you are considering.
- Make use of the expertise of your library staff.
- Check where **collaborating/competing research groups** and researchers publish their work.
- Make the decision about where to submit your paper before you complete your paper.
  - That way you can ensure that the content and style fit the Aim & Scope of the journal.
- Is an **Impact Factor** important to you? Or are you more concerned about usage/visibility?
- Follow the references in your own paper. Where were the original papers published and read? Check publisher sites, you can often find useful information in the 'for authors' section.
- Avoid journals with no clear submission and reviewing process.

## What our authors say



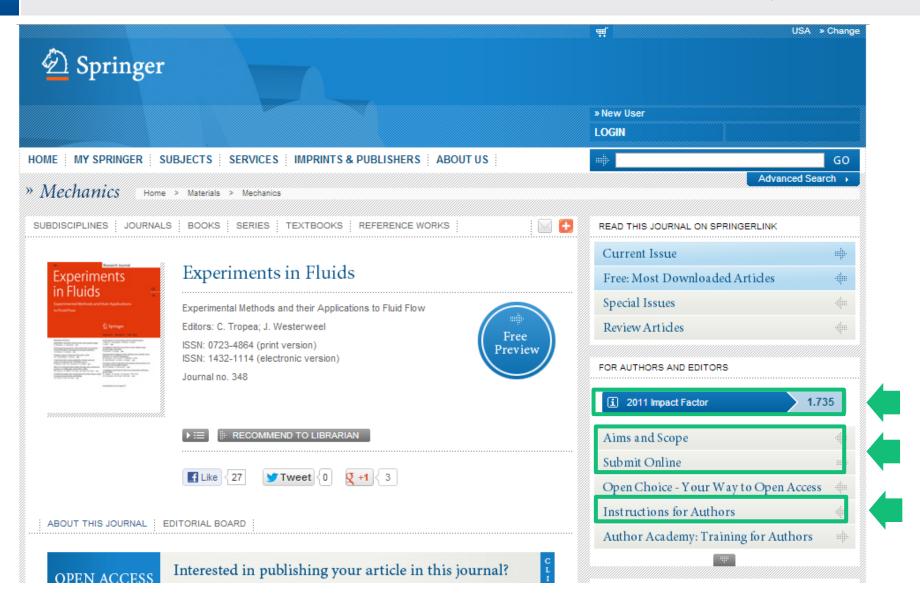
How important are the following factors for you when deciding to submit a manuscript to a particular journal?

Top 1 Box (very important; in percent)



## Journal product page and guidelines





## **Author instructions**





## Experiments in Fluids

Experimental Methods and their Applications to Fluid Flow

Editors: C. Tropea; J. Westerweel

ISSN: 0723-4864 (print version) ISSN: 1432-1114 (electronic version)

Journal no. 348



#### Instructions for Authors

Manuscript submission

Title page

Text

References

Tables

Artwork and Illustrations Guidelines

Electronic Supplementary Material

Does Springer provide English language support?

After acceptance

### Text Formatting

Manuscripts should be submitted in Word.

- Use a normal, plain font (e.g., 10-point Times Roman) for text.
- Use italics for emphasis.
- Use the automatic page numbering function to number the pages.
- Do not use field functions.
- Use tab stops or other commands for indents, not the space bar.
- Use the table function, not spreadsheets, to make tables.
- Use the equation editor or MathType for equations.
- Save your file in docx format (Word 2007 or higher) or doc format (older Word versions).
- » Word template (zip, 154 kB)

Manuscripts with mathematical content can also be submitted in LaTeX.

» LaTeX macro package (zip, 182 kB)

## Headings

Please use the decimal system of headings with no more than three levels.

#### Abbreviations

Abbreviations should be defined at first mention and used consistently thereafter.

#### Footnotes

Footnotes can be used to give additional information, which may include the citation of a reference included in the reference list. They should not consist solely of a reference citation, and they should never include the bibliographic details of a reference. They should also not contain any figures or tables.

## **Online reviewing system – Editorial Manager**



Experiments in Fluids



HOME • LOGIN • HELP • REGISTER • UPDATE MY INFORMATION • JOURNAL OVERVIEW MAIN MENU • CONTACT US • SUBMIT A MANUSCRIPT • INSTRUCTIONS FOR AUTHORS



Welcome to the Online Manuscript Submission, Review and Tracking System for the journal

## **Experiments in Fluids**

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Returning Authors: Please use the provided username and password and log in as 'Author' to track your manuscript or to submit a NEW manuscript. (Do not register again as you will then be unable to track your manuscript).

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Note: Please click the 'Accept' or 'Decline' button as soon as possible after receipt of the e-mail asking you to review a manuscript.

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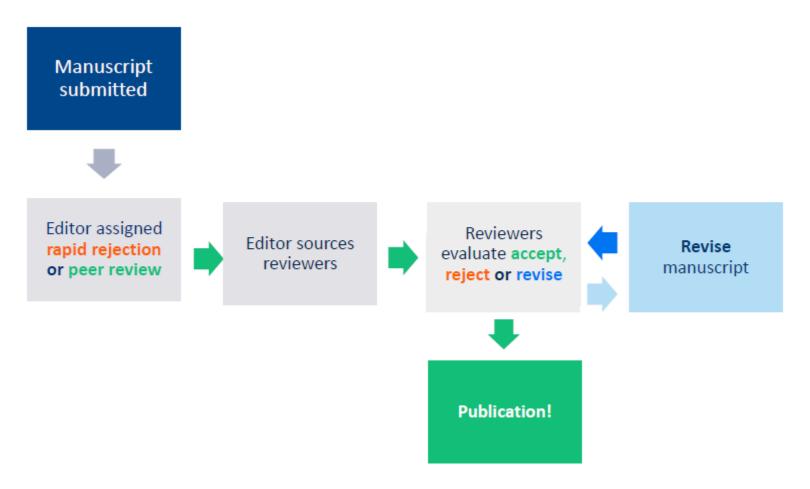
## **Submitting your article**



- Prepare a cover letter
- Read the guidelines for the journal very carefully and make sure that you
  conform to these.
- Decide which model you want for disseminating your paper: Traditional / Open Access.
- NEVER submit your paper to more than one journal at the same time, that
  would be violating Publishing Integrity.



# Submission to publication 3—12 months



Do not be discouraged by a rejection – it might just be that you should choose another journal



- The work described has not been published before.
- It is not under consideration anywhere else.
- Publication has been approved by coauthors and responsible authorities.
- Permissions obtained from copyright owners.
- No data fabrication or falsification.









## The Impact Factor

Formula:

Number of citations in 2014 to articles published in 2013+ 2012

2014 IF\* =

Total citable articles published in 2013 + 2012

<sup>\*</sup>published in June 2015

# **Impact Factor – Points to consider**



- Discipline specific!
- Depends on the publishing culture of a scientific community, e.g. average time when a paper is cited
- Depends on the number of scientists who research and write in a particular area
- Other factors influence the formula e.g. number of issues published per year
- How "hot" the topic is
- There is much debate over Impact Factors in the scientific community. However, there is no doubt that an Impact Factor is seen as a benchmark of quality of the journal in many academic communities.
- ISI Impact Factors (8,000 journals) SCOPUS Impact Factors (16,000 journals)

## What is Peer Review and why is it important?



- Peer review is a process of **self-regulation**. When you submit an article, other experts in the field evaluate your article, your research and methodology, to determine if your paper is suitable for publication.
- Peer review is employed to maintain a high quality standard of published papers and to provide credibility.
- Nearly every manuscript requires revisions, often two or three revisions.
- If you receive reviewer comments for re-submission, ACT on them.
- Consider peer review feedback as advice to help you improve your article. Do NOT take offense.
- Minor revision does not guarantee acceptance after revision. Address all comments carefully.



## How we work:

- Once the article has been accepted and is ready for publication, it will immediately be published online.
- This is called 'Online First'. The article has a DOI number (a Digital Object Identifier) and can now be read and cited. For example: **DOI: 10.1007/s10681-012-0632-1**
- Pages numbers and an issue numbers are only assigned once it is included in the next available or appropriate issue.
- Once the issue has been compiled it will be published in print.
- Newest trend: Consecutive Article Publishing. Only article numbers, no page numbers, only one stage of publishing, issues defined by what was published in a certain calendar period.

## **Article workflow**

Manuscript	
accepted	

# **Topics: All about Open Access**



- What is Open Access?
- The success story of Open Access
- Open Access by subject
- Open Access in Springer

## What is Open Access?



- Open access makes a scientific article freely available to anyone with an internet connection and does not require a journal subscription to read the article.
   FREE FOR EVERYONE!
- Authors retain copyright for open access articles and may re-use articles
- Author grants publisher the license to publish the article and indentifies the publisher as the original publisher.
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**Green OA:** Additionally to publishing in a non-OA journal author puts the article on a repository/own website (self-archiving).

Gold OA: Publish OA right away.





# **Springer - GREEN OA**

- Authors may also deposit their version of the article in any repository, provided it is only made publicly available 12 months after official publication or later.
- He/ she may not use the publisher's version (the final article), which is posted on SpringerLink and other Springer websites, for the purpose of self-archiving or deposit.
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# **Springer - GOLD OA**

- Hybrid OA: OpenChoice possible in traditional journals (subscription based)
- Fully OA: BioMed Central & SpringerOpen



# SpringerOpen

- SpringerOpen runs on the BiomedCentral platform, a pioneer in OA publishing
- SpringerOpen is e-only with continuous publication (continuous article numbering, articles browsable per month and per year)
- Open access journals have a rigorous peer review system, just like subscription journals
- Article Processing Charges (APCs) vary according to publisher at Springer they are around  $500 1,500 \, \text{EUR}$ 
  - -- paid by the "author" → via research grant or other funding
  - -- paid by a member institution (currently 379 institutions, in 42 countries have a membership with BioMed Central / SpringerOpen. Check with your library!)
  - -- waived (economic hardship, invitation from EiC)

## The success story of Open Access

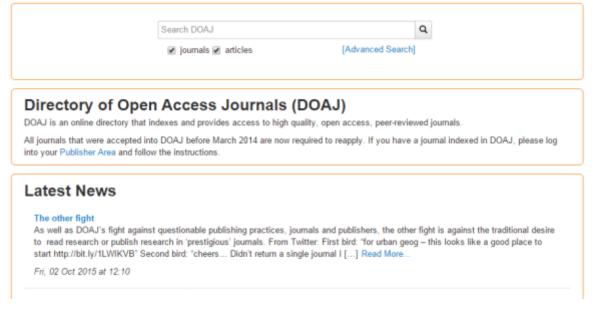


Directory of Open Access Journals (DOAJ) is hosted and maintained by Lund

University in Sweden



10,613 Journals 6,495 searchable at Article level 135 Countries 2,101,068 Articles



























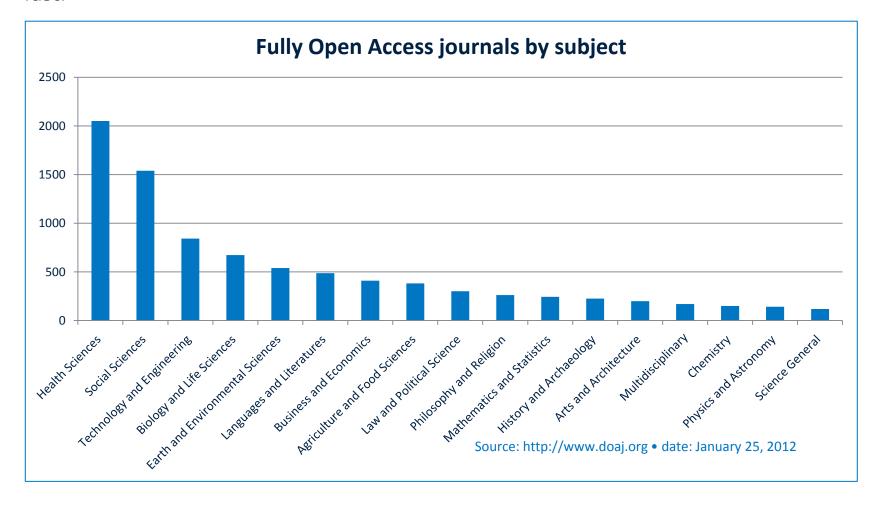


## **Open Access by subject**



(Bio)medicine is the field where Open Access was first establish because of funding, e. g. the NIH.

Most Open Access journals are still in Health Sciences, but other fields are catching up fast.



## **Topics: All about Books**



- Science, Technology and Medicine (STM) book market
- Different types of books
- Unique at Springer
- Publishing your book with Springer
- The importance of eBooks in Scientific Publishing



## **Different types of books**



## Monographs

Single author, high quality, niche subject: long shelf life

## Contributed volume

• Editor(s), multiple chapter authors: long shelf life

## Proceedings

Proceeding are collected papers from a conference: short shelf life

## Textbooks

Written for a specific higher education course: high usage

## • Reference Works, Encyclopedia, Handbook or Atlas

- Comprehensive and complete: tertiary literature
- Often A-Z format

## **Unique at Springer**



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- Organized in focused subject series

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- Internationally top-ranking research institution nominate their best thesis annually for publication in the series
- If the thesis is published in the series, the author is rewarded a cash prize equivalent to € 500

## SpringerReference

- Dynamic platform with updates, much like WikiPedia (but peer reviewed)
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When you submit a book (proposal)

• Proposals are externally reviewed.

- Submit proposal to Publishing Editor
- Springer carries out all the typesetting, formatting etc.

Book proposal review

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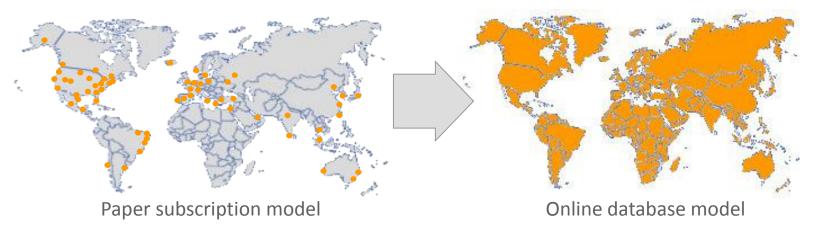
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<sup>\*</sup> Except potential language editing, copyrights for figures/photographs ...



# The importance of eBooks in Scientific Publishing

## Reach printed version vs the online version



## Libraries

More content/service

Higher usage

Better tracking

Preservation

## Researchers

Easier to search

Easier to cite

24/7 access

Remote access

## Authors

Online first

Wider distribution

Global readership

More citations

## Publishers

Lower distribution costs

Better marketing

efficiency

New markets



# The importance of eBooks in Scientific Publishing (cont.)

- eBook usage has overtaken print book!
- Print is now often rather an add-on to ebook!
- Availability and discoverability are key determinants of eBook usage.
- Coming up next: enhanced ebooks, search functions, videos, simulations,...
- eBooks have a long 'shelf' life.
- Sales figures for ebooks starting to be higher than print!

## Using an editing service - Language editing with Edanz



- Edanz is an **external company**, independent of Springer. Using an editing service is neither a requirement nor a guarantee of acceptance for publication. Edanz will charge authors directly for these language polishing services, please visit their website for more information (<u>link</u>).
- Edanz works with expert scientific editors; English editing for scientists, by scientists.
- Edanz aims to provide services **to raise your chances of acceptance** and to ensure clear communication of your research.
- Edanz can help you with:
  - language editing, development of your abstract and with writing an effective cover letter
  - advise on your journal selection
  - an expert scientific review of your manuscript (similar to a peer review) before you submit to your target journal
  - interpreting the peer review comments, and assess whether the changes you have made are sufficient to satisfy a peer-reviewer edanz

## **Springer for Authors**



- A number of years ago Springer established a marketing department that would only be concerned with the needs of our authors. Many tools are at your disposal, to name a few:
- Author Homepage dedicated page on springer.com to answer to all needs you, as an author, may have. (springer.com/authors)
- **AuthorZone** a regular newsletter full of tips and interesting news for our authors. Follow the AuthorZone on facebook (<a href="http://www.facebook.com/AuthorZone">www.facebook.com/AuthorZone</a>) or Twitter (http://twitter.com/#!/authorzone).
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## **Comments or Questions?**



## **Dr. Mario Aigner**

**Mathematics Editorial** 

Springer

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