

# Nature Publishing Group: Meet the journal publishers

15<sup>th</sup> December 2010, Oxford Science Park, UK

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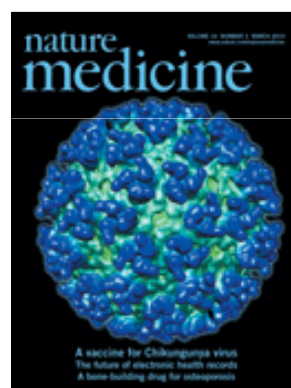
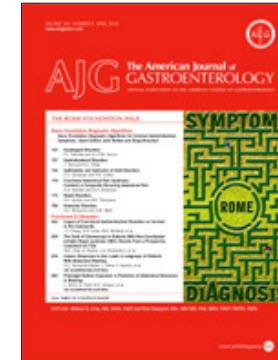


- About Nature Publishing Group
  - nature.com
  - NPG Pharma Solutions
- Working with a scientific publisher
- Maximizing impact and influence
  - Open access publishing
  - Content innovation

- Internationally recognised leading global publisher of journals that cover the full remit of audiences across the scientific and medical arenas.
- Most successful publisher by Impact Factor: NPG publish 15 of the top 50 (30%) journals by Impact Factor, twice as many as any other scientific publisher.
- 16 of the academic and society journals published by NPG were ranked within the top 10 of their respective categories.

# NPG Clinical Research Journals

nature publishing group 



## 13 December 2010



NASA

### Saturn's rings

The way in which Saturn's icy rings were formed is explained online in *Nature*.

### Latest news

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*European Journal of Clinical Nutrition*

## Special Feature



### Online science education by Nature Education

Nature Education's Scitable is a rich online teaching tool for undergraduate and high school biology classes. Scitable contains hundreds of scientist-reviewed readings on milestone experiments and key concepts, introductory textbooks, and spotlights on a range of topical science issues. [Learn more](#)

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Emerging science in the Arab world.



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Eric-Wubbo Lameijer



Linda Lin



### Nature Precedings

- NPG Pharma Solutions team meet with stakeholders involved in the publication of industry sponsored clinical content.
- Face-to-face discussions are critical to developing a culture of trust and understanding between journals and industry.
- Discussions help support transparent and effective dissemination of industry sponsored trial results.
- Understanding the needs of authors and publication planners helps us hone our current and future publication strategies.
- Position NPG to continue publishing the best quality science within our journals.

The publisher plays a key role across several aspects of the value chain:

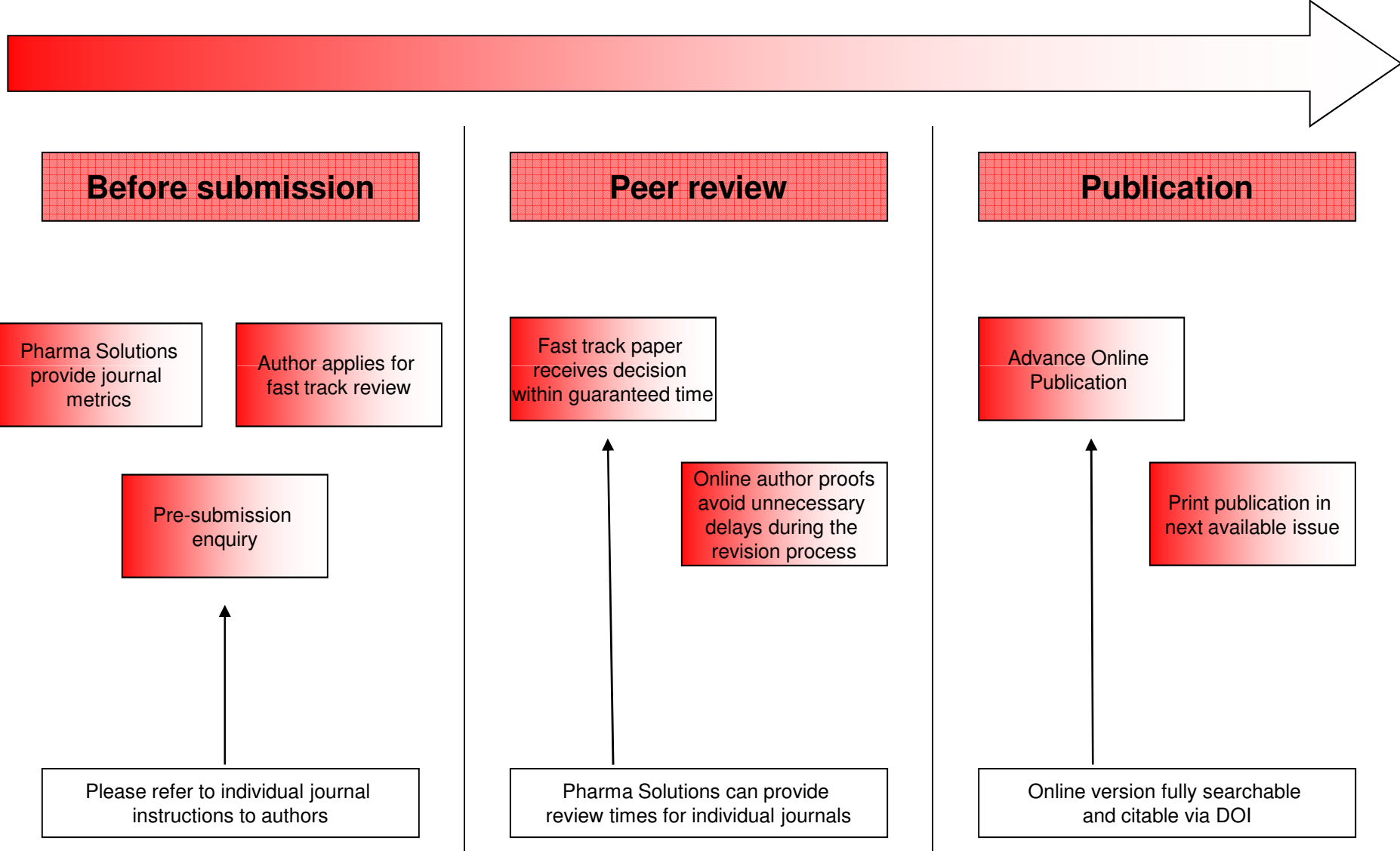
- Validation and accreditation – peer review, ethics standards and guidelines.
- Dissemination – maximize speed, distribution and impact of research.
- Archiving and access – ensure the long-term availability of scholarly information.
- Knowledge management – convert information into knowledge that can be shared by the scientific community.

- NPG and our partner societies are constantly working to ensure our journals are compliant with the latest best practice guidelines.
- Instructions to authors vary by journal and society but cover areas including policies on authorship, trial registration, IRB approval, proper EQUATOR reporting guidelines and checklists, etc.
- NPG is a member and/or supportive of the work of many associations including:
  - International Committee of Medical Journal Editors (ICMJE)
  - Medical Publishing Insights and Practices Initiative (MPIP)
  - Good Publication Practice (GPP2)
  - Committee on Publication Ethics (COPE)





# Workflow: Submission to Publication



- A mixed revenue based model where subscriptions are still bought for the journal's content but articles can also be Open Access.
- This increased flexibility can allow you to make your paper freely available whilst still being published within a more 'traditional' journal.
- 30 NPG titles currently offer the hybrid Open Access option – 6.5% of this total published content is Open Access.



The screenshot shows the Journal of Human Hypertension website. The main article is titled "A new oscillometric method for pulse wave analysis: comparison with a common tonometric method **Open**". The authors are S Wassertheurer, J Kropf, T Weber, M van der Giet, J Baulmann, M Ammer, B Hametner, C C Mayer, B Eber and D Magometschnigg. The article is published in J Hum Hypertens 24: 498-504; advance online publication, March 18, 2010; doi:10.1038/jhh.2010.27. The article is available as an Abstract, Full Text, or PDF. A red arrow points to the "Open" label in the article title. The website also features a sidebar with navigation options like "Journal home", "Advance online publication", "Current issue", "Archive", "Press releases", "Online submission", "For authors", "For referees", "Contact editorial office", "About the journal", "For librarians", "Subscribe", "Advertising", and "Reprints and permissions". A "naturejobs" section is visible at the bottom right, advertising a PhD studentship in Arterial Hypertension and Vascular Biology and a Postdoctoral Researcher position in Cardiovascular inflammatory mechanisms.

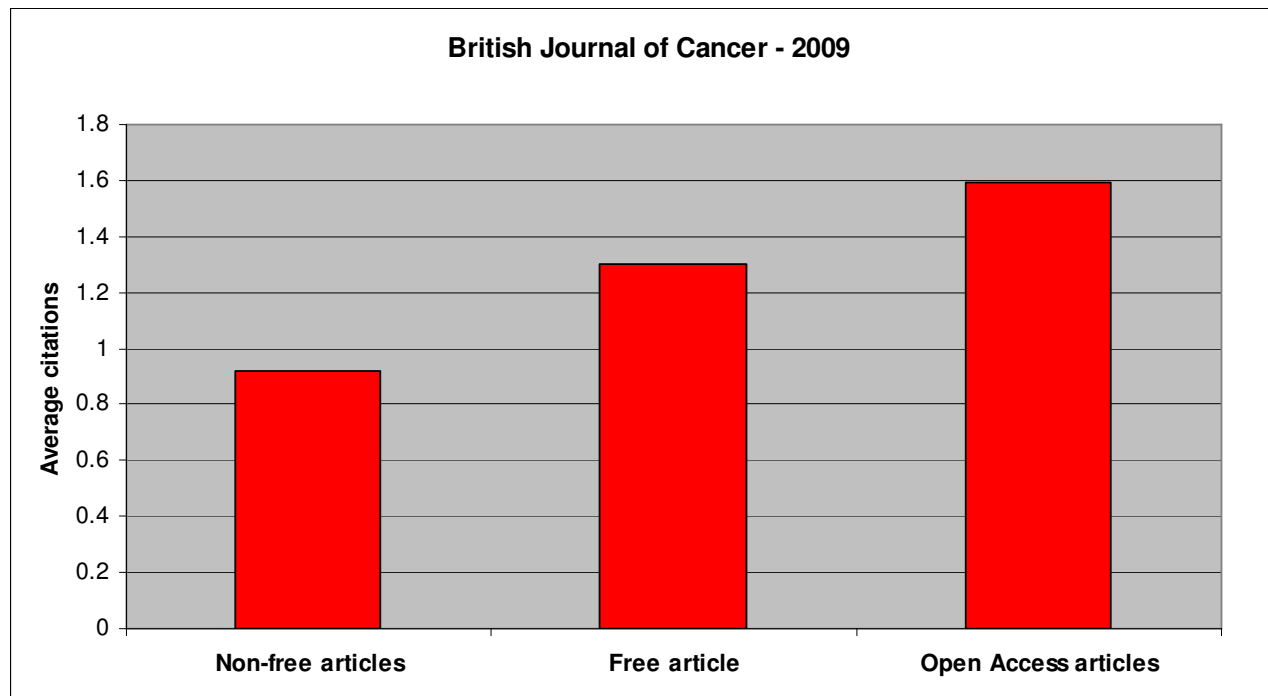
# New NPG Open Access Titles

- Five fully Open Access online only journals launched by year end, 2010.
- All journals are sisters of other NPG published journals and are endorsed by scientific societies.
- Open Access sister titles feature the same editorial structure as the established journal and offer the option to transfer manuscripts, including reviewer comments.
- Fast review and publication timelines.



The screenshot displays the Leukemia journal homepage. At the top, the journal title "Leukemia" is prominently featured in white on a red background. Below the title, a navigation menu includes links for "Journal home", "Advance online publication", "Current issue", "Archive", "Spotlights", "Supplements", "Press releases", "Online submission", "For authors", "For referees", and "Contact editorial office". The main content area is divided into several sections: a "Journal services" sidebar with links for e-alerts, library recommendations, and a top ten list; a "naturejobs" section with links for more science jobs and free job postings; and a central "FEATURED ARTICLES" section. This section highlights a "LETTER TO THE EDITOR" titled "High frequencies of simultaneous FLT3-ITD, WT1 and KIT mutations in hematological malignancies with NUP98-fusion genes" and a "SPOTLIGHT REVIEW" titled "Insights into the stem cells of chronic myeloid leukemia". Below these, an "ORIGINAL ARTICLE" is featured: "B-chronic lymphocytic leukemia chemoresistance involves innate and acquired leukemic side population cells". The page also includes a search bar, a "Welcome back" message for a user named Joe Bennett, and a "naturejobs" advertisement at the bottom.

- Making a clinical trial open access makes your full study freely available; providing crucial information to patients, healthcare professionals and members of the public.
- Open Access option has a significantly positive impact on article citations – i.e. *BJC*, generating on average 0.67 more cites per article.



# Enhanced Multimedia Article



The screenshot shows the article page for "Transcriptional regulation of endochondral ossification by HIF-2 $\alpha$  during skeletal growth and osteoarthritis development". The page includes a header with the journal name, a search bar, and a user login. The main content area features the title, authors, affiliations, and an abstract. A navigation menu is located below the abstract. On the right side, there are several sidebar sections: "Journal home" and "Subscribe", "Citations to this article", "News and Views", "Science jobs from naturejobs", and "Open innovation challenges".

Inline section navigation

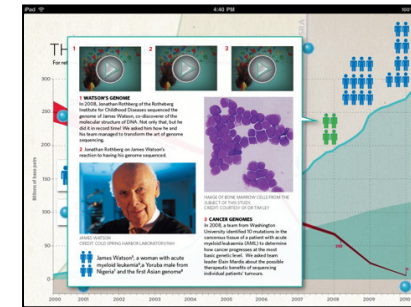
Collapsible sections

Citations to this article

Associated news and views

Figures at a glance (figure viewer)

- Human Genome interactive article for the ipad



- Scientific American interactive article

SCIENTIFIC AMERICAN



# Maximizing Impact and Influence



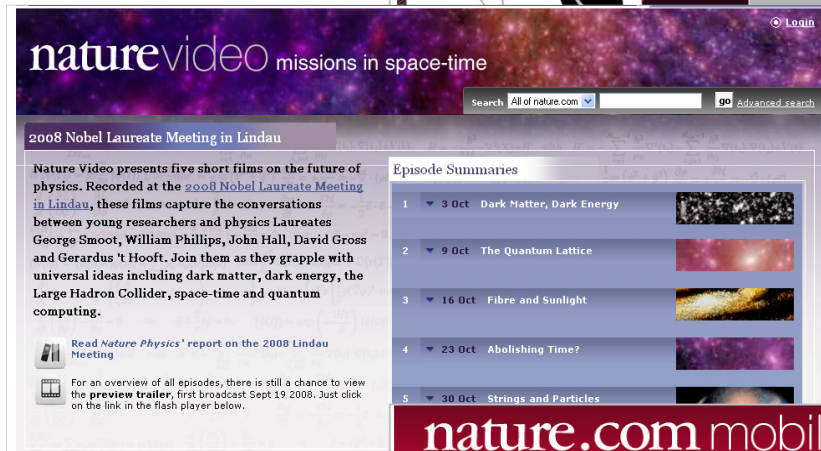
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This week, we put brain training to the test, learn how the Red Sea could help refill the Dead Sea, hear how a look into an exoplanet's atmosphere has revealed unexpected results, and learn why loopholes in the Copenhagen Accord could mean we overshoot our targets on global warming. Plus, a round-up of what's hot elsewhere in Nature.



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### 2008 Nobel Laureate Meeting in Lindau

Nature Video presents five short films on the future of physics. Recorded at the [2008 Nobel Laureate Meeting in Lindau](#), these films capture the conversations between young researchers and physics Laureates George Smoot, William Phillips, John Hall, David Gross and Gerard 't Hooft. Join them as they grapple with universal ideas including dark matter, dark energy, the Large Hadron Collider, space-time and quantum computing.

Read [Nature Physics'](#) report on the 2008 Lindau Meeting

For an overview of all episodes, there is still a chance to view the [preview trailer](#), first broadcast Sept 19 2008. Just click on the link in the flash player below.

#### Episode Summaries

1	▼ 3 Oct	Dark Matter, Dark Energy	
2	▼ 9 Oct	The Quantum Lattice	
3	▼ 16 Oct	Fibre and Sunlight	
4	▼ 23 Oct	Abolishing Time?	
5	▼ 30 Oct	Strings and Particles	



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- Clinical Practice & Research
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BY NPG STAFF

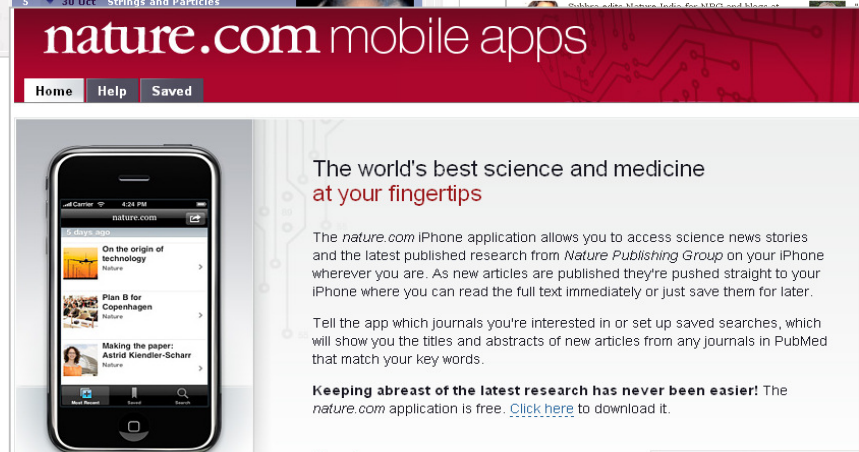
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I am at this moment deluged with the free Nature iPhone app, which makes Nature content more easily readable on those irritating liberati...

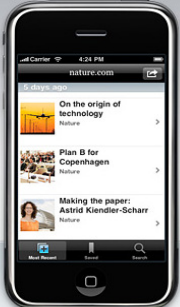
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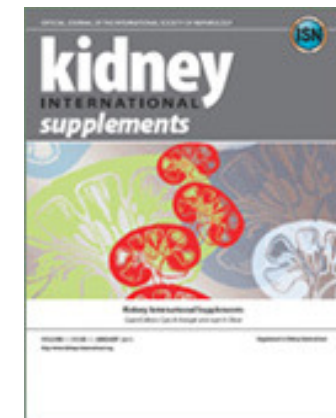
Tell the app which journals you're interested in or set up saved searches, which will show you the titles and abstracts of new articles from any journals in PubMed that match your key words.

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# Supplement Opportunities

- Journals will publish industry sponsored supplements pending the traditional peer review process.
- Some journals now have Supplement Series to encourage additional supplements or important Conference Proceedings to be published alongside a journal.
- All supplements have an Open Access Option.
  - Prices for this option are identical to current Article Processing Charge (APC) for the specific journal.

*Recently launched Supplement Series provide opportunities for sponsored research to reach experts in relevant clinical areas.*





# Metrics: Determining Impact and Influence

- Article impact has traditionally been judged by the prestige of the journal.
- New trend is to measure the impact of an individual article:

Citations = impact on research

Usage, press, blogs = impact on influence and opinion

- NPG Pharma Solutions can share this information to help inform publication planning decisions.



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- NPG is committed to providing the best vehicles for the publication of your research.
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- NPG's vast network of clinicians and physicians on nature.com ensures research reaches experts across the globe.
- NPG's high reputation for quality and integrity will add value and strengthen credibility of research.

Thank you for listening!

Joe Bennett

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