

Strategic Journal Development

Publishing Academic Journals
for the International Audience
25 March 2008, Seoul, Korea

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International journal development and online usage

Some defining elements of growth in international online usage:

- Discoverability
- Accessibility
- Readability
- Linking
- Fragmentation of usage and loyalty
- Investment and new financial models

9 questions to match your journal objectives with your market

1. Strengths, weaknesses, opportunities, threats to your objectives?
2. What are the barriers to using/ purchasing your journal?
3. How would your journal change if it was tailored for every user?
4. Who is your journal not suited for and why?
5. Who could become users if those barriers were removed?
6. Which journals have the same issues, what did they do?
7. Why do people use your journal today?
8. What do you want people to use your journal for tomorrow?
9. How does your financial model match your objectives?

Journal strategies should consider...

- Clear Editorial team objectives
- Value of scope and content to international readers and authors
- How to capture readers in article-by-article and search-based usage
- Short attention span of your users
- What your journal offers to international indexing services
- A financial plan

Strategic Journal Development is
a continuously fine-tuning
approach

Always adjusting and aligning
products with their changing
markets