

# STM journals from Brazil – the next step



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**Marcio Gama Senior License Manager Brazil**

## Agenda

- Springer and what's unique about us
- How our editorial strategy and our processes guarantee the growth and maximum global visibility of Brazilian journals
- Our commitment to your journals and the mission of CAPES

## Springer is a large global company

- A **leading global scientific, technical and medical publisher**, providing researchers in academia, scientific institutions and corporate R&D departments with **quality content** via innovative information products and services
- Some **2 200 English language journals** and more the **8 400 new books** titles published in 2013 in all STM fields
- The pioneer in Open Access among STM publishers
- **Largest open access portfolio** worldwide with over 450 open access journals
- More than **8 000 employees** worldwide

## A global company – close to you

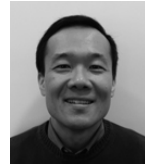


Argentina / Australia / Austria / Brazil / China / France / Germany / India / Italy / Japan / Malaysia / Mexico / Morocco /  
The Netherlands / New Zealand / Russia / Singapore / South Africa / South Korea / Spain / Switzerland / Taiwan / Turkey /  
United Arab Emirates / United Kingdom / USA

## The São Paulo office takes local expertise to a global audience



Mathematics



Computer Sciences

focus on English language



Applied Sciences



BMC

doubling staff



2015

– Business & Economics

– Life Sciences

– Clinical Medicine

– Public Health

– Physics and Astronomy

– Dentistry



Life Sciences



Editorial Assistant



Clinical Medicine



Managing Director  
Business & Economics

Unique!

**Unique!**

## A pioneer in Open Access

- BioMed Central, founded in 1999, was the FIRST pure Open Access Publisher
- In 2004, Springer was the first to allow open access articles in subscription journals
- In 2008, Springer acquired BioMed Central
- In 2010, Springer launched the SpringerOpen portfolio of fully Open Access journals
- In 2014, we celebrated our 200 000th Open Access article; with over 450 journals we have the largest OA journal portfolio spanning all STM disciplines
- **Springer publishes with unmatched experience & commitment to Open Access**

## Springer developed Open Access as a sustainable Business Model

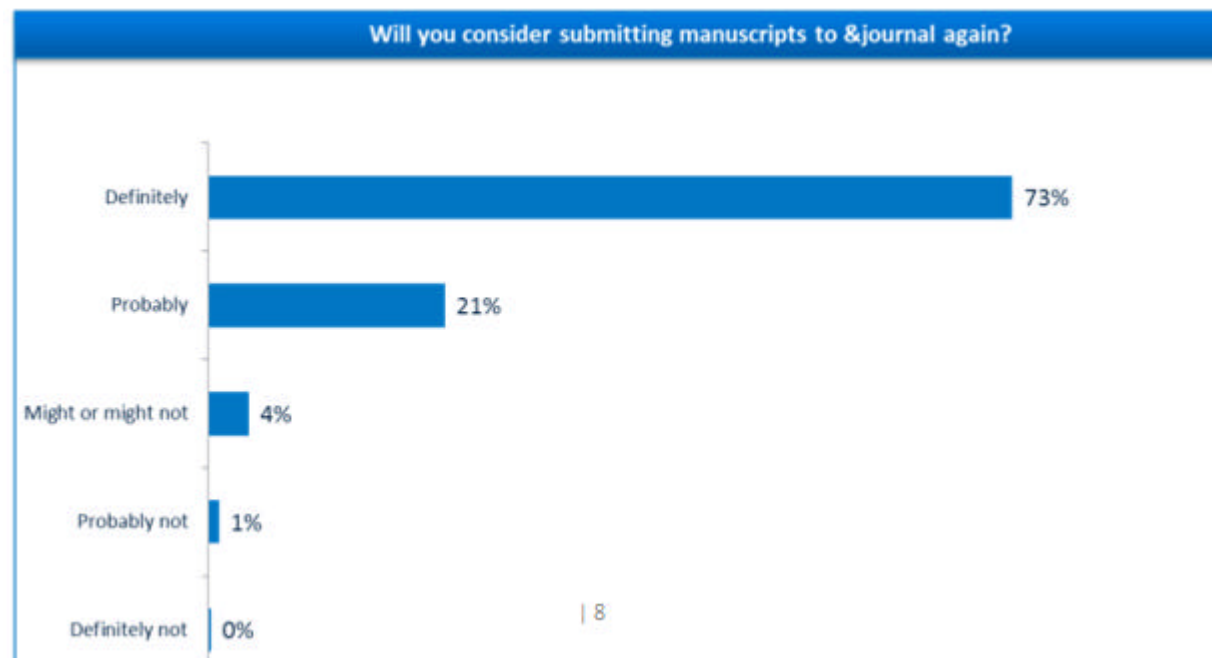
- Article Publishing Charges (APCs) form the basic income for a journal
- BioMed Central and Springer built a business framework and implemented technology and processes to enable smooth APC transactions
- Close to 400 Open Access mandates and policies around the world now require researchers to publish their results with Open Access and make funding available
- Over 500 institutions in 53 countries pay for our journals' APCs through our Open Access membership program
- 13% of all articles of journals indexed in the Web of Science in 2013 were published Open Access with annual growth rates of 30%

Unique!

## We put our authors first

- Leading book publisher – author contacts are our daily business
- Leading open access publisher
- 94% of 88 000+ journal authors said they would publish with us again

We understand authors needs and enjoy greatest author satisfaction

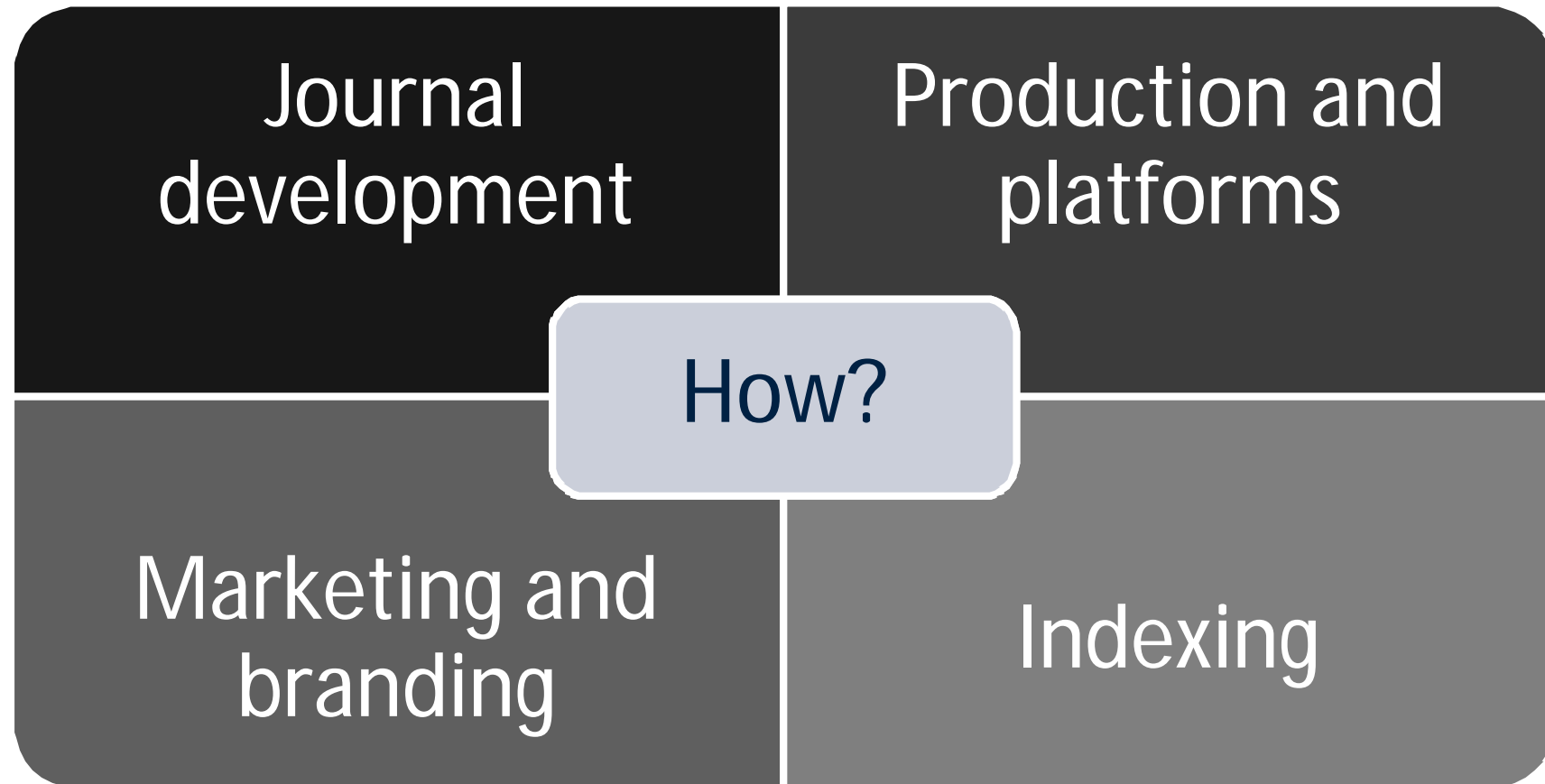




**But our major strength is helping your  
journal reach maximum visibility**



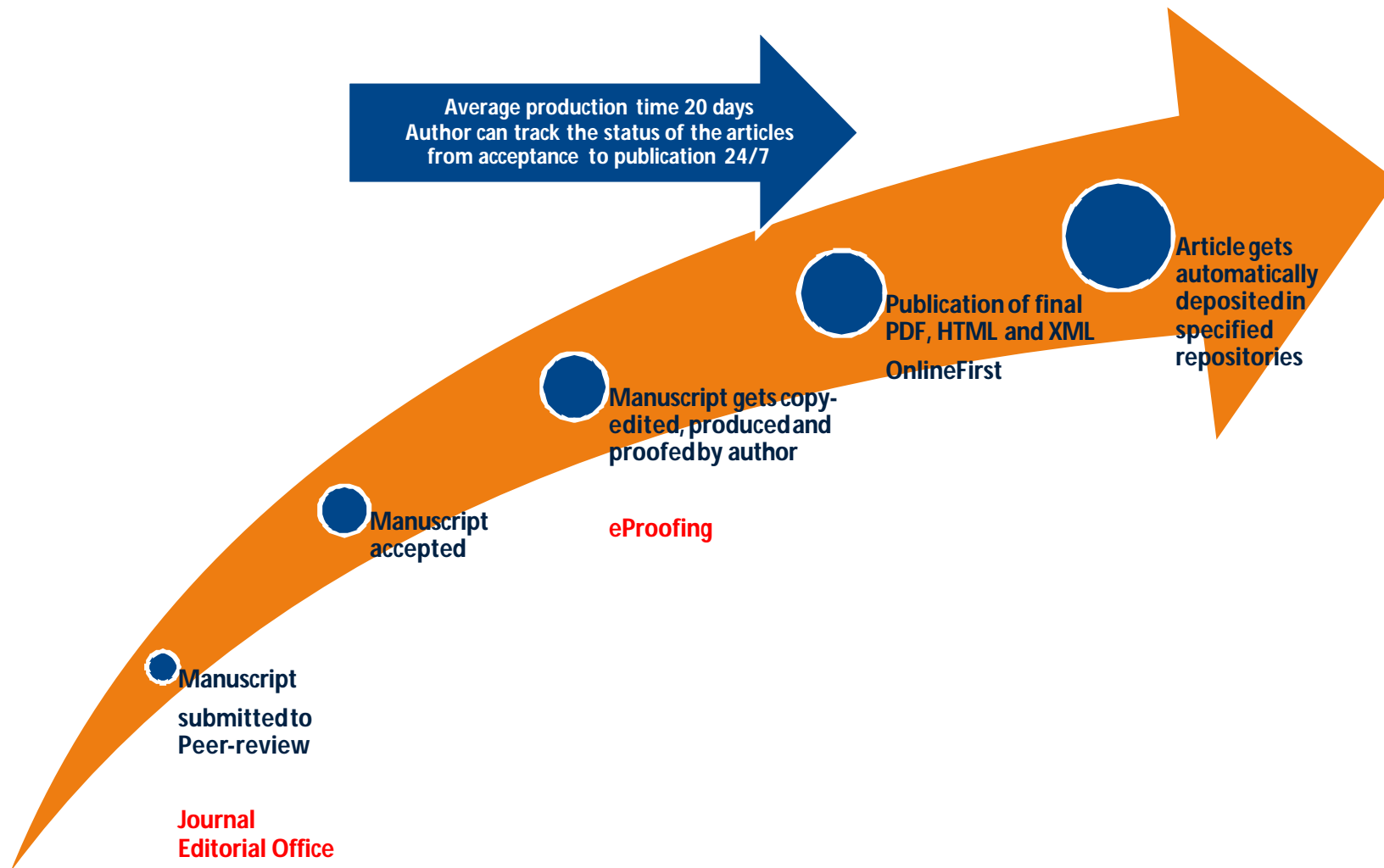
## How our editorial strategy and our processes guarantee the growth and maximum global visibility of Brazilian journals



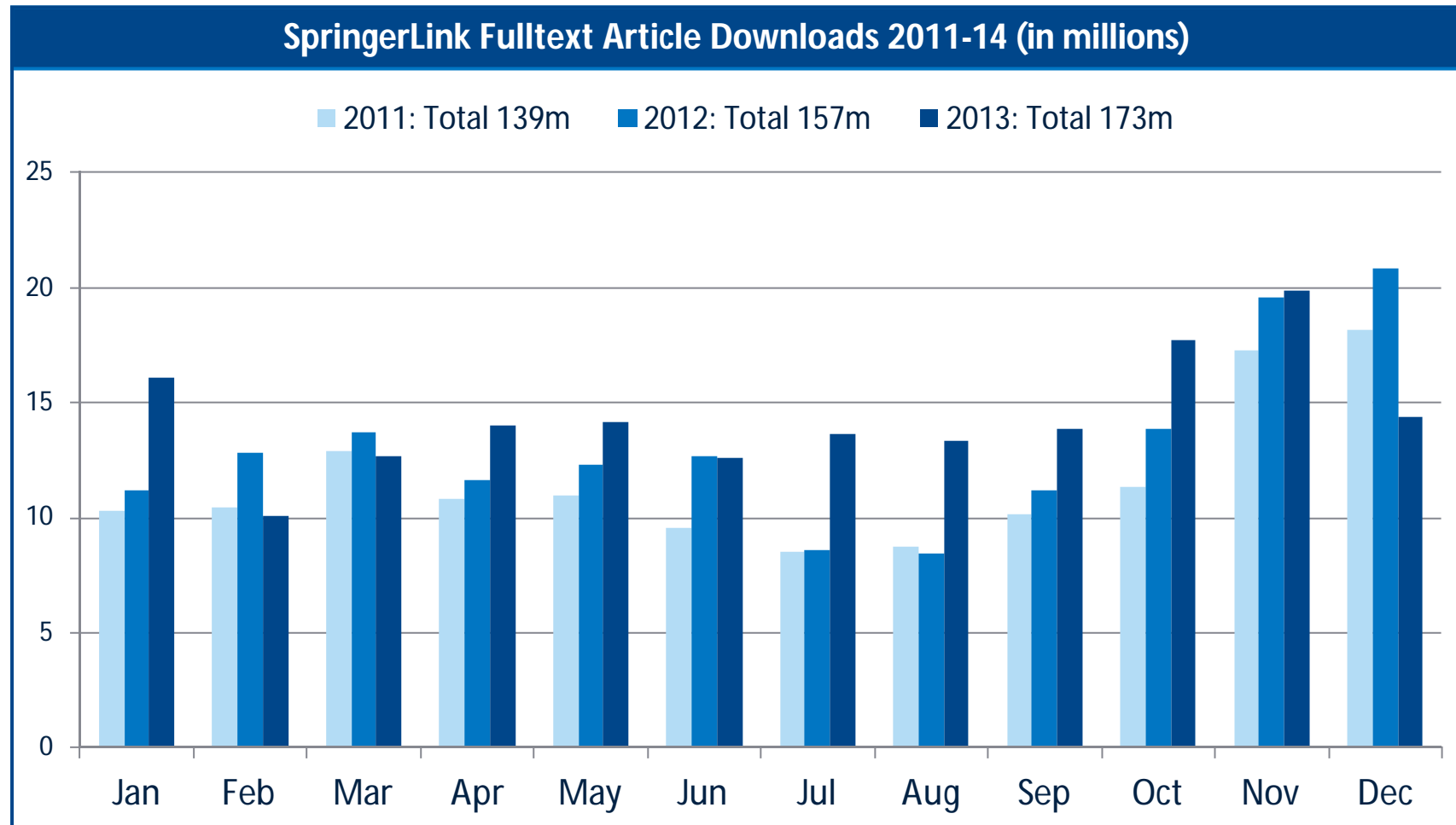
## Our Journal Development Editors define a collaborative strategy for each journal

- Copy flow and rejection rate
  - Review times, number of reviews and publication times
  - Background of your editors (authority and leadership, network, attitude, age)
  - Background of your authors (reputation, institutes, funded projects, geographical spread)
  - Language and style
  - Citation patterns and Impact Factor trend
  - Circulation and Usage
  - Revenues, financial sustainability, business model
  - Platform technology and reliability, meeting the needs of the community
  - Adhering to international standards of peer review quality and ethics
- 
- **Key Performance Indicators report: revenue, usage, ToC Alerts, citations and IF**

## Author experience a smooth, transparent publishing process



## Global reach guaranteed: 800 000 visitors per day



## Our Abstracting and Indexing team has an outstanding track record of getting journals into the relevant A&I services

- Springer has over 1500 journals indexed in JCR
- Two of the top 5 journals from Brazil with the highest Impact Factors in JCR are published by Springer
- We collaborate with all the important A&I services depositing our meta data and submitting new journals for indexing when they are ready



## Our 80+ dedicated marketing experts develop and execute high-impact, innovative journal campaigns

### Strategy

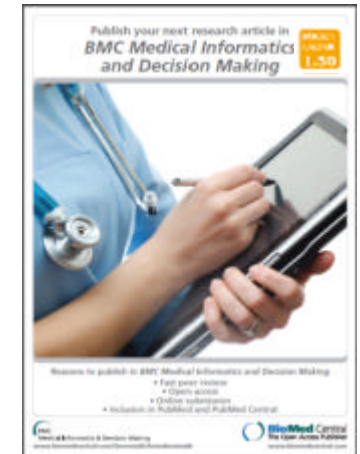
- To grow worldwide visibility and readership
- To strengthen submissions and increase usage to help drive citations
- To offer a high level of author services to continue to attract and develop the loyalty of top authors in the field

### Success factors

- **Individual marketing** plans are created in close collaboration with the editors.
- **Experienced marketing professional** apply proven and innovative tactics and monitor closely their performance
- Powerful database of over 3.4 million names & fast workflows for powerful global campaigns

# Journal marketing and promotion

- Email campaigns and article alerts
- Digital banner advertisements
- Advocacy material
- Social media
- Press releases, Blogs
- Videos
- Newsletters
- 300+ conferences





# Call-for-Paper mailings – launch / first articles / highly accessed

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We would like to invite you to submit your next research article to the open access journal [Large-scale Assessments in Education](#).

The journal is a joint publication of the International Association for the Evaluation of Educational Achievement (IEA) and Educational Testing Service (ETS). It is published under the SpringerOpen brand as one of the newest titles in the growing SpringerOpen portfolio of over 130 peer-reviewed and fully open access journals.

**Aims and Scope | Editorial board | Submission**

The articles in [Large-scale Assessments in Education](#) contribute to the science of large-scale assessments, help disseminate state-of-the-art information about empirical research using these databases and make the results available to policy makers and researchers around the world.

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SpringerOpen journals request an [article processing charge \(APC\)](#) for each manuscript accepted after peer review. The APC is essential to ensure that the journal remains free of charge for readers everywhere.

All publication costs for articles in [Large-scale Assessments in Education](#) are covered by IEA-ETS Research Institute, so you do not need to pay an article processing charge.

We look forward to reading your work!

Kind regards,

Dirk Hastedt & Matthias von Davier  
Editors-in-Chief  
Large-scale Assessments in Education

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- Read this [white paper](#)
- Watch the video [Open Access at Springer](#)

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a SpringerOpen Journal

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An interdisciplinary, peer-reviewed open access journal, covering all areas of science!

Over 300 articles published | Submit your manuscript online

**Springer Open**

*Brazilian Journal of Science and Technology* published its first articles!

Visit us at [springeropen.com](http://springeropen.com)

Dear Colleague,

We are happy to announce that the [Brazilian Journal of Science and Technology](#) published its first articles!

Now we would like to invite you to read these fully open access articles online and to be part of the journal - submit your next research article and benefit from the advantages an open access journal offers.

**What the journal is about**

The [Brazilian Journal of Science and Technology](#) showcases research in the broad field of science and technology (including such disciplines as Agriculture, Biotechnology, Energy Policy, Environmental Studies, Materials Science, and Sustainable Development), with particular respect to Brazil and greater Latin America, but not limited to authorship or topical coverage within the region. The journal is published under the SpringerOpen brand.

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Walter Leal Filho
- Combining innovation and sustainability: an educational paradigm for human development on earth**  
Ronaldo Mota, João FB Oliveira
- Geographical distribution of sheep breeds in Brazil and their relationship with climatic and environmental factors as risk classification for conservation**  
Concepts McManus, Pabra Hermuche, Samuel Paiva, José Ferrugen Moraes, Cristiano de Melo, Clayton Mendes
- Evaluation of sustainability using the AISHE instrument: case study in a Brazilian University**  
Luciana Brandli, Marcos Leite Frandoloso, Niko Roorda, Kellen Fraga, Leticia Vieira

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Interested in how often an article is accessed, cited and mentioned in the social web? Visit the article page and check the "Article metrics" under "Associated material".

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**About the journal**

**Brazilian Journal of Science and Technology**

**Aims and Scope | Editorial Board | Submission | Articles**

**Springer Open**

*Journal of Economic Structures*

Visit us at [springeropen.com](http://springeropen.com)

Dear Colleague,

We would like to invite you to submit your next research article to the [Journal of Economic Structures \(JES\)](#).

JES is one of the titles in the growing SpringerOpen portfolio of over 140 peer-reviewed and fully open access journals.

**Aims and Scope | Editorial board | Submission | Articles**

The [Journal of Economic Structures](#) is a peer-reviewed international open access journal that publishes theoretical and empirical articles that apply to a wide range of formal analytical instruments and statistical techniques to explore the structural interdependencies among various activities inherent in the economy.

JES is the official journal of [Pan-Pacific Association of Input-Output Studies \(PAPAIOS\)](#)

Click [here](#) to find out more.

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**PAPAIOS**

Pan-Pacific Association of Input-Output Studies

Find out more

**Want to learn more about open access?**

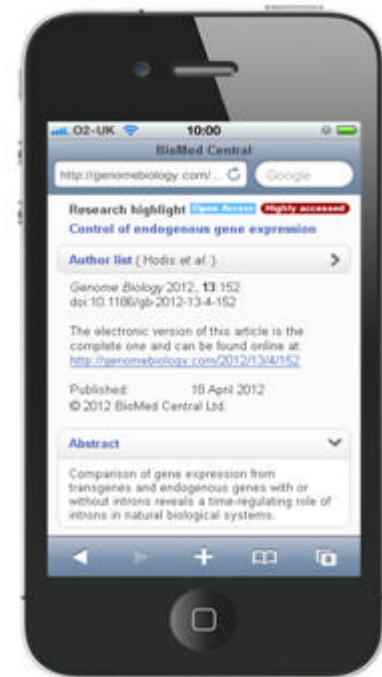
Read this [white paper](#)

# Customizable journal website and added features

The screenshot displays the journal's homepage with several highlighted features:

- Society affiliation:** A callout points to the 'Society Affiliations' section, which includes the Alzheimer's Disease International (ADI) logo and text: 'Affiliated to Alzheimer's Disease International (ADI), London, United Kingdom. Alzheimer's Disease International is the international federation of national Alzheimer organisations and global voice for dementia, leading and unifying the dementia community to provide global solutions to a global epidemic.'
- Social Media, Article alerts and registration:** A callout points to a sidebar containing buttons for 'Submit a manuscript', 'Sign up for article alerts', 'Contact us', 'Follow us on Twitter', 'Recommend to your library', 'Free trial', and 'Subscribe'. Below these is a 'Follow Alzheimer's Research & Therapy on Twitter' banner.
- Highlighted, latest and most viewed articles:** A callout points to the 'Articles' section, which features 'Editor's picks' and tabs for 'Latest' and 'Most viewed'. Two articles are visible: 'Amyloid-beta in lipid rafts' and 'Aβ reduction criteria'.

Other visible elements include the journal logo with an 'IMPACT FACTOR 3.50' badge, a search bar, a navigation menu (Home, Articles, Authors, Reviewers, About this journal, My Alzheimer's Research & Therapy, Subscriptions), and a 'Share this article' section with social media options like Facebook, Twitter, LinkedIn, and Email.



This section provides a detailed view of the article sharing options. It includes buttons for 'Recommend' (0), 'Tweet' (2), '+1' (1), and 'More options...'. Below these are icons for 'Citeulike', 'LinkedIn', 'Del.icio.us', 'Email', 'Facebook', 'Google+', 'Mendeley', and 'Twitter'.

# Social Media tools forms an integral part of all marketing campaigns



# World Malaria Day 2014

- Email to internal/external names incl infographic
- VIDEO: Can we find a better way to diagnose malaria?
- Infographic embedded in a blog on the [BMC account](#)

Find out how:  
[Online version](#) | [Mobile friendly](#)

**MALARIA JOURNAL** IMPACT FACTOR 3.40

Submit a manuscript | Editorial Board | Author Instructions | Article Alerts

**Malaria Journal is supporting World Malaria Day 2014.**

Defeating malaria is the focus of the day. *Malaria Journal* publishes a long running series - *Towards malaria elimination* - highlighting the progress countries and regions have made towards elimination.

In line with this year's focus, *BioMed Central* has created an infographic highlighting current innovative methods being used to try and eliminate malaria.

Malaria is a heavy burden in large parts of the world and innovation could be the key to beating the disease, an [Santosh Kumar](#) (St George's University of London) explains in a [recent interview](#). [Santosh Kumar](#) will be speaking at the [Challenges in Malaria Research: Past, Present and Innovation](#) conference, in Oxford, UK from 22-24 September 2014. The conference will bring together leading malaria researchers to review current progress and to chart future challenges, this time with a greater emphasis on core science. Visit the website to register now.

Visit the website to read our latest open access articles and to find out more about our upcoming [Challenges in Malaria conference](#).

Follow @malarjournal to keep up to date with our Malaria Day event!

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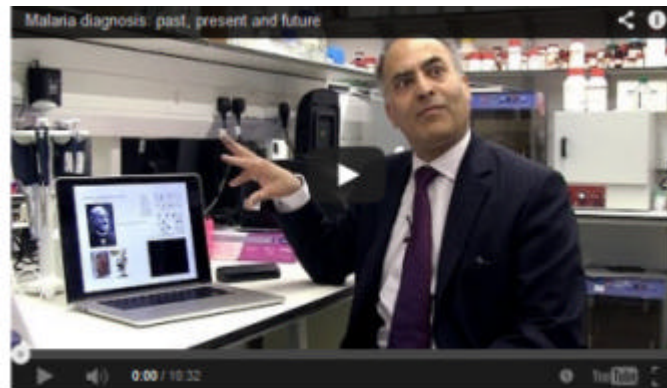
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**MALARIA** INVESTING IN THE FUTURE  
#thebigpush

THE GLOBAL HEALTH IMPACT OF MALARIA

Malaria can cause miscarriage, preterm low birth weight, stillbirths and is responsible for 1 in 3 low birth weight babies.

Approximately 2 million children die each year from malaria complications.

Half the world is at risk of malaria

TOWARDS MALARIA ELIMINATION

50 countries are on track to reduce malaria by 75%

A 2012 WHO report estimated that 1.2 million people died from malaria in 2010.

By 2015, 50% of the world's population will live in malaria-free areas.

Malaria is preventable and curable

Malaria mortality has fallen by 20% since 2008

Artemisinin based combination therapies (ACTs) is the WHO treatment of choice!

25% of malaria cases are asymptomatic

MOLECULAR CONTROL & DIAGNOSIS  
• Involves chemical spray  
• Using existing international tests

PROBLEMS

Public perception

Health care workers

Antimalarial drug resistance

MOLECULAR DIAGNOSIS

Mobile technology used to surveillance & detection

We aim to identify those at high risk

Field detection & a quicker diagnosis = improved recovery rate

Genetically modified can be made mosquito

Resistant *Anopheles* mosquito taking of drug and mosquito resistance

New vaccines being developed against malaria

WE HAVE MADE SOME TREMENDOUS ADVANCES IN THE PAST TEN YEARS - WE CAN'T STOP NOW. WE NEED...

#thebigpush

MALARIA ELIMINATION | Parasites & Vectors | MALARIA RESEARCH | MALARIA RESEARCH

BioMed Central  
The Open Access Publisher

WWW.CHALLENGES-IN-MALARIA-RESEARCH.COM/2014

## Three blogs went live on World Malaria Day

1. Infographic blog – Main BMC Blog
2. Malaria Diagnosis video – Main BMC Blog
3. Why I study Malaria interview – OADW blog

**Over 5500 views**

**128 tweets**

**214 shares on Facebook**

**Over 2300 views**

**48 tweets**

**58 shares on Facebook**

**Over 2300 views**

**80 tweets**

**61 shares on Facebook**

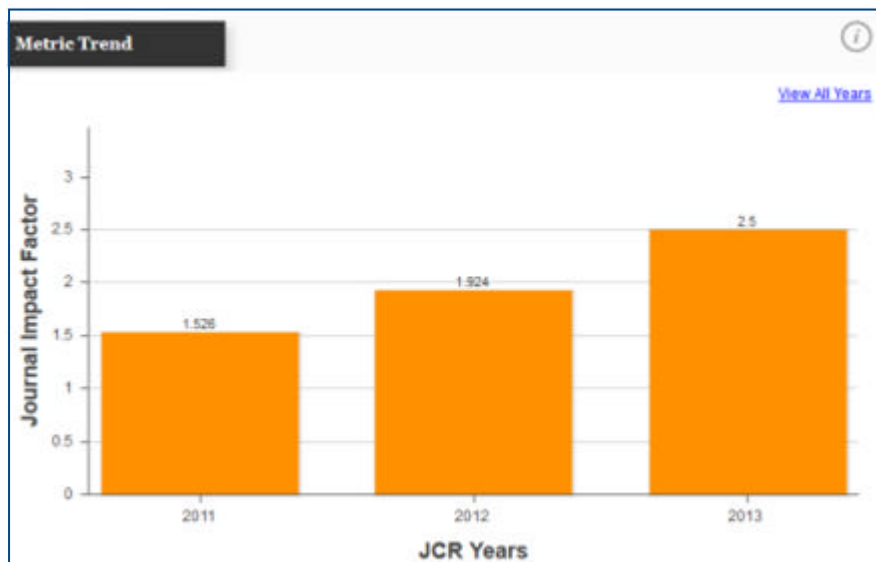
## Advocacy page: Suite of digital and print marketing materials available for editors

The screenshot shows the 'Promote the journal' page for 'Diabetology & Metabolic Syndrome'. The page is designed to help editors promote their journal through various digital and print marketing materials. The main content area is titled 'Promote the journal' and includes a sub-header 'Tell your colleagues, peers and students about the benefits of publishing open access in Diabetology & Metabolic Syndrome.' Below this, there are six sections, each with a preview image and a brief description:

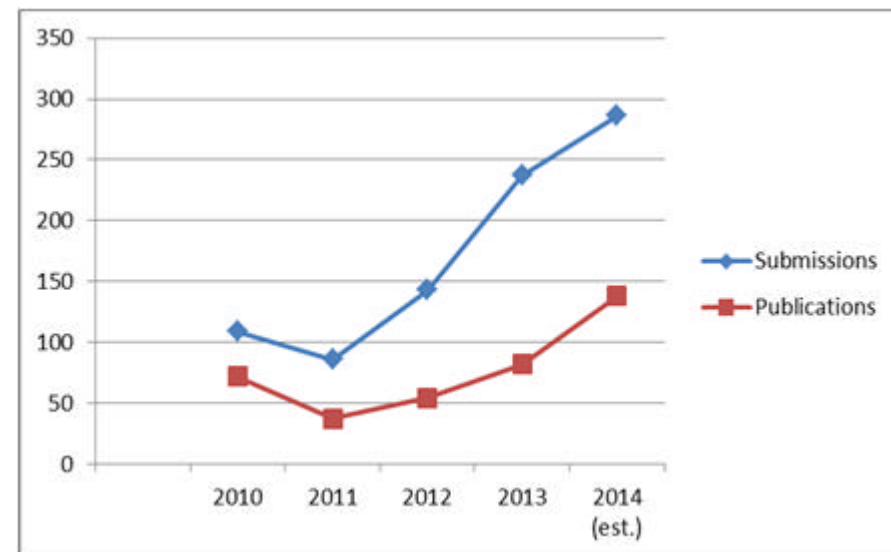
- Leaflet and postcard:** Give copies of our [leaflet](#) or [postcard](#) to colleagues interested in the journal.
- Poster:** [Print out a poster](#) and display it around your department, laboratory or library.
- Presentation slide:** A slide showing a colorful molecular structure.
- Desktop wallpapers:** A desktop wallpaper featuring a colorful molecular structure.
- Online adverts:** [Upload to your website](#) and advertise the journal.
- Buttons:** [Add a button](#) to your institution webpage or email signature.

The page also features a sidebar on the left with navigation links: General information, Editorial board, FAQ, Article processing charge FAQ, Article metric FAQ, Contact us, Privacy policy, and Promote (highlighted in red). The top navigation bar includes Home, Articles, Authors, Reviews, About the journal, My Diabetology & Metabolic Syndrome, and Advanced search. The right-hand column contains buttons for Submit a manuscript, Register, Sign up for article alerts, Contact us, Follow BioMed Central, and Support. Below these is a search information page with a search box and a Go button. At the bottom right, there is an advertisement for the Cochrane Methodology Anniversary Series, featuring a '20 YEARS' logo and the text 'Special series Guest Edited by Professor Mike Clarke'.

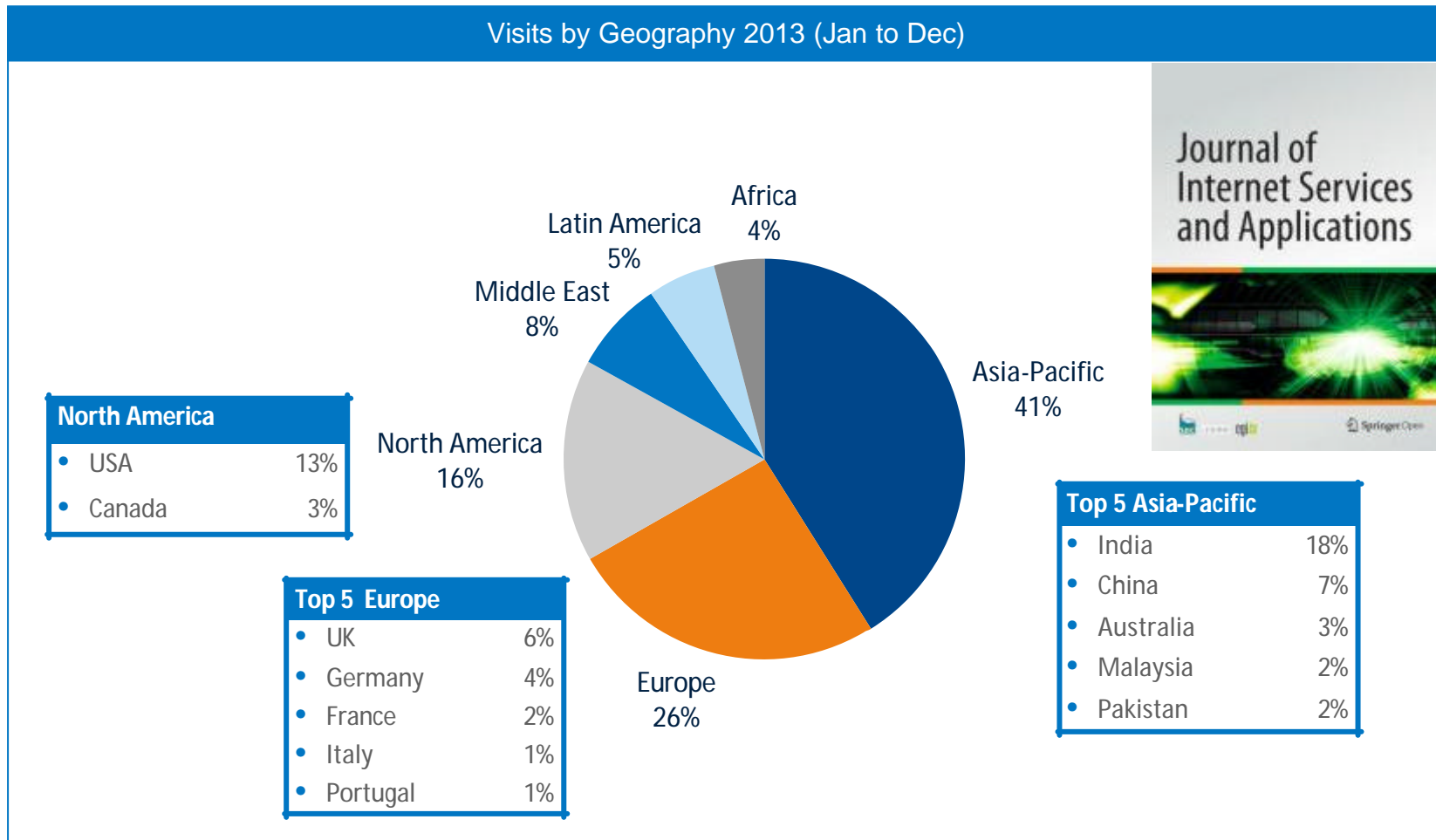
- Official journal of the Brazilian Diabetes Society
- Launched in August 2009
- Received its first Impact Factor in 2011
- In the 2013 JCR became the highest-ranked journal in Latin America



	Full Journal Title	Total Cites	Journal Impact Factor
1	Diabetology & Metabolic Syndrome	412	2.500



## Global reach via SpringerLink



(Source: WebTrek)



## Our commitment to your journals and the mission of CAPES

- **Personal Cooperation with the Journal Editors aimed at joint implementation of journal development plans**
- **Full access to our infrastructure, experience and continuous innovation**
- **Healthy growth with global reach and visibility**
- **Close progress monitoring and reporting to our partners**

# THANK YOU FOR YOUR ATTENTION

*“We don't look at a journal as solely a product but as a bridge between our partner and the publisher. When you sign on to publish with Springer, we truly partner with you and work creatively to further the aims of our partners - whether that is to support and grow the dissemination of the science results or strengthen your brand.”*