

Nature Research Group Journals

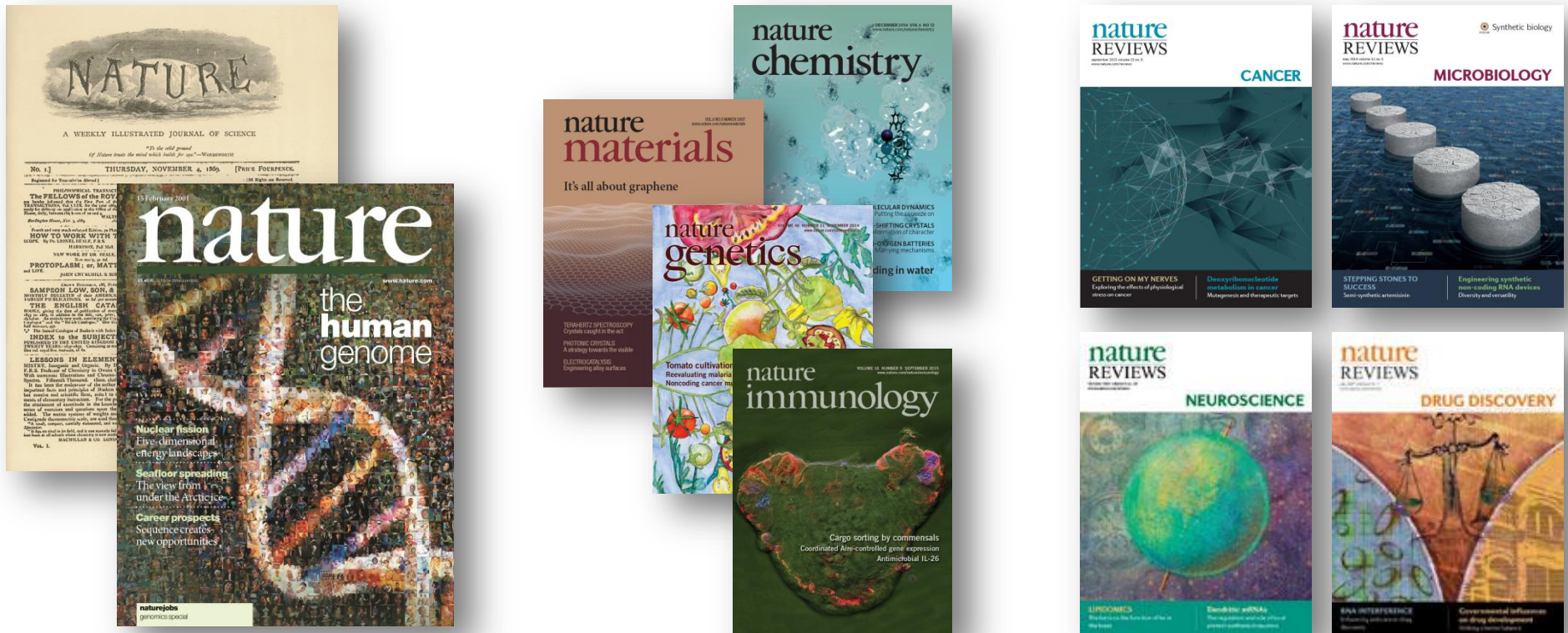
Cem Üzüm & Sergio Gonzalez

May 2016

SPRINGER NATURE

Nature Journals: Product overviews

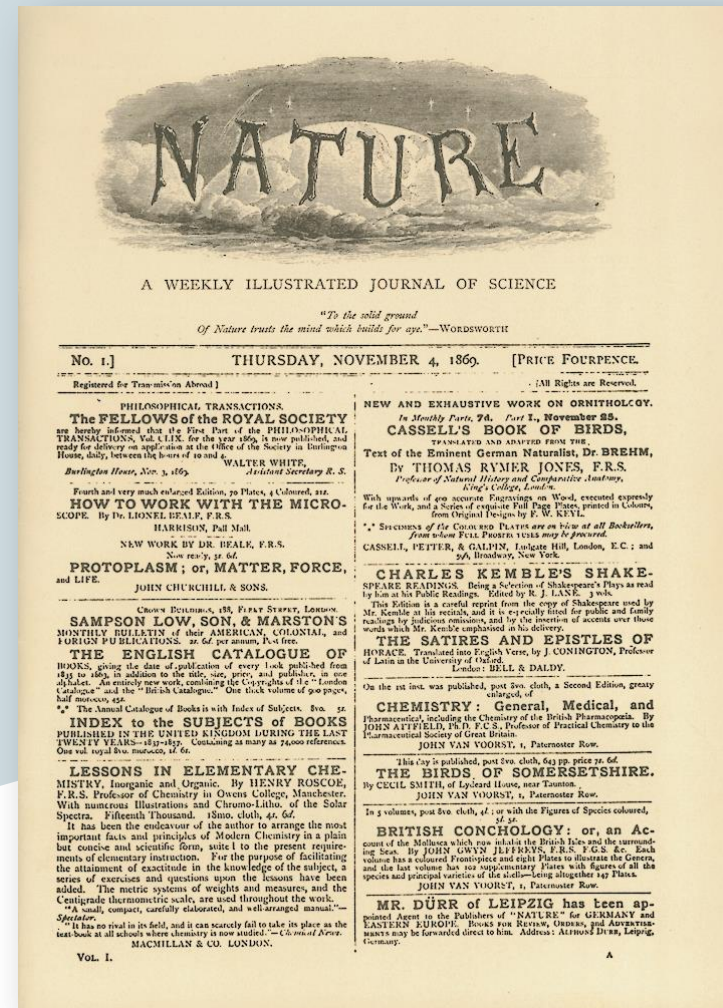
- 43 publications spanning the life, physical and clinical sciences
 - Original, peer-reviewed research and high quality review papers
 - news articles
 - focus issues
 - letters and comment



Nature then

- The first issue of *Nature* was published in 1869
- Established by Alexander Macmillan and Sir Norman Lockyer

To communicate the world's best and most important science to scientists across the world and to the wider community interested in science.



Nature today

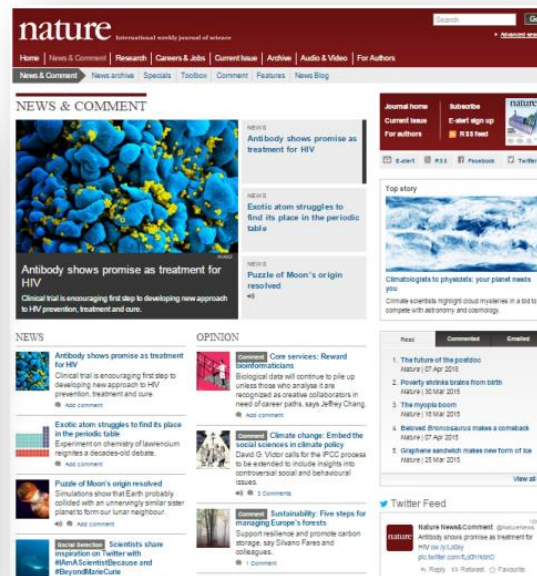
- #1 in Multidisciplinary Sciences, five years in a row.
- World's most cited scientific journal with 617,363 citations*
- **The Journal of two halves!**
 - **Front Half:** Offers News and Views, Research Highlights, arts and book reviews, supplements and analysis.
 - **Back Half:** The **best** original research made up of articles and letters across the life, physical and clinical sciences

Current
Impact Factor
41.456

- **Online resources:** Daily News & Comment articles, weekly podcasts, regular videos featuring the scientists behind the research



Nature Journals / April 2016



*2014 Journal Citations Report (Thomson Reuters, 2015)



Nature Research and Reviews Journals

Key Facts:

- First 'launched' Nature branded research journal was *Nature Genetics*, in 1992
- The sister journal, *Nature Reviews Genetics*, was one of the first review journals to be launched in 2000
- 11,149 journals have an impact factor
 - 19 of the top 50 journals are Nature journals
- Only 179 of the 11,149 journals have an impact factor of > 10
 - 29 of the 179 journals (16%) are Nature journals

Nature Research and Nature Review Journals

Differences and USPs

Research titles

- 24 titles publishing monthly in the life and physical sciences
- Original research submitted for consideration by the editorial teams
- ~10% acceptance rate
- 5 of the Nature research journals are the #1 primary research journal in one or more categories
- Each journal includes News & Views, and Commentaries

Review titles

- 18 titles in the life and physical sciences and clinical specialities
- Reviews commissioned by editors – we do not take ad hoc submissions of original research
- Has to have new relevance, impact or be ground-breaking to be published
- A reviews is a comprehensive overview of all relevant original research in that particular topic.
- **USPs:**
 - Superbly illustrated & high-impact factors
 - Written by leading international researchers



How we market these journals

Life, Clinical and Physical Sciences

Life Sciences	Clinical Sciences	Physical Sciences
Nature Biotechnology (1983) Nature Genetics (1992) Nature Structural and Molecular Biology (1994) Nature Medicine (1995) Nature Neuroscience (1998) Nature Cell Biology (1999) Nature Immunology (2000) Nature Methods (2004) Nature Chemical Biology (2005) Nature Protocols (2006) Nature Plants (2015) Nature Microbiology (2016) Nature Ecology & Evolution (2017) Nature Human Behaviour (2017) Nature Reviews Molecular Cell Biology (2000) Nature Reviews Genetics (2000) Nature Reviews Neuroscience (2000) Nature Reviews Immunology (2001) Nature Reviews Cancer (2001) Nature Reviews Drug Discovery (2002) Nature Reviews Microbiology (2003)	Nature Reviews Clinical Oncology (2004) Nature Reviews Cardiology (2004) Nature Reviews Gastroenterology & Hepatology (2004) Nature Reviews Urology (2004) Nature Reviews Nephrology (2004) Nature Reviews Rheumatology (2004) Nature Reviews Endocrinology (2004) Nature Reviews Neurology (2004) Nature Reviews Disease Primers (2015)	Nature Materials (2002) Nature Physics (2005) Nature Nanotechnology (2006) Nature Photonics (2007) Nature Geoscience (2008) Nature Chemistry (2009) Nature Climate Change (2011) Nature Energy (2016) Nature Astronomy (2017) Nature Biomedical Engineering (2017) Nature Reviews Materials (2016) Nature Reviews Chemistry (2017)

- **For all established Nature branded journals**
- **New Nature branded journals are marketed individually for at least 3 years until established**

Why have the Nature journals been so successful?

- **In-house professional editors** who decide which papers to publish (after extensive peer review)
 - There are ~350 peer review editors working full-time on Nature journals
 - High overhead (expensive, but worth it!) – price of the journals reflects this
 - **Extensive travel (conferences and lab visits) to ensure they are still in touch with their community and aware of new research and development in their field.**
- High production values and attention to detail
- Highly selective – we filter and publish the best science
- Not an exclusive club – we publish the best science, wherever it comes from
- “Front half” accessible news content written for a wide readership
- Editorial independence – our opinions cannot be bought
- Reputation for innovation
- Diversification has strengthened, not weakened, the brand

Nature Branded New Launches 2014 - 2017

- 2015: Nature Plants
- 2015: Nature Reviews Disease Primers
 - 2016: Nature Energy
 - 2016: Nature Microbiology
 - 2016: Nature Reviews Materials
 - 2017: Nature Astronomy
 - 2017: Nature Biomedical Engineering
 - 2017: Nature Ecology & Evolution
 - 2017: Nature Human Behaviour
 - 2017: Nature Reviews Chemistry
 - 2018: ???
 - 2018: ???
 - 2018: ???
 - 2018: ???
 - 2018: ???

2015 launches

Access
Denied

External
Leads

nature
plants

- Launched January 2015
- Monthly, online-only
- Physical / Life Sciences
- 668 site licenses worth £849k
- Interdisciplinary: physical and social sciences with integrated scope from bench to biosphere



- Launched May 2015
- Publishes weekly 'Primers' – a new article type
- Clinical / Life Sciences
- 431 site licenses worth £388k
- 'Primers' provide overviews of diseases and disorders; one disease, one article
 - Each Primer accompanied by illustrated guides to the research called 'PrimeViews'

nature
REVIEWS DISEASE
PRIMERS

2016 launches

Upsell to
existing
customers

Access
Denied

nature
energy

- Launched in January 2016
- Physical Sciences (+ Social Sciences)
- 289 site licenses worth £464,757

nature
microbiology

- Launched in January 2016
- Life Sciences
- 327 site licences worth £543,004



- Launched in January 2016
- Physical Sciences – first Nature Review title in this subject area
- 289 site licenses worth £413,905

- RF3 Target for 2015 was £189,000. All 3 titles exceeded the target

2017 launches

Announce
to all
accounts
and leads

Upsell to
existing
customers

External
Leads

nature
astronomy

- **Physical Sciences**
- A multidisciplinary journal for the field, representing and fostering closer interaction between all of the key astronomy-relevant disciplines

nature
biomedical engineering

- **Clinical** (+Life and Physical)
- Will appeal to bench scientists, clinicians and engineers interested in understanding or combatting disease

nature
ecology & evolution

- **Life Sciences**
- Will bring together scientists and practitioners interested in all aspects of life's diversity — past, present and future.

nature
human behaviour

- **Life Sciences**
- will have both social and natural science at its core, and provide a multidisciplinary home for researchers who want a high-profile journal to showcase their work.

nature
REVIEWS
CHEMISTRY

- **Physical Sciences**
- will build on the success of *Nature Chemistry* and emulate the principles of authoritative, high-quality content and exceptional editorial standards that are the hallmark of the Nature Reviews titles

- More than 60 high quality academic and society journals
- Same site license model as the rest of NPG titles
- Same account administration & license agreement
- Online archival access



SCIENTIFIC AMERICAN & SCIENTIFIC AMERICAN MIND



Scientific discovery and technological innovation for the general public

Provides clear understanding of how science and technology can influence human affairs and illuminate the natural world.

In every issue, leading scientists, inventors and engineers from diverse fields describe their ideas and achievements in clear and accessible prose

Graphics are rich in content and visual style

nature.com & MULTIMEDIA TOOLS

The screenshot displays the nature.com website interface. At the top, there are navigation links for "Publications A-Z index" and "Browse by subject". The main header features the "nature.com" logo, a search bar, and links for "Subscribe", "Register", "Submit Manuscript", "My account", "Login", and "Cart".

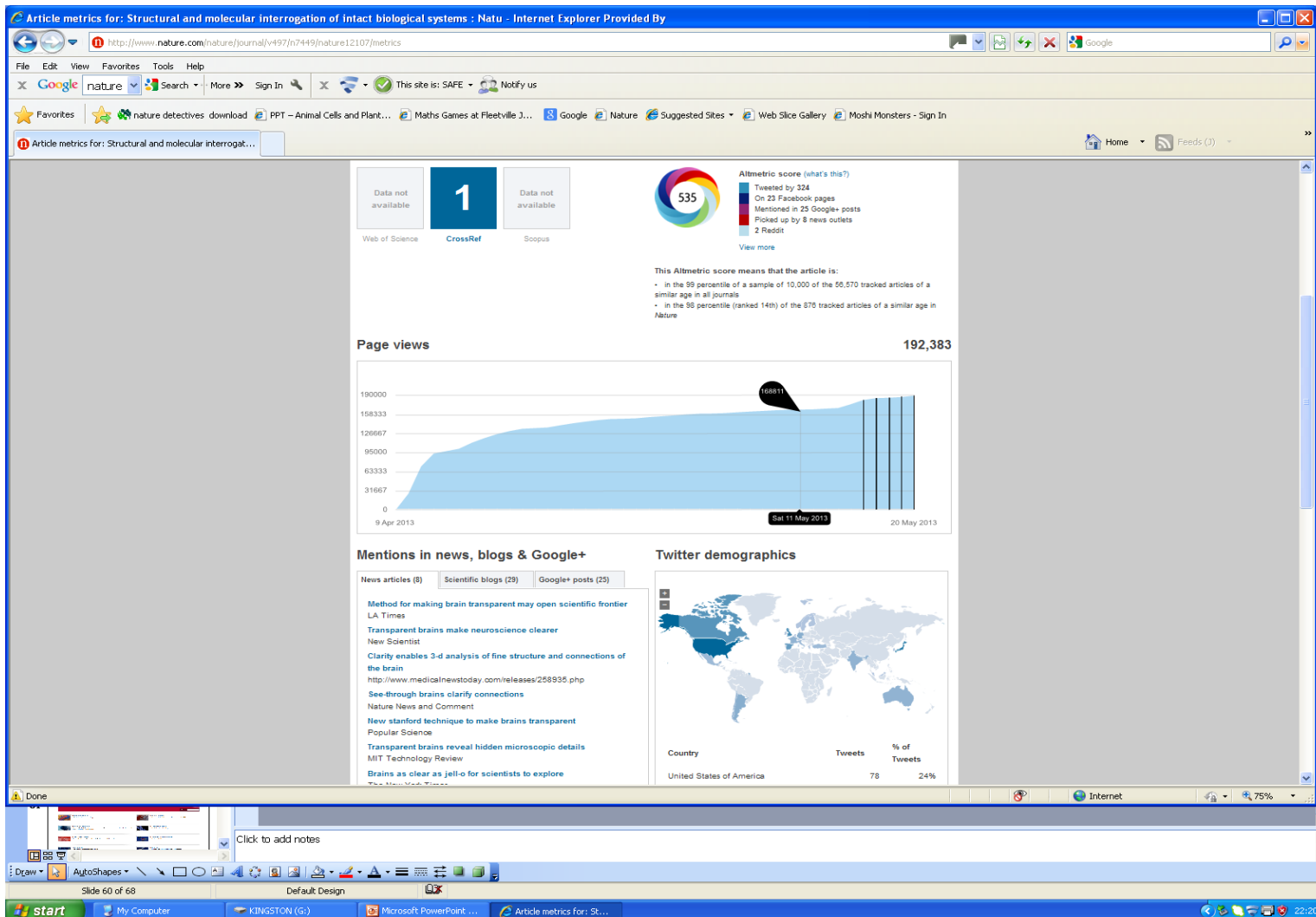
The main content area is dated "07 November 2013" and features a featured article titled "Chelyabinsk skyfall left Earth shaken, not stirred" with a sub-headline "Reconstructions of the path and damage caused by Chelyabinsk, Russia, in Nature." Below this, there are sections for "Multimedia" (Nature Videos, Nature Podcast, More podcasts), "Society partners" (International society publishing partnerships), "Gateways and Databases" (Protocol Exchange, Structural Biology Knowledgebase), "Conferences" (Cancer Therapeutics, Alzheimer's Disease, Genes and Physiology, Genomics and Stem Cell Based Therapies), "Web feeds" (Nature, Naturejobs: Biology), and "Blogs" (Blogs From Nature Publishing Group's editorial teams).

On the right side, there are several promotional boxes: "Nature journal" (with a cover image and "Contents 7 Nov 13", "Podcasts", "Videos"), "Inside nature.com" (Publications A-Z, Nature.com regions), "naturejobs.com" (Science jobs - free posting available now!), "Open Innovation" (Solve innovation challenges), "Launchpad" (Mobile, Projects), and "Multimedia" (Nature Videos, Nature Podcast, More podcasts).

On the left side, there are sections for "Special Feature" (Custom webcast: The latest innovations in real-time imaging of cells with Super Resolution Microscopy), "NPG in the news" (7 November 2013, New Delhi to host first Macmillan Science Communication Scientific Writing and Publishing Workshop in India), and an advertisement for "nature.com newsletter" (Register for FREE and you could win a MacBook Air!).

At the bottom left, there is a "For Librarians" link circled in red. At the bottom right, there is a "Multimedia" link circled in red.

METRICS



Score in context

Puts article in the top 5% of all articles ranked by attention

show more...

Mentioned by

- 18 news outlets
- 7 blogs
- 84 tweeters
- 1 weibo user
- 1 Facebook user

Readers on

- 0 Mendeley
- 0 CiteULike

Track this article

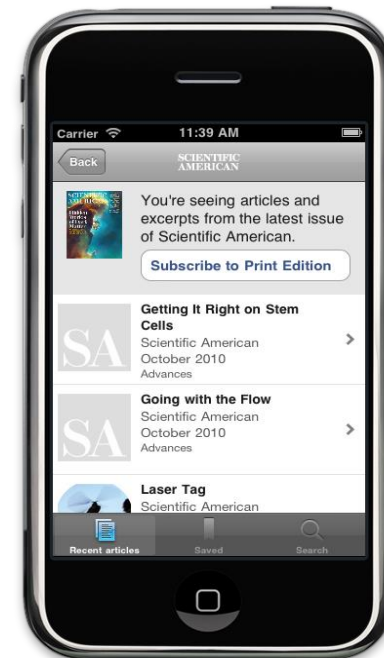
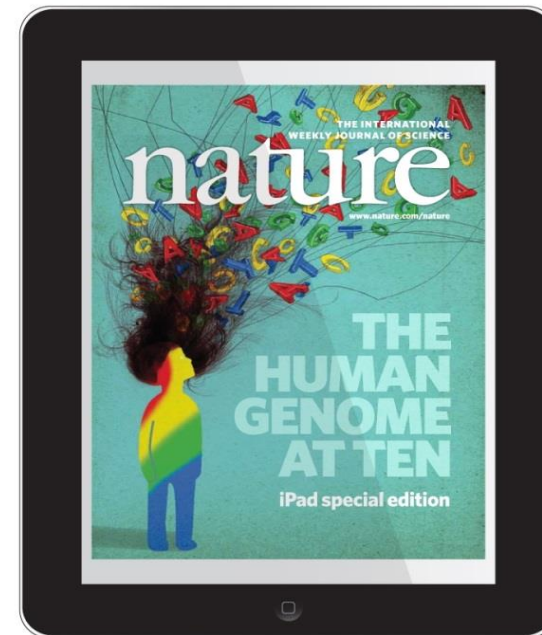
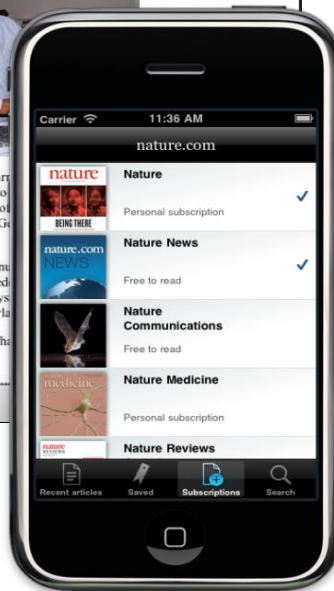
- Get email updates when this article is shared

MOBILE APPS

nature.com iPhone app

nature.com Reader for iPad – launched January 2011

Scientific American Advances - the latest content from SA magazine



LIBRARIAN GATEWAY

18

Latest news from NPG

Licensing and subscription information

Archive and backfile purchasing options

Open access information

Sign up to receive NPG Librarian alert

Account administration

Translated User Guide PDFs and videos

Promotional materials

Up to date product information

www.nature.com/librarians

The screenshot displays the 'librarian gateway @ npg' website. The header features the site title and navigation links for 'Login' and 'Cart'. A search bar is located in the top right corner. The main content area is divided into several sections: 'Site content' with a vertical menu of links; 'What's new?' with a list of recent news items; 'Browse librarian gateway @ npg' with sub-sections for 'Site licenses', 'Account administration', 'Pay-per-view', and 'User guides'; 'External links' with a list of partner organizations; and 'Site license administration account' with a login form for Username and Password, including options to save the password or recover it. A 'Resources' section on the right lists various language options for the site, such as Arabic, Simplified Chinese, Traditional Chinese, German, Spanish, French, Greek, Italian, Japanese, and Korean.

Your administration account

Manage all of your institution details and subscription content through one account

Update IP addresses

Claim new licenses

Sign up to receive NPG Communication alerts

COUNTER compliant usage reports available monthly

Site License Administration Account

Welcome

Log in to your Site License Administration Account to manage your site license, activate additional licenses or amend existing account details.

To access usage statistic reports: log in, go to the 'statistics' tab and follow the instructions on the screen. By following the instructions, you will be asked to enter your new MPS Insight user name and password. Do not enter your new MPS Insight username and password on this page.

Login

Username

Password

Save your password

[Forgot your password?](#)

Log In

Not Registered?

To create your account you will need:

- License IDs from your confirmation letter or email
- All the IP ranges which apply to your institution

Register Now

Your Site License Administration Account enables you to:

- View all publications included in your institution's site license
- Access your monthly usage reports
- Modify IP ranges and find specific IP addresses
- View renewal dates
- Activate new subscriptions
- Modify administrator details
- Sign up for Communication E-alerts

Usage Statistics Reports

Usage reports are posted monthly within the administration account and site administrators are alerted by email. To view the reports, log in above and select the tab for [statistics](#). NPG usage reports are [COUNTER-compliant](#).

If you have any questions regarding site license administration contact [Technical Support and Customer Services](#).

SOCIAL MEDIA

Large presence on main social media channels

Facebook – over 319,253 ‘likes’ – regular science updates

Google+ - in over 10,500 circles

Twitter – journal accounts – Nature News and Comment over 500,000 followers

Pinterest – over 35,226 followers

NPG Corporate twitter for company news and updates: @npgnews



A great addition:

NATURE INDEX

www.natureindex.com

PALGRAVE MACMILLAN OVERVIEW

WHAT PALGRAVE MACMILLAN PUBLISHES

- Journals

All within the Humanities & Social Sciences (HSS)



QUALITY

- Peer Review: Usually single blind by at least one academic
- Reviewed in academic journals
- Prizes from professional or academic associations or organisations
- Palgrave Macmillan has a track record for publishing high quality titles and by attracting first rate authors



Thank you

Supporting information/contacts

Nature journal www.nature.com/nature

Librarian Gateways & Resources: www.nature.com/libraries

- NPG Catalog: www.nature.com/catalog
- NPG site license leaflet: <http://www.nature.com/libraries/promotion/pamphlets.html>
- NPG email templates:
http://www.nature.com/libraries/promotion/email_templates.html
- NPG free trial templates: http://www.nature.com/libraries/promotion/free_trials.html
- NPG user guides: http://www.nature.com/libraries/user_guides/index.html
- NPG welcome pack:
http://www.nature.com/libraries/account_administration/welcome_material.html