



Publishing Report for *Weed Science, Weed Technology, and Invasive Plant Science and Management*

Karen Ridgway, Publisher
Caitlin Brown, Publishing Specialist

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The contents of this report are proprietary and confidential.



**Report on 2012
Publishing Activities for
*Weed Science, Weed Technology and
Invasive Plant Science and Management***

We are pleased to provide you with the following report of our publishing activities in 2011 as well as an overview of some of our plans for 2012.

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The big news from 2011 is *Invasive Plant Science and Management* has been accepted into the Thomson Reuters collection. When the 2013 report comes out in June of that year, we should have our first impact factor for *IPSM*.

2011 continued to offer economic challenges for scientific journals. Library budgets have stabilized somewhat, but librarians continue to be very conservative and look for cost-saving alternatives to traditional subscriptions. We continue to project a downward trend in institutional subscriptions. However, we are developing alternative subscription models, such as a pay-per-view model that allows a library to purchase a block of articles at one time.

Despite the reduction in library subscriptions, we have seen an increase in the geographic distribution of the journal content through our selected aggregations.

2011 Publishing Activities

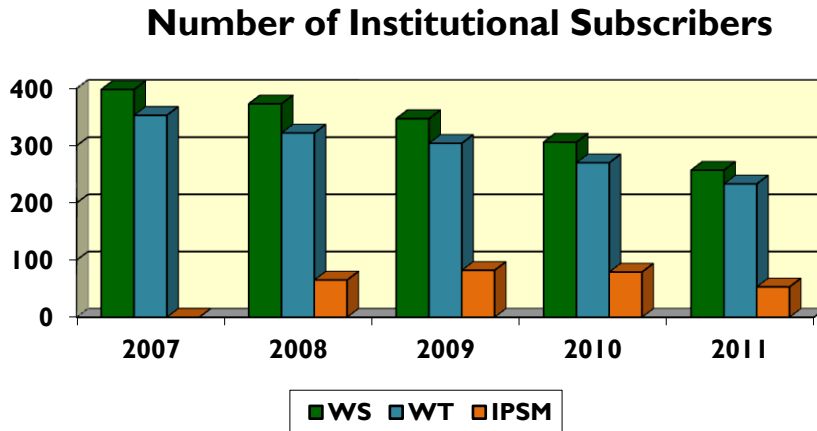
The following is based on the most recent financial information. Remember that the 2011 financials won't be finalized until early April, so the 2011 numbers include projections.

Overall, *Weed Science, Weed Technology* and *Invasive Plant Science and Management* have performed as we expected.

The following sections primarily show activities and results for *Weed Science* and *Weed Technology*. A separate section on *Invasive Plant Science and Management* begins on p.11.

Institutional Subscriptions

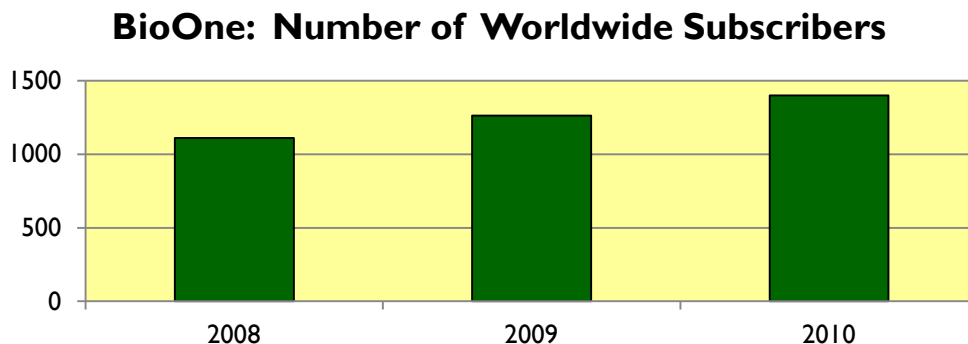
As you can see in the following chart, the total number of subscribers to *Weed Science* and *Weed Technology* has decreased each year since 2007.



The WS and WT subscription renewals are keeping pace with last year and about half of the institutions having renewed. *IPSM* is on track to increase subscriptions this year, with 75% of the subscription renewals compared to last year. For *Weed Science* and *Weed Technology*, we expect an annual decrease of approximately 10% in subscriptions.

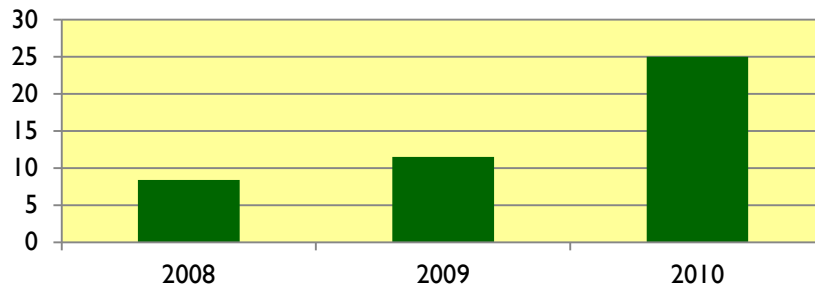
Increased Market Penetration

Despite the decrease in number of institutional subscriptions, we have continued to increase the market penetration of the journals. Through our participation in such aggregations as BioOne and ALPSP Learned Journals Collection, we have seen a marked increase in the number of people from around the world who can access the journal content. Over the past decade, BioOne has expanded into more than 4,000 libraries in 132 countries from subscriptions and consortia sales. For example, the following charts show the increases in number of subscriptions and online activity for BioOne:



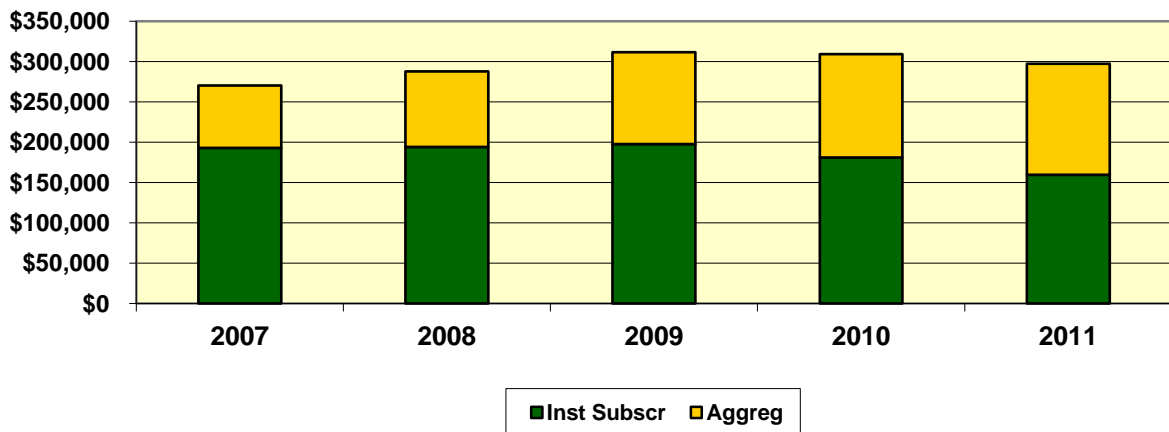
We expect our expansion into international markets to continue to increase.

BioOne: Online Hits (in millions)



In conjunction with the expanded worldwide distribution, we have seen an average 13.6% increase in aggregation income each year. The following chart shows the increasing proportion of revenue that comes from aggregations compared to subscriptions.

Change in Subscription and Aggregation Revenue

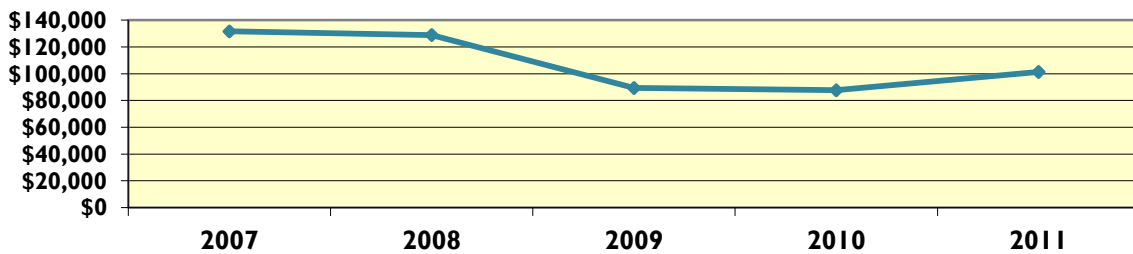


2011 numbers are based on projections

Author Billing Revenue

The amount of money collected for author billing (page charges, color charges, etc.) increased by almost 16% compared to 2010.

WS and WT Author Billing Revenue



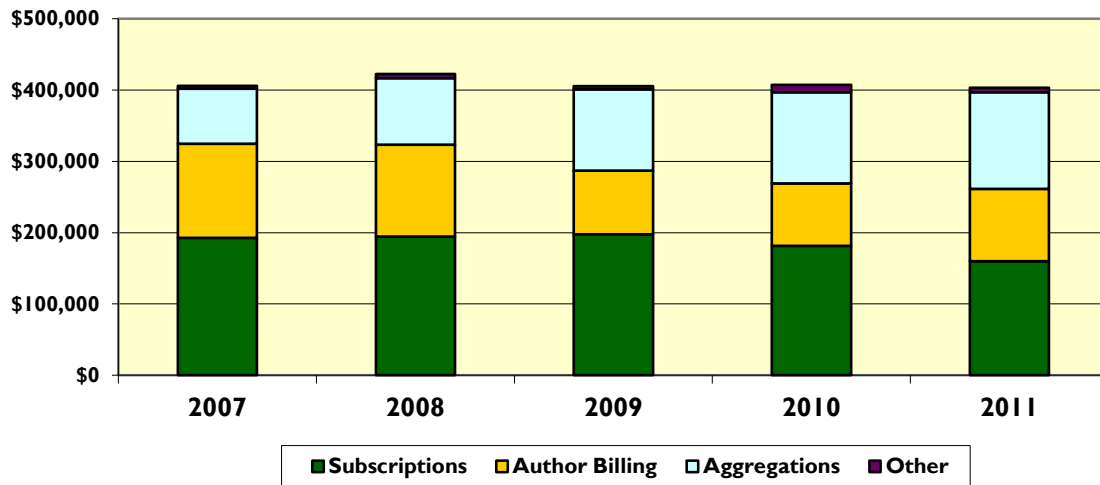
2011 numbers are based on projections

The amount gained from authors' purchasing open access increased by 18%, from \$8,500 in 2010 to \$10,000 in 2011.

Changes in Sources of Revenue

The following chart shows the significant changes that have happened in the amount of income generated in various revenue categories from 2007 to 2011 for *Weed Science* and *Weed Technology* combined.

WS and WT Combined Sources of Revenue, 2007-2011

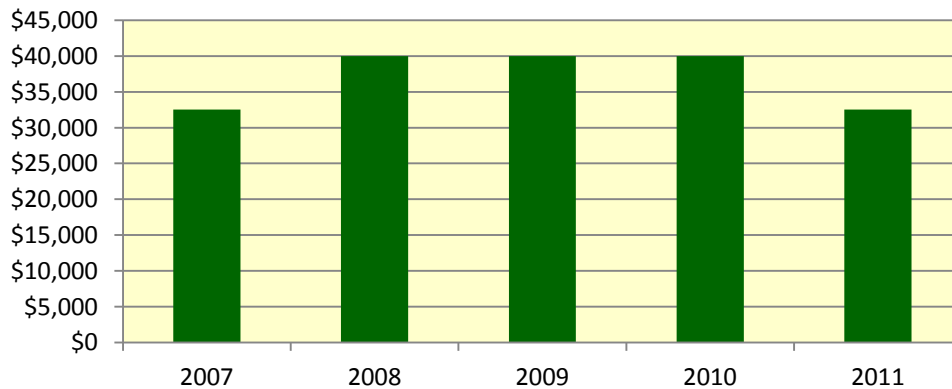


2011 numbers are based on projections

Member Contribution

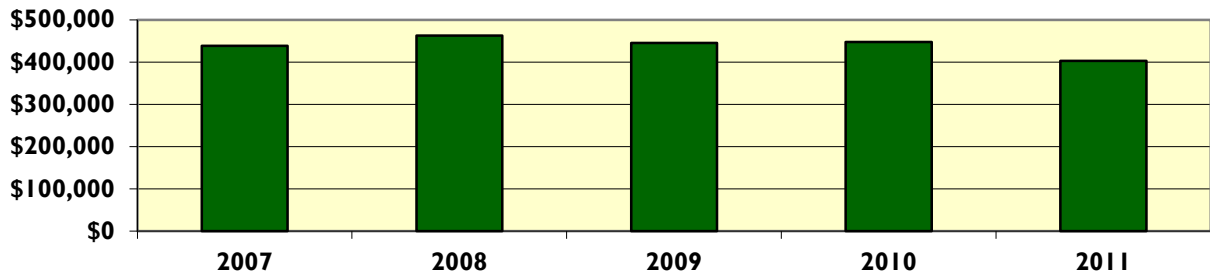
Under the terms of the contract addendum, WSSA's fee to purchase copies for members was reduced.

Member Contribution



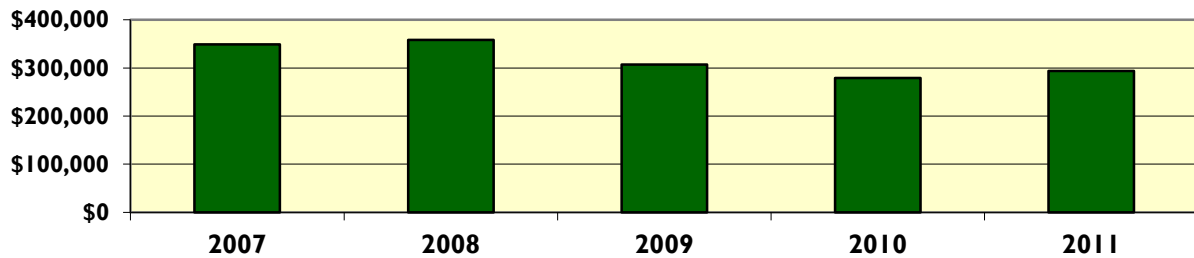
Following is the overview of revenue, expenses and revenue share during the past 5 years for *Weed Science* and *Weed Technology* combined, using projections for 2011 year end.

WS and WT Combined Journal Revenue, 2007-2011



2011 numbers are based on projections

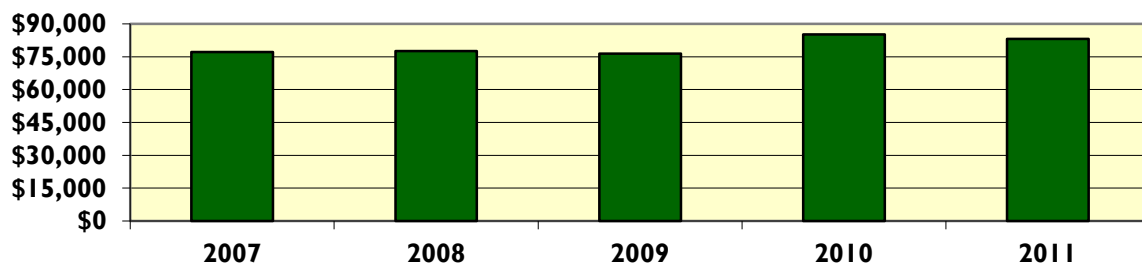
WS and WT Combined Journal Expenses, 2007-2011



2011 numbers are based on projections

Journal expenses include online peer review, managing editing, composition, printing, and online publishing.

WSSA Revenue Share, 2007-2011



2011 numbers are based on projections

We are projecting that the revenue share will be about the same amount as 2010.

Online Usage

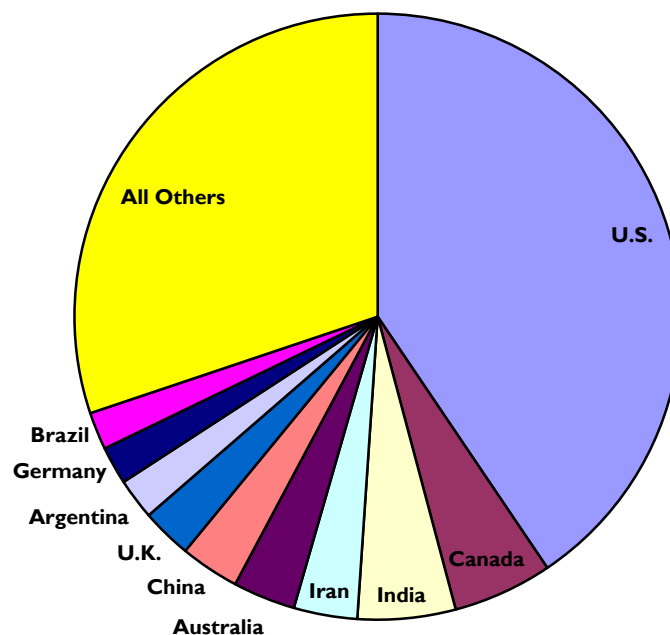
The rapid growth of mobile technology makes it increasingly important to expand the digital availability of content so that it can be accessed via a variety of mobile devices. In 2011, Allen Press began offering an e-book option that will convert journal content to a version that can be read on many mobile devices. We also now offer a “flip book” online platform for society magazines and newsletters.

2011 is the first full year on the Pinnacle platform, so we can't compare usage to partial numbers from 2010. However, compared to similar journals, we had good metrics:

- We had 98,511 visits to the website
- Average time spent on the site was 2.31 minutes (comparable journals had an average of 1.6 minutes)
- Average number of pages per visit was 2.86 (comparable journals had an average of 2.3 pages per visit)
- The heaviest online use was in April, with another peak in October.

Site visits came from 180 countries, which is an increase from the 158 countries in 2010. The top ten countries are shown in the chart below.

Site Visits by Top 10 Countries



Most Frequently Accessed Articles

Following shows the most frequently accessed articles for each of the journals.

2011 Top Articles, <i>Invasive Plant Science and Management</i>				
Title	Author	Vol.	Issue	Hits
Evidence of Qualitative Differences between Soil-Occupancy Effects of Invasive vs. Native Grassland Plant Species	Jordan et al.	4	1	322
Evaluating Restoration Methods across a Range of Plant Communities Dominated by Invasive Annual Grasses to Native Perennial Grasses	Nyamai et al.	4	3	143
Woody Shrubs as a Barrier to Invasion by Cogongrass (<i>Imperata cylindrica</i>)	Yager et al.	4	2	42
Does Superior Competitive Ability Explain Yellow Starthistle's (<i>Centaurea solstitialis</i>) Successful Invasion of Annual Grasslands in California?	Spencer et al.	4	3	31
Mapping Giant Reed (<i>Arundo donax</i>) Infestations along the Texas–Mexico Portion of the Rio Grande with Aerial Photography	Yang et al.	4	4	30

2011 Top Articles, <i>Weed Science</i>				
Title	Author	Vol.	Issue	Hits
Exotic C4 Grasses Have Increased Tolerance to Glyphosate under Elevated Carbon Dioxide	Manea et al.	59	1	616
Multiple Resistance in Palmer Amaranth to Glyphosate and Pyriithiobac Confirmed in Georgia	Sosnoskie et al.	59	3	601
Manuka Oil, A Natural Herbicide with Preemergence Activity	Dayan et al.	59	4	569
Evolution of Resistance to Auxinic Herbicides: Historical Perspectives, Mechanisms of Resistance, and Implications for Broadleaf Weed Management in Agronomic Crops	Mithila et al.	59	4	324
Weed Seed Persistence and Microbial Abundance in Long-Term Organic and Conventional Cropping Systems	Ulrich et al.	59	2	309

2011 Top Articles, <i>Weed Technology</i>				
Title	Author	Vol.	Issue	Hits
Weed Science Research, Teaching, and Extension at Land-Grant Institutions in the United States and its Territories	Derr and Rana	25	2	128
Visual Ratings—Weed Technology Editorial Policy	N/A	25	2	121
Correlation of Chemical Analysis of Residual Levels of Aminocyclopyrachlor in Soil to Biological Responses of Alfalfa, Cotton, Soybean, and Sunflower	Strachan et al.	25	2	102
Assessing and Visualizing Agricultural Management Practices: A Multivariable Hands-On Approach for Education and Extension	Smith et al.	25	4	86
Evaluating Rates and Application Timings of Saflufenacil for Control of Glyphosate-Resistant Horseweed (<i>Conyza canadensis</i>) Prior to Planting No-Till Cotton	Owen et al.	25	1	85

Impact Factors

For 2010 (the most recent year that data are available), *Weed Technology* had an impact factor of 0.925, which is up significantly from 0.749 in 2009. *Weed Science's* impact factor, 1.528, was also up from 1.451 in 2009.

WS and WT Impact Factor



Following is a comparison of impact factors for *Weed Technology* and *Weed Science* with other journals with similar subject matter:

IMPACT FACTOR						
Journal	2010	2009	2008	2007	2006	2005
Plant and Soil	2.773	2.517	1.998	1.821	1.495	1.703
Pest Management Science	2.313	2.190	2.040	1.867	1.428	1.175
Plant Pathology	2.237	2.368	1.820	2.012	2.198	1.718
Field Crops Research	2.232	2.336	2.032	1.664	1.634	1.241
Crop Science	2.020	1.735	1.325	1.151	1.153	0.925
Restoration Ecology	1.927	1.665	1.892	1.928	1.612	1.380
Plant Ecology	1.880	1.567	1.730	1.239	1.383	1.011
Weed Research	1.622	2.033	1.793	1.352	1.705	1.670
Weed Science	1.528	1.451	1.631	1.299	1.476	1.536
Crop Protection	1.517	1.331	1.201	1.129	1.199	1.054
Rangeland Ecology & Mgmt	1.438	0.921	1.107	0.930	0.652	n/a
Weed Technology	0.925	0.749	0.854	0.858	0.626	0.749
Weed Biology and Management	0.439	0.743	0.690	0.382	n/a	

Spanish Abstracts

As you know, we introduced Spanish abstracts in the first 2010 issue of *Weed Technology*. Many of the early problems have been worked out and the process is running smoothly now.

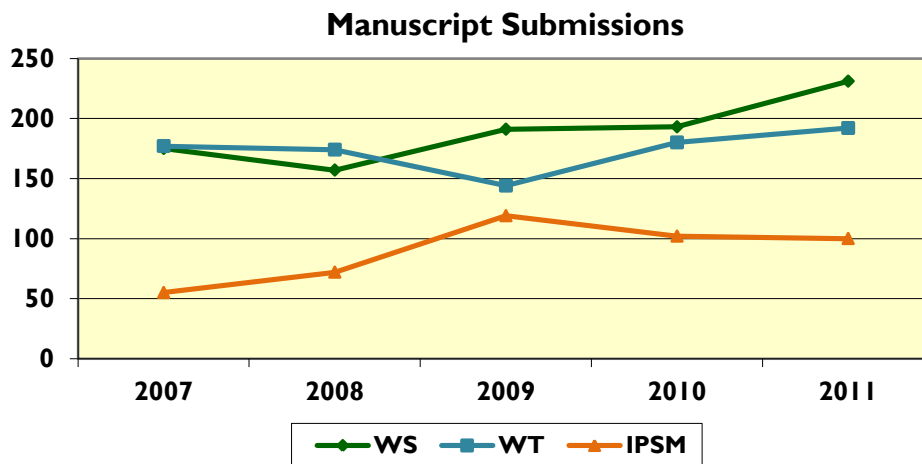
Handling the Spanish abstracts has taken quite a lot of time for Tracy Candelaria, the Managing Editor. We are recommending that the Editor add an Associate Editor who would handle only the Spanish abstracts. The person selected would need to be a Spanish-speaking scientist who would coordinate with the contractor to send the abstracts for translation, or find Spanish-speaking students or other scientists to handle the translation. (This might be appealing for grad students since Allen Press will pay a

fee for the translation.) The AE would also either review the translations for accuracy or would assign them to another skilled person to conduct the review.

We have been monitoring the number of Spanish-speaking people who are participating with the journal and/or the Society as a result of the use of Spanish abstracts. Thus far, we have not seen an increase in any of the numbers of members, subscribers, authors or reviewers. We are currently surveying WSSA members to get their opinions about the use of Spanish abstracts. The members' opinions can help guide the decision whether or not to begin offering Spanish abstracts in the other WSSA journals.

Manuscript Submissions

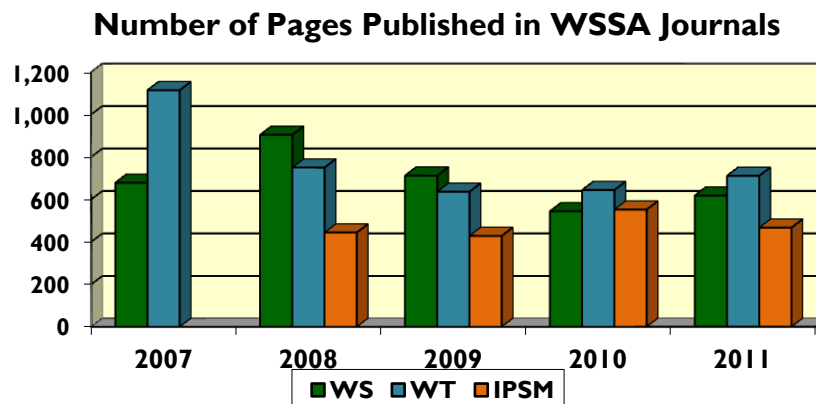
We continue to monitor the manuscript submissions for all 3 WSSA journals. The following shows the number of submissions since 2007.



Submissions for WS and WT increased again in 2011, while *IPSM* saw a decrease of one article (100 manuscripts were submitted in 2011 and 101 were submitted in 2010). We will continue to invite and encourage submissions for all 3 journals.

Number of Pages

During 2011, the number of pages printed in *Weed Science* and *Weed Technology* increased, while *IPSM* used slightly fewer pages.

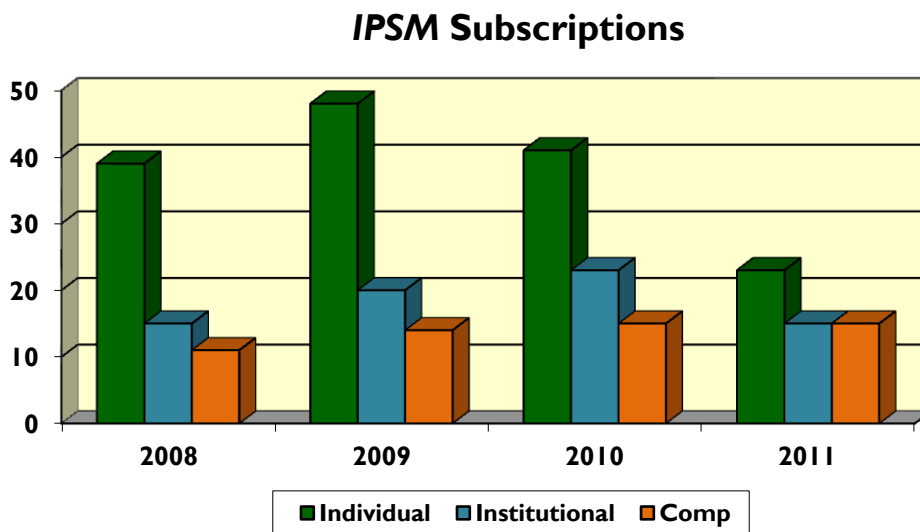


Invasive Plant Science and Management

In 2011, we had 53 non-member subscribers: 23 individual subscribers, 15 institutional subscribers and 15 complimentary subscriptions. As expected, library subscriptions decreased during 2011. We checked with some of the librarians to ask why they didn't renew their subscription. One person said it was because they could access the content through BioOne. Two others said that the decision was made in part because the journal doesn't have an impact factor. There were other reasons and many non-responses.

We have completed a campaign to all current and former subscribers to let them know that *Invasive Plant Science and Management* will have an impact factor in 2013. In fact, we are using the information about the Impact Factor in all our marketing this year. We are aggressively selling subscriptions to both new and existing subscribers as well as subscribers who haven't renewed this year. We are offering free online trials to the journal, and are appealing to all existing subscribers of *Weed Science* and *Weed Technology* offering a significant discount if they will also subscribe to *IPSM*.

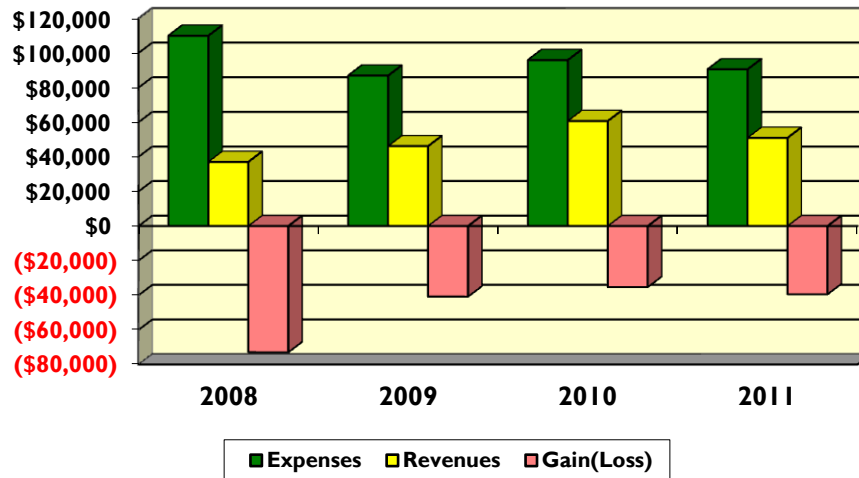
The following graph shows the number of subscriptions for *IPSM*:



Financial Summary

Thus far in 2011, we project that *IPSM* will have total revenues of \$50,990 and expenses of \$90,575 for a loss of (\$39,385).

Summary Financials - *IPSM* 2008-2010



We are working hard to bring *IPSM* into the black. Taking into account the difficult economy, we continue to believe that we can reach breakeven by the 7th year.

2011 Marketing Activities

We completed a number of marketing activities during 2011 to promote the WSSA journals. A complete report of our efforts appears in the individual journal reports.

2012 Marketing Plans

Some of our standard marketing efforts will continue:

- Press releases will continue to be sent out for each new issue of the journals.
- Our standard renewal efforts
- A lapsed subscriber campaign: we contact un-renewed subscribers to find out why they didn't renew and offer them a discount if they renew
- Email campaigns targeting new subscribers: we'll be targeting selected groups such as community colleges and state extension programs.

For all *IPSM* promotions, we will include information about our upcoming Impact Factor. We have also posted a new banner at the top of the journal website that announces *IPSM*'s inclusion in the Thomson Reuters collections.

We are proposing that the "Interpretive Summary" name be changed to something more descriptive, such as Management Summary. We believe this will help enhance our marketing efforts. We are also exploring the possibility of using the Interpretive Summaries as the basis for a blog that would invite the participation of the authors as well as readers.

We are also suggesting that the "Invasion Alerts" be made open access so that anyone can read/download them. We can then use these in our marketing efforts.

We are also asking the editorial board for *Weed Technology* to consider adding a management summary to their articles, similar to the *IPSM* summaries or the “in a nutshell” in *Frontiers of Ecology*. Having this summary could enhance our marketing efforts by appealing to a wider, non-scientist group of readers.

We have added two international meetings to our list of conventions to attend to promote our journals. Next year, the WSSA journals will be promoted at the Frankfurt Book Fair and London Online as well as several meetings in the U.S.

Looking Ahead: 2012

- We anticipate that 2012 will be a year of continuing budgetary pressure and a slow economic recovery.
- We expect that print journals will continue to appeal to at least 60% of the journal's readers while online services, such as e-book conversions, will play a larger role in distribution.
- We expect library budgets to remain flat.
- Many libraries are still trying to recover from the massive cuts to the budgets beginning in 2008. One factor that will negatively affect library budgets is the predicted cuts in state budgets. In the past, libraries used state funds to offset some of the budget shortfalls. The predicted smaller state budgets means there will be less money to pass along to libraries, leading to continuing decreases in staff and acquisitions and shorter hours.

To help guide our marketing efforts, early this year we will update our market analysis and strategic plan for the journals.

Action Item

Does WSSA want to use Amazon gift cards in 2012 as a “Thank You” to the Associate Editors? If so, will we split the cost of purchasing \$20 gift cards? There were 58 AE's in 2011, 2 less than 2010.

Recommendations

For *Weed Technology*

1. We will ask the Editorial Board to appoint an Associate Editor whose sole responsibility is to manage the Spanish abstracts.
2. We are suggesting that *Weed Technology* create a management summary for each article, similar to *IPSM*'s Interpretive Summary.

For *Invasive Plant Science and Management*

1. We will ask the Editorial Board to change the name of the “Interpretive Summaries” to something more descriptive, such as Management Summary.
2. We are suggesting that all “Invasion Alert” articles be Open Access, so anyone can use them.