



**Blackwell
Publishing**

New Start Journals

**Brand issues for
Authors and Publishers**

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Brand: what is it, to whom?

- To authors
 - Personality/standing of the editor
 - Prestige, track record of the title, its publishing mission
 - Promise of a publishing experience
 - Promise of being read and cited
- To readers
 - Short cut to quality content
- Once established journal brands very robust
- Publisher's role to support and amplify the brand



Overview of presentation

- Case studies: launch of 2 specialist journal brands one in 1998, another for 2005
- The changing role of the publisher in establishing new brands
- How to publish – have the considerations changed?
- Pricing models – how new options impact on publisher/society decisions on new starts



Case Study 1 : The Econometrics Journal 1998

- What the academic editors wanted:
 - Online only journal for econometrics to establish society as cutting edge
 - Fast online publication for best papers
 - Highly-regarded board would undertake peer review
 - Standalone bespoke website
 - Retain subscription pricing model



Case Study 1 : The publisher's challenge

- Establish the new brand:
 - Credentials and vision of editors
 - Divert top authors from traditional journals
 - Communication of benefits of electronic only publication

- Operational/commercial issues:
 - Change/speed up traditional publishing processes
 - Create an online delivery platform
 - Market e-only subscriptions
 - Build reader awareness of an online-only journal
 - Establish mode for citations
 - Manage access rights and licences



Case Study 1

- What actually happened
 - Authors: unwilling to submit to online only journal
 - Library feedback – uneasy about archive - clear we'd have a difficult sales task
- Decisions
 - Bundled new journal with the established society journal
 - Abandoned e-only
 - Retained online before print - two bound issues a year (50 libraries opting for print only with no e access)
 - E-marketing and print-based marketing
- Conclusion
 - From an ambitious, mould-breaking proposal, market not ready to establish an e-only brand



Case Study 2 : a microbiology journal for 2005

The proposal

- Fast growing sub-discipline increasing amount of papers published and being cited
- No traditional journals cover area in sufficient depth
- Idea passed by a number of eminent academics
- Market research (amongst academics) confirms need (more-or-less)
- Good fit with Blackwell list



Case Study 2 : the publisher's challenge

- Establish the Brand
 - Find top-flight editors
 - Divert flow of top papers to the journal
- Decide on financial model
 - Subscription only? Print and online? Online only?
 - Open access author pays (market research split on this) perhaps SPARC support?
 - Hybrid submission/subscription?
 - Graduated pricing in 'big deal' package from free in early years to payment once usage established?
 - Joint initiative with relevant society or bulk deal?
- Probable decisions...



Some things haven't changed

- Authors
 - Want new outlets for their research
 - Want their work to be read and widely available (intellectually embrace open access)
 - Continue to rank the journal brand, impact factor, editor/ editorial team *above all else*
 - Remarkably unaware about journal pricing - since in most institutions content is free at point of use (and, potentially, submission)



Some things haven't changed

- Publishers
 - Risk/time involved in new brand launches (payback can be 7 years)
 - Embracing new models makes message complex
 - Re-purposing an established 'traditional' journal brand often a workable option (and cheaper for publisher/societies and arguably for libraries)
 - The need for print to attract authors seems to persist



What has changed?

Authors

- Higher expectations of quality of peer review and speed of publication
- Awareness of open access

Publishers

- Multiplicity of pricing options
- Digital workflows - e before print
- Visibility of new brand in the 'big deals' - brand at article level
- Need to accommodate some return for new start titles in 'the big deal' pricing
- Online usage and high brand awareness doesn't guarantee sales

Conclusions

- Publishers want to support new research either by creating new brands or re-purposing old brands
- Want to experiment with new models
- The reality, where author preferences are so powerful it is often hard to combine both

