

WILEY

Strategies for  
supporting growth  
through  
submissions

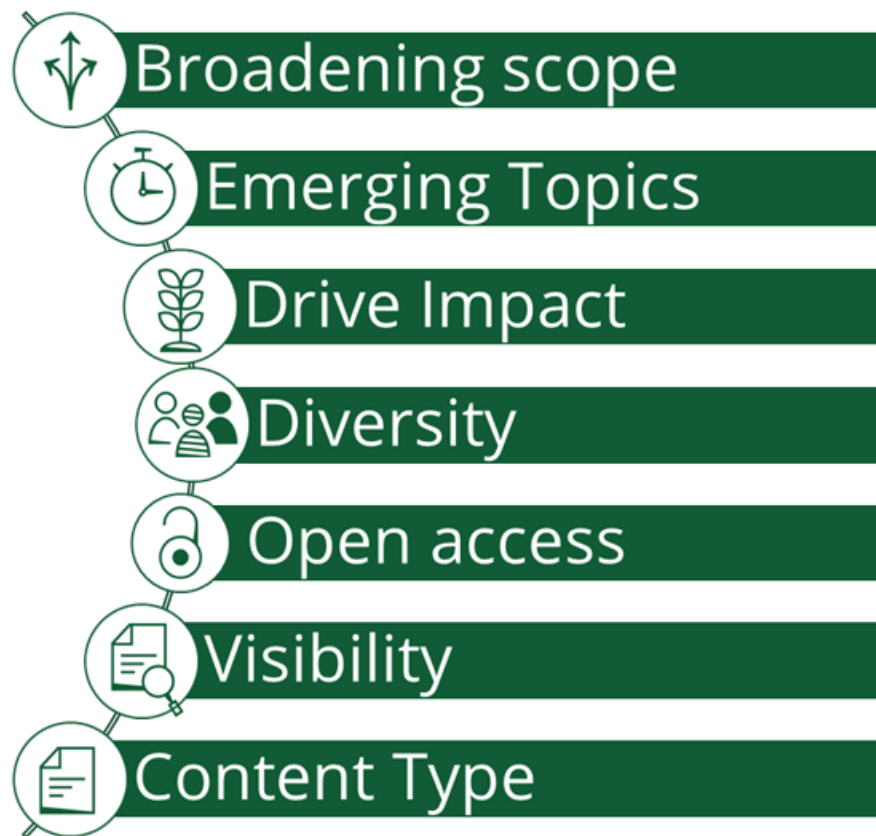


PROPRIETARY & CONFIDENTIAL

# Commissioning:

## Key topics and author outreach

We want to support you in your existing commissioning efforts to help you grow the journals sustainably while maintaining your quality.



Wiley Editor  
Community

Editor  
Webinars

Wiley In-  
House Tools

Call for  
Papers  
Workflow

# Tools and resources for active commissioning

## Commissioning guide for Journal Editors ([link](#))\*



## Related resources

- [Article commissioning: an opportunity to shape your journal and support your community](#)
- [Is your journal visible to authors? The power of commissioning in a digital world](#) (\*)
- [Using journal data for content commissioning](#) (\*)
- [Commissioning to expand geographical diversity of authors and increase journal open access output – a case study](#) (\*)

## Wiley Editor Seminar: Article commissioning for journal growth, impact and visibility (\*)

- [Webinar recording](#)
- [Webinar Slide Deck](#)
- [Webinar Q&A](#)

(\*) Editors, all these resources are available on the **Wiley Editor Community**. If you don't have an account, visit [editors.wiley.com](https://editors.wiley.com) and log in with your Wiley ID (the same username and password you use to access other Wiley platforms like Wiley Online Library and Wiley Journal Insights). If you don't have a Wiley ID or don't remember your credentials, you can create one at [editors.wiley.com](https://editors.wiley.com)

# Wiley tools to support commissioning

## AHEAD - The Author Headhunter

- Search for authors who have published in a competing journal to look for authors who haven't published in your journal during a given time period.

## Citing Article Tracker

- Citing Article Tracker identifies corresponding authors of papers that have cited any Wiley papers published, allowing an Editor to find active researchers who read their journals as potential acquisition prospects.

## Institute Finder

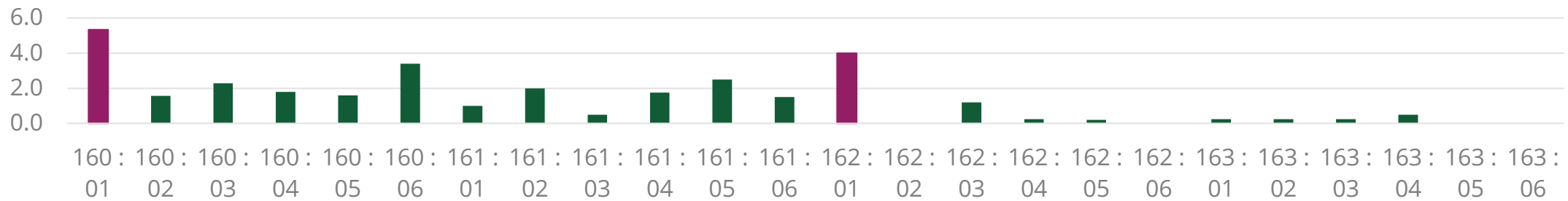
- The app provides a list of institutes local to your travel destination whose researchers have recently published in selected journals, together with counts of publishing authors, their papers, and the citations to those papers. This information can help you plan site visits in conjunction with conference activities or as standalone travel, helping you make the most of the time you spend on the road.

# Focused Issues: Growth with quality

Focused Issues can play an important role in your growth strategy.

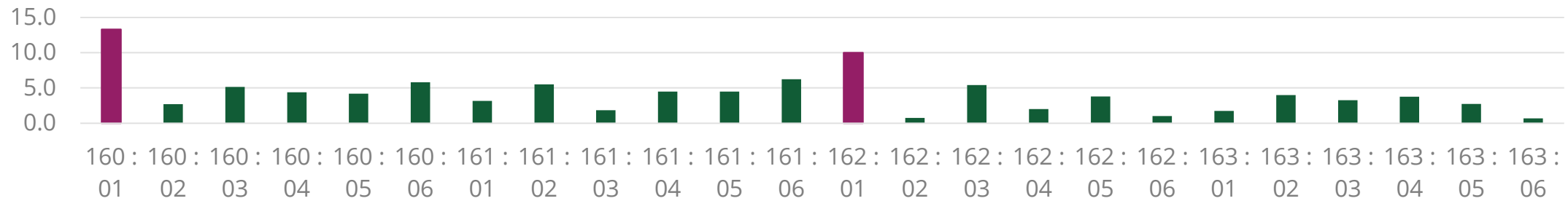
Actively promoting Call for Papers and enhancing the discoverability of Focused Issues, ensures your journal is visible to top authors in your field.

## Average 2022 Cites per Paper



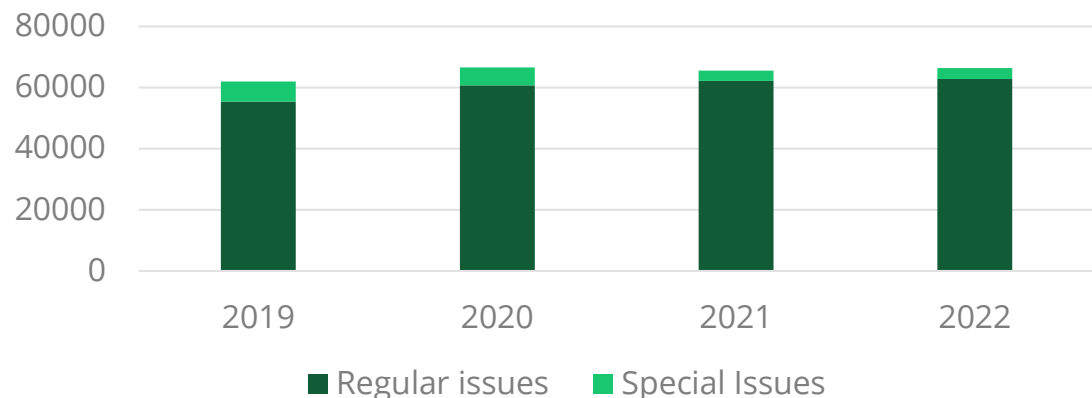
Regular Issues  
Focused Issues

## Average Total Cites per Paper in the First 12 Months of Publication



# Focused issue performance: Physical Sciences at Wiley

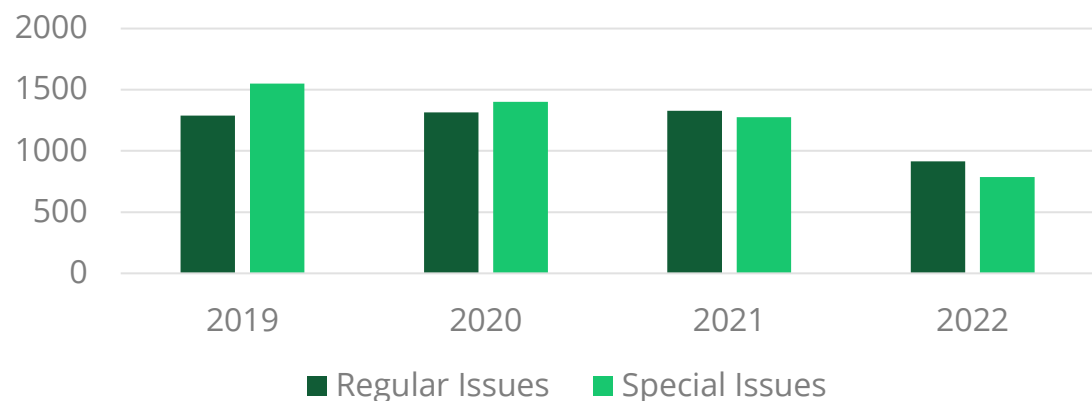
## Published articles



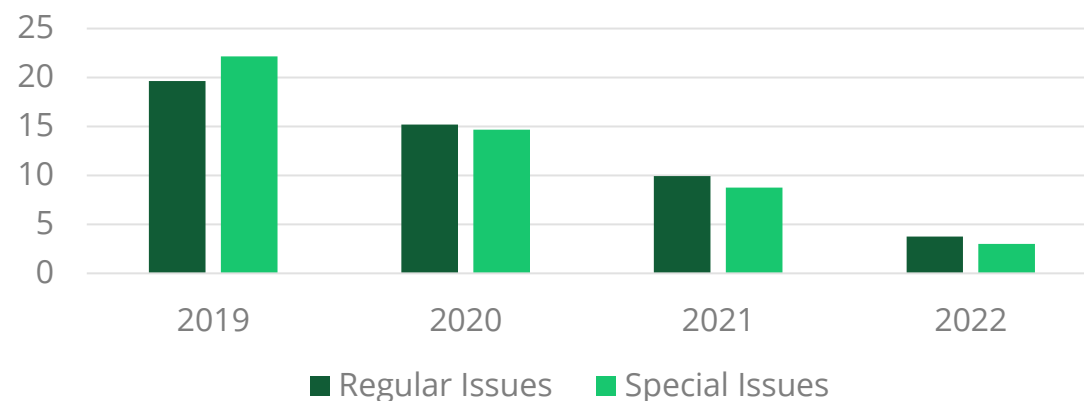
## Published article distribution

Publication Year	Regular Issue articles	Special Issue articles
2019	89.5%	10.5%
2020	91.1%	8.9%
2021	94.8%	5.2%
2022	94.6%	5.4%

## Average usage (full text downloads)



## Average citations



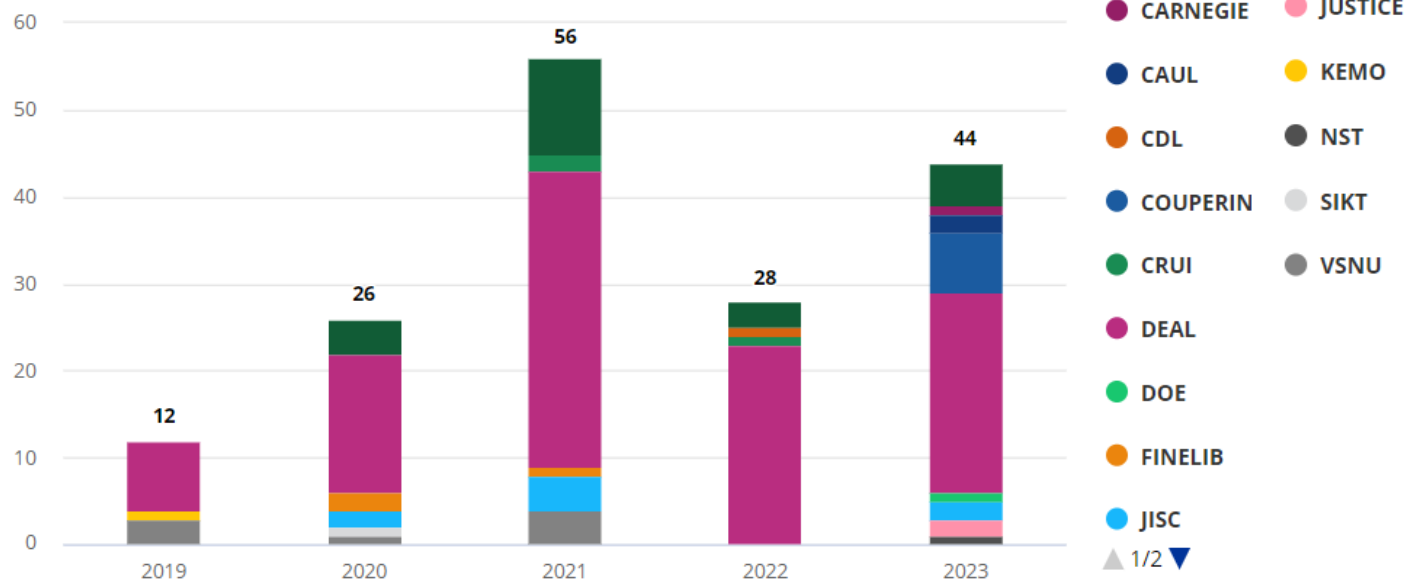
# Maximising Transformational Agreements: Where are your key regions?

Using the right marketing tools, messaging, and channels, we're driving awareness of the many funding opportunities available to authors via **Wiley's 80+ transformational agreements (TAs) with 2,700+ institutions.**

**In 2023, Wiley received 200K+ article submissions from authors as part of our transformational agreements.**

## 'Production' tab in WJI (JSY 2023)

OPEN ACCESS ARTICLES FUNDED BY TRANSFORMATIONAL AGREEMENTS



## Strategies to attract papers funded by TAs

- [Where are Wiley's TAs?](#)
- The benefits of TAs for authors and journals:
  - Increased journal submissions
  - Increased readership
  - Subject coverage is broadened
  - Compliance with funder mandates
- Strategies to attract papers from TAs-funded research:
  - Invite authors from participating institutions under each agreement
  - Leverage on your network and journal board
  - Participate in a journal transfer network
  - [Use Wiley Journal Insights and journal data for content commissioning\\*](#)
- Recent examples of strategies in action:
  - [Expand geographical diversity of authors and increase journal open access output\\*](#)
  - [Journal growth in Latin America](#)
  - [5 ways to grow journal output from China](#)

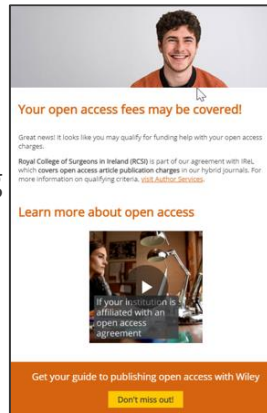
# Transformational Agreements for authors

Using the right marketing tools, messaging, and channels, we're driving awareness of the many funding opportunities available to authors via **Wiley's 80+ transformational agreements (TAs) with 2,700+ institutions. In 2023, Wiley received 200K+ article submissions from authors as part of our transformational agreements.** Here's how we inform your authors about these funding opportunities:

## Author Email Campaigns

Reaching affiliated authors by email, directly from Wiley or via partners (e.g. ResearchGate) to:

- inform about OA funding
- promote the benefits of publishing OA
- direct authors to check their funding eligibility
- drive OA submissions



## Targeted Wiley Online Library Ads

Wiley Online Library ads targeting authors from certain countries, or from participating institutions.



## Online Platforms Promotion

Promotional messaging on partner platforms like ResearchGate, targeted by institution, subject, and journal.

## Webinars & Training

Hosting webinars, training, and panel sessions so authors at affiliated institutions are aware of available funding and how to access it.



## Google Advertising

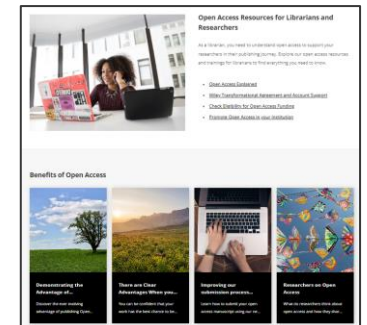
Google search and retargeting campaigns promote OA funding to authors from target countries displaying pre-submission behaviors. The ads urge authors to check their funding eligibility.

## Author Services Resources

Content and resources inform and guide authors about transformational agreements are available via our Authors Services Site.

## Librarian Resources & Support

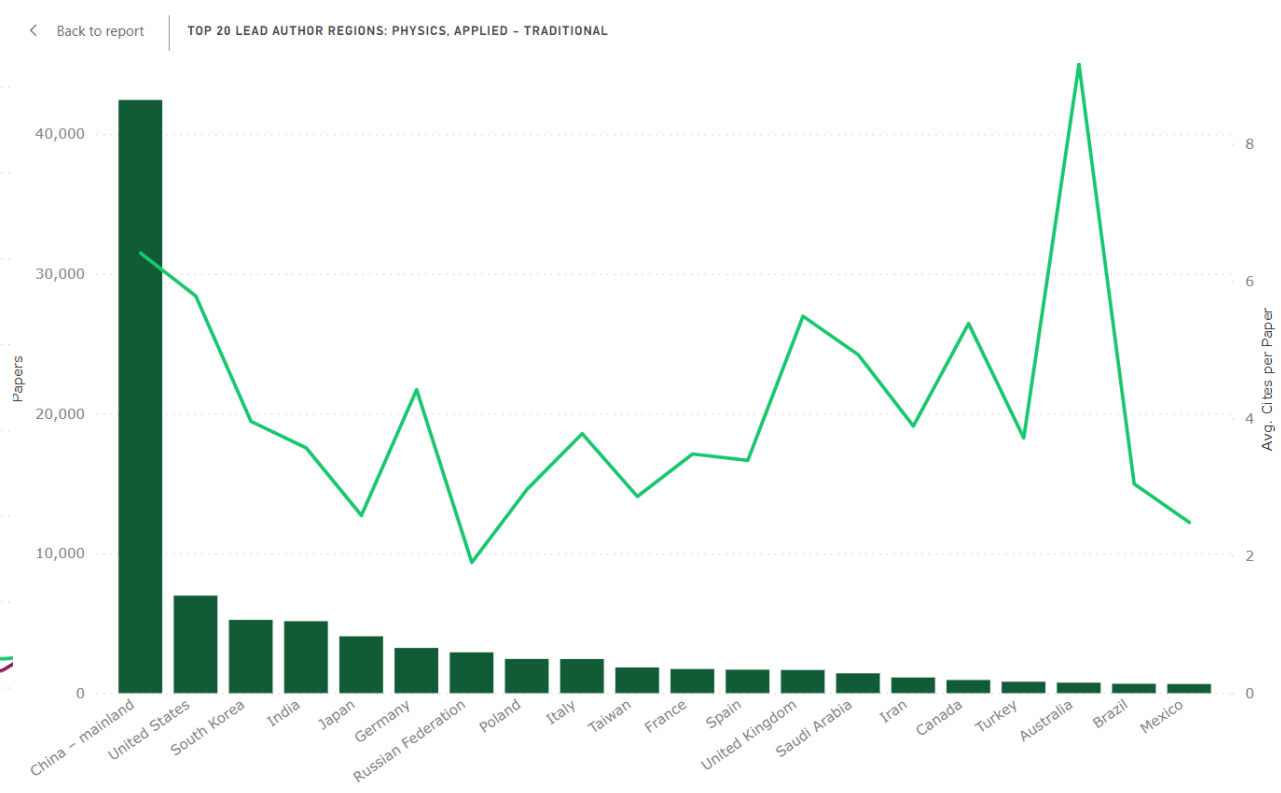
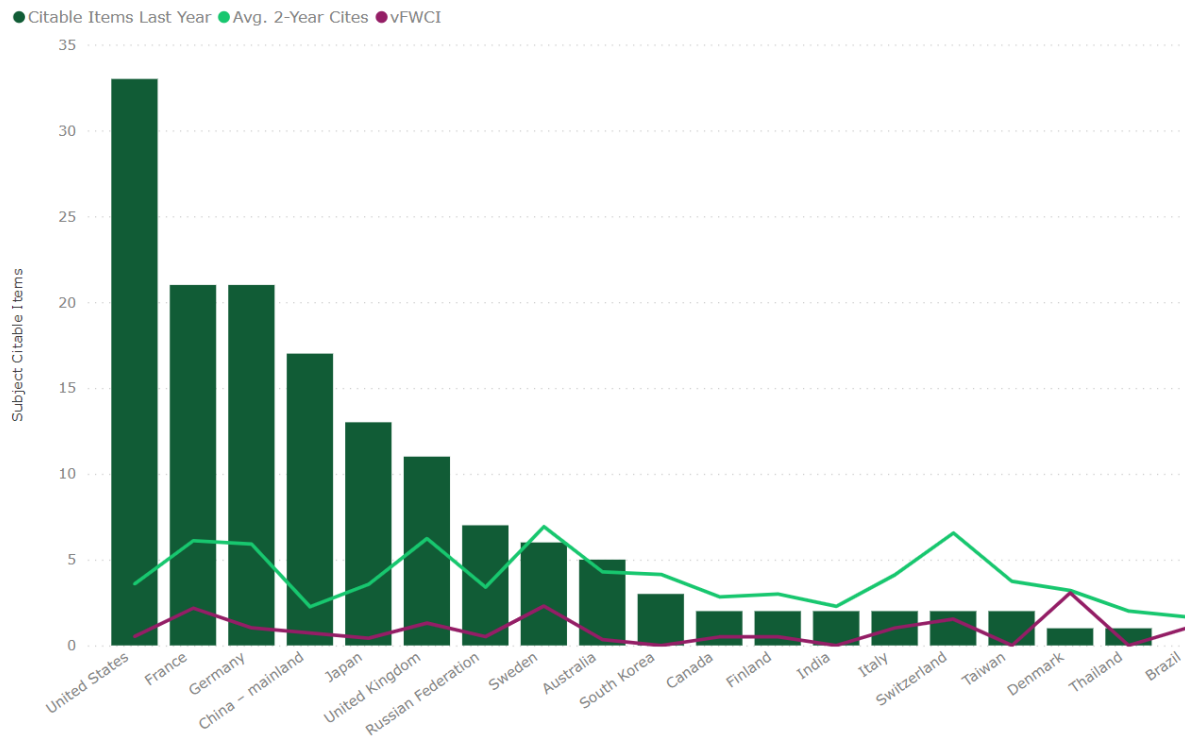
Providing institutional librarians with training and resources, to encourage, support, and guide authors through the available OA opportunities.



# Regional Coverage: Editors and editorial boards

- Does your Editorial Board cover your geographic spread?
- Are you represented in key regions?
- Do you need to recruit from growing areas?

## Example: JSY 2023 geographic data



# Aims and Scope:

## Author-friendly information

Aims and scope should be concise, clear, and highlight the benefits to authors of publishing with the journal: not just a list of topics.

With the number of competitors growing, it's important to be as author-friendly as possible!

### Journal Example

*Journal of Neurochemistry focuses on molecular, cellular and biochemical aspects of the nervous system, the pathogenesis of neurological disorders and the development of disease specific biomarkers. It is devoted to the prompt publication of original findings of the highest scientific priority and value that provide novel mechanistic insights, represent a clear advance over previous studies and have the potential to generate exciting future research. Journal of Neurochemistry does not publish work relating to biological extracts of unknown chemical composition or purity. All compounds reported must have a known chemical structure and concentration.*

### Competitor Example

*At the core of eNeuro is a commitment to provide authors with a fair assessment of their work, with any additional experiments requested thoroughly justified, while maintaining high standards of peer review. An international, gender-balanced Editorial board, a double-blind peer-review system, and an unambiguous consensus review contribute to a fair, rapid, and transparent experience for authors.*

# Author Marketing Program:

## Reaching your current and future authors

Our Author Marketing Program provides personalized marketing outreach to your authors at each stage of their publishing journey



View examples of our author marketing campaigns for your journal

We support and connect with your authors at each stage in their publishing journey. Authors expect real-time, relevant, and personalized communication; Wiley's sophisticated marketing technology enables us to deliver highly effective campaigns, reaching authors with the right message, at the right time, via the right channels. **In the last year, over 60,500 submissions across our Life Sciences portfolio were directly attributed to these campaigns.**

### Pre-submission

**Google Paid Search:** Online advertising allowing us to expand your marketing reach beyond our current network and optimizing ads in an agile way.

**New Authors Campaign:** Recommends your journal to relevant authors who've not published with us before, using marketing automation to create a customized journey, helping the author make an informed decision about the best journal for their work.

**Wiley Open Access Accounts (WOAA):** A multichannel email, web, and social media program making eligible researchers aware of open access funding available to them from their institution or funder via a WOAA, including our transformational agreements.

### Post-submission

**Rehomed Authors:** Helps authors find the right journal for their research following a rejected submission, commonly for being 'out of scope', by providing them an easy way to find and compare alternate journals in their subject area.

### Post-acceptance

**Hybrid Open Access:** Offers clarity on the open access process and funding opportunities to authors who've declined, or have yet to decide on, open access publication in a subscription-based journal.

**Author Services Emails:** Keeps authors informed throughout their publishing journey, providing instruction on actions needed to successfully publish their article.

### Post-publication

**Existing Authors:** Asks your recently published authors about their experience and future publishing plans so we can tailor our support for their next paper and encourage them to publish with your journal again.

**Top Cited/Downloaded:** Recognizes your authors' success as publishing a top downloaded or top cited paper in your journal, notifying and congratulating them via email and social media on your behalf.

**Time Capsule:** Shares with your authors the impact measures of their article one year following publication in your journal, including number of downloads and the Altmetric Attention Score.

**Journal Metrics:** Annually relays key journal metrics to your authors whilst thanking them for their contributions to your journal.

# Submission Strategies: Key takeaways

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- Be an author-friendly journal (benefits of diversity; transfer networks; cross-journal activity)
- Commissioning in key regions/topics
- Ensure that editorial boards and editor teams represent target/growth regions
- Editorial series and opinions to show the journal is current
- Planned program of regular focused issues
- New article types: ideally APC-bearing AND contribute to the IF denominator
- Expand/clarify journal aims and scope
- Journal ECR boards
- Author/community surveys to ask why people do/don't submit