



대한의학회지편집인협의회 2016 정기총회 심포지엄, March 31, 2016

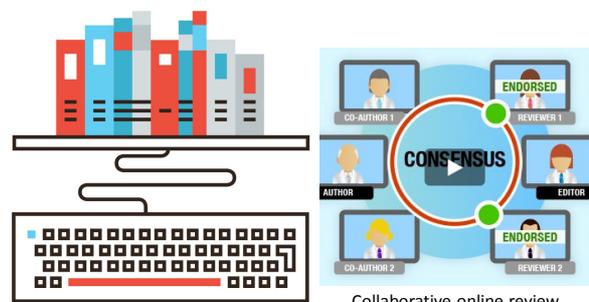
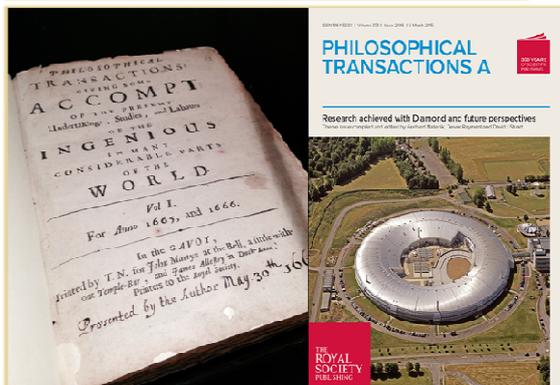
Why e-journal only now?

Kim, Jae-Weon

Editor-in-Chief, Journal of Gynecologic Oncology
Seoul National University



구텐베르크, 인쇄와 지식혁명의 방아쇠를 당기다



Collaborative online review

EDITORIALS

Continuous publication

The next logical step

Fiona Godlee editor, *BMJ*, London WC1H 9JR

Tony Delamothe deputy editor, *BMJ*, London WC1H 9JR

Jane Smith deputy editor, *BMJ*, London WC1H 9JR
jsmith@bmj.com

Competing interests: FG, TD, and JS are employees of the *BMJ*.

BMJ 2008;336:1450
doi:10.1136/bmj.a491

The *BMJ* is about to undergo another shift in the way that it publishes its content, which we hope will provide benefits for both readers and authors. From the beginning of July we will be publishing content continuously on bmj.com. All our articles will be published on line as they become ready, so bmj.com will update several times a day. Once published, articles will then be selected for a subsequent print issue.

Why are we doing this? It's a logical extension of what we've been doing for some time with online first publication of research, and it will give all articles the benefit of faster publication.¹ This makes most sense in the context of research, news, and other topical items, but all authors appreciate seeing their work published as soon as possible.

An important aspect of the change is in the way that articles will be organised and cited. The online "publish ahead of print" model that we have been using for research articles assumed that they would eventually be published in a print issue, and the ultimate citation for that article derived from that print issue. Thus, when it was first published, an online first article had a year and a doi (a unique identifier for a digital object)—for example, *BMJ* 2008 doi:10.1136/bmj.012334.5678.BM—but when it later appeared in print, the definitive citation for that article became the traditional one of year, volume, and page number: *BMJ* 2008;336:123-5.

From now on, each article will have only one, permanent, citation and it will no longer derive from print. The citation will be year, volume, e-locator (a unique identifier for that article)—for example, *BMJ* 2008;337:a145—and this is what will appear in Medline, PubMed, and other bibliographical indexes. We will print this citation on every item we publish, in print and online, and authors will need to use it when they cite these *BMJ* articles.

<http://www.bmj.com/content/bmj/336/7659/1450.full.pdf>

We are headed to a world in which purely electronic journals are the norm

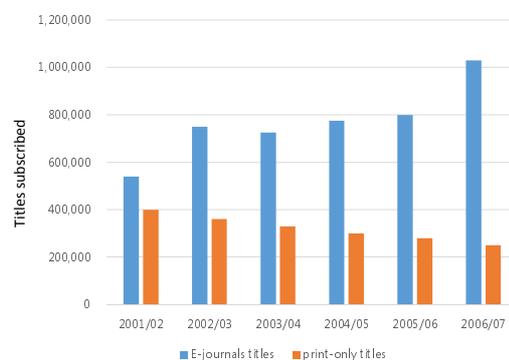


Figure 6: The total numbers of electronic and print-only journal titles subscribed to by the 115 UK universities (Source: SCONUL, from RIN 2009)

www.stm-assoc.org/2015_02_20_STM_Report_2015.pdf

Hybrid to single format publishing

- The operational costs of maintaining two systems¹
- Low volume publisher vs large resource-rich publisher¹
 - Cost savings: reduce ~10% of the total publisher's costs¹
 - Publish more quickly, target JAMA's 34 days²
- Tailor content - readers want specific topics not the whole issue²

1. www.stm-assoc.org/2015_02_20_STM_Report_2015.pdf

2. www.resourcenter.net/images/CSE/Files/2014/AnnMtg/Handouts/04_Mitchell.pdf

Volume 24 | Number 9 | November 2014

INTERNATIONAL
JOURNAL OF
**Gynecological
CANCER**

WWW.IJGC.NET

This is your Last Print Issue
International Journal of Gynecological Cancer
will be online-only starting in January 2015

Beginning in January 2015, subscribers will no longer receive the print edition of *International Journal of Gynecological Cancer*. The journal will continue to publish its valuable, not-to-be-missed content on the current 9 issue schedule Online and for the iPad.

Access to the digital editions of *IJGC* continues to be a benefit for IGCS and ESGO members.

Your Subscription will include:

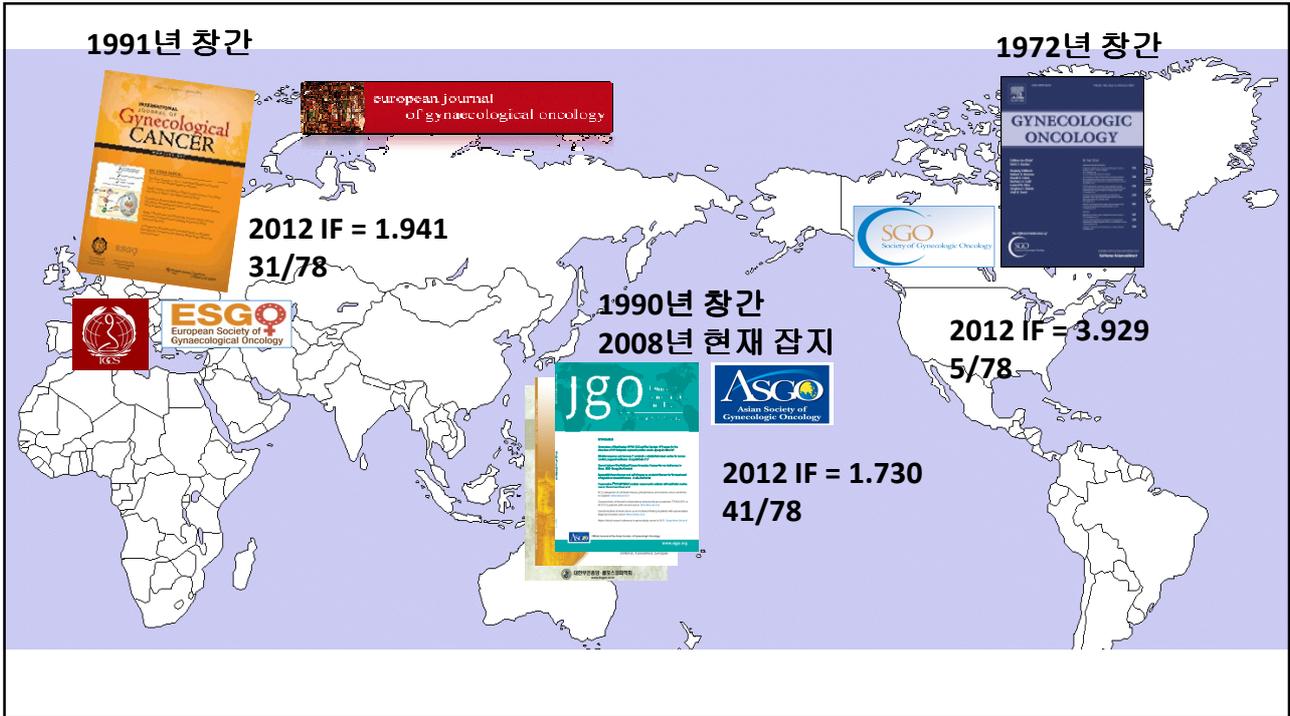
- The full text of the current issue and unlimited access to the complete *IJGC* archives at ijgc.net on your desktop. A mobile optimized version is available for all smartphones at ijgc.net.
- Supplemental digital content, such as expanded tables, PowerPoint slides, or video content for selected articles
- Easy access to the most-viewed articles
- Links to IGCS and ESGO meeting abstracts
- *International Journal of Gynecological Cancer (IJGC)*, for the iPad.

To login at [IJGC.net](http://ijgc.net), you will need to register with your subscriber ID.

If you are a member of IGCS or ESGO and do not have your Subscriber ID please contact **LWW Member Services** at 1-866-409-0443 (US and Canada) or +1-301-223-2300 (worldwide) Or email: memberservices@lww.com.

Non-Member Subscribers should contact **LWW Customer Service** at 1-800-638-3030 (US and Canada) or +1-301-223-2300 (worldwide) Or email: customerservice@lww.com.

Wolters Kluwer



ASCO The 4th Biennial Meeting of Asian Society of Gynecologic Oncology | **ASCO** 2015

SJR SCImago Journal & Country Rank

EST MODUS IN REBUS
 Horatio (Satire 1.1, 106)

Home
 Journal Rankings
 Journal Search
 Country Rankings
 Country Search
Compare
 Map Generator
 Help
 About Us

Compare

Countries | Journals

Type journal title (at least three letters) and select from the list:
 Gynecologic Oncology | International Journal of Gyn... | Journal of Gynecologic Oncol...

[Compare]

[SJR: Total Documents | Total Docs. (Days)] [Total References | Total Cit. (Days)] [Self Cit. (Days)]

H index 100 means 100 papers get over 100 citations.

H Index: % cited documents: International collaboration

H Index

Journal	H Index
Gynecologic Oncology	115
International Journal of Gynecological Cancer	65
Journal of Gynecologic Oncology	20

Related product

SCIMAGO INSTITUTIONS RANKINGS

Scimago

SJR is developed by: Scimago

Retrieved Nov 1st 2015 from www.scimagojr.com

Competitor?

	GO	IJGC	JGO
IF	3.929	1.941	1.730
Total cites	18,243	4,773	322
Articles	409	254	41
No./year	12	9	4
Established	1972	1991	(1990) 2008
Societies	SGO	IJGC+ESGO	ASGO
No. of membership	~2000	~2500 + ~1500	<100

Retrieved 19 March, 2015 from ISI Web of Knowledge, JCR

10/60



Plan for 2015 ~ 2016

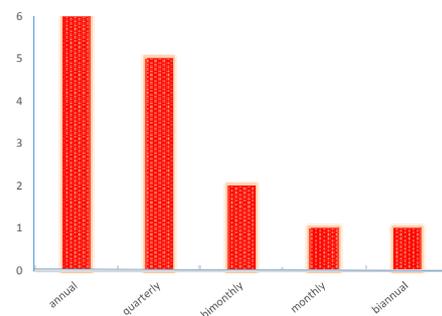
- ✓ Editorial Board (EB)
 - Renewal of board member
 - Separate EB meeting during the 4th ASGO meeting
- ✓ Switch to online-only publishing
 - Cut down publication cost
 - 4 times/year to 6 times/year
- Generation of income
 - Submission charge; 50\$/p, Publication charge; 500\$/p
 - Advertisement fee

Plans for the year of 2016

- Online-only publishing from Jan 2016
 - 4 → 6 issues a year
 - Accepted papers will be published online (PubMed) within 2~4 weeks
- Readership survey

- Annals of Occupational and Environmental Medicine, annual, springer → Continuous publication
- Child Health Nursing Research, quarterly
- Clinical Hypertension, annual, springer
- Environmental Health and Toxicology, annual
- Epidemiology and Health, annual
- Experimental & Molecular Medicine, monthly, npg
- Genomics & Informatics, quarterly
- Journal of Breast Disease, biannual
- Journal of Educational Evaluation for Health Professions, annual
- Journal of Preventive Medicine and Public Health, bimonthly
- Korean Journal of Family Medicine, bimonthly
- Korean Journal of Family Practice, quarterly
- Korean Journal of Medical Education, quarterly
- Laboratory Medicine Online, quarterly
- Maxillofacial Plastic and Reconstructive Surgery, annual

15/241, ~6%



http://www.kamje.or.kr/KAMJE-Journals/intro.html?body=toc_2015, as of Dec 2015

Issue-based publication

THIS MONTH IN EXPERIMENTAL & MOLECULAR MEDICINE

Volume 47, October 2015
- Original Article
- Corrigendum

[View table of contents by publication date](#)

ORIGINAL ARTICLES

Rac-mediated actin remodeling and myosin II are involved in K_{ATP} channel trafficking in pancreatic β -cells
Young-Eun Han, Ajin Lim, Sun-Hyun Park, Sungho Chang, Suk-Ho Lee and Won-Kyung Ho
Exp Mol Med 47: e190; doi:10.1038/emm.2015.79
[Abstract](#) | [Full Text](#) | [EDE](#) | [Supplementary information](#)

Caveolin-1 regulates osteoclast differentiation by suppressing cFms degradation
Yong Doek Lee, Soo-Hyun Yoon, Eunhee Ji and Hong-Hee Kim
Exp Mol Med 47: e192; doi:10.1038/emm.2015.77
[Abstract](#) | [Full Text](#) | [EDE](#)

Pycnogenol attenuates atherosclerosis by regulating lipid metabolism through the TLR4-NF- κ B pathway
Hong Luo, Jing Wang, Chenhui Qiao, Ning Ma, Donghai Liu and Weihua Zhang
Exp Mol Med 47: e191; doi:10.1038/emm.2015.74
[Abstract](#) | [Full Text](#) | [EDE](#)

miR-139 modulates MCP1/IL-6 expression and induces apoptosis in human OA chondrocytes
Mohammad Shahidul Makki and Tariq M Haqqi
Exp Mol Med 47: e189; doi:10.1038/emm.2015.66
[Abstract](#) | [Full Text](#) | [EDE](#)

Murine Sca1⁺Lin⁻ bone marrow contains an endodermal precursor population that differentiates into hepatocytes
Keunhee Oh, Suh Youn Shon, Myung Won Seo, Hak Mo Lee, Ju-Eun Oh, Eun Young Choi, Dong-Sup Lee and Kyong Soo Park
Exp Mol Med 47: e188; doi:10.1038/emm.2015.64
[Abstract](#) | [Full Text](#) | [EDE](#)

CORRIGENDUM

Loss of glucocerebrosidase 1 activity causes lysosomal dysfunction and α -synuclein aggregation
Eun-Jin Bae, Na Young Yang, Cheolsoon Lee, He-Jin Lee, Seokjoong Kim, Sergio Pablo Sardi and Seung-Jae Lee
Exp Mol Med 47: e185; doi:10.1038/emm.2015.84
[Full Text](#) | [EDE](#)

THIS MONTH IN EXPERIMENTAL & MOLECULAR MEDICINE

Volume 47, October 2015
- October 30 2015
- October 23 2015
- October 16 2015
- October 09 2015
- October 02 2015

[View table of contents by article type](#)

OCTOBER 30 2015

Original Article

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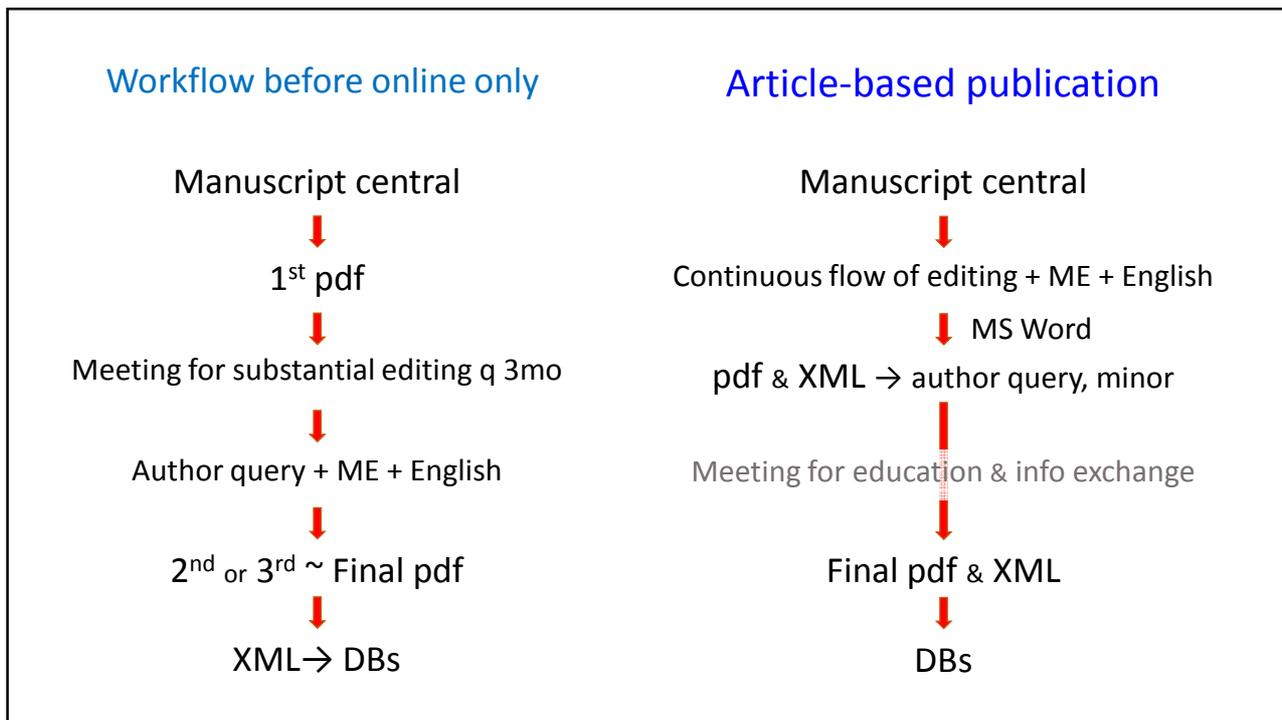
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[Abstract](#) | [Full Text](#) | [EDE](#)



DOIs

- First format, before Paper by Paper
10.3802/jgo.2015.26.4.277
(publisher's prefix/journal.year.vol.issue.page)
- New format, for Paper by Paper
10.3802/jgo.2016.27.e15
(publisher's prefix/journal.year.vol.article identifier)

Downsides of continuous publication

- Flow of accepted papers must be monitored to ensure low-volume journals don't run out of content for issues
- Some readers don't understand concept of Content Identifiers (CIDs), or citing articles without volume or issue
- Some authors think paper is not 'final' until it appears in print
 - May try to send additional corrections after online publication

1st Editorial Board Meeting of the JGO

Date & Time: Nov 14th 2015, 6:30~7:20AM, Place: Crystal ballroom



Minutes of the 1st Editorial Board Meeting of the JGO

Date & Time: Nov 14th 2015, 6:30~7:20AM, Place: Crystal ballroom (2F), Lotte Hotel Seoul, Korea

Attendees (in total 29)	
Position	Name
Editor in Chief	Jae Weon Kim
Principal Editors	Chunling Chen, Chulmin Lee, Aikou Okamoto
Associate Editors	Suk-Joon Chang, Myong Cheol Lim, Dong Hoon Suh
Managing Editor	Seung-Ilyuk Shim
Editorial Board	Andri Andrijono, Wicajun Chen, Takeshi Hirasawa, Yao-Ching Hung, Dae Hoon Jeong, Tae-Joong Kim, Hung-Cheng Lai, Sun Joo Lee, Sung-Jong Lee, Taek Sang Lee, Jiri Li, Kyung-Jin Min, Eun Ji Nam, Sang Il Park, Wichai Termrungruanglert, Suwanit Therasakvichya, Takafumi Toita, Jean Anne Toral, Jianliu Wang, Xipeng Wang, Hariyynn Winarto

The first editorial board meeting was held on November 14, 2015 in Seoul during the 4th Biennial Meeting of ASGO. The agenda of the meeting were to share the current status and prospect of the JGO. Twenty-nine editorial board members attended the meeting. Following welcome remarks and introduction of the officials, an overview of the JGO, online usage statistics, impact factor and citation analysis, and plans for 2016 were reported.

- Plans to decrease timespan from submission to the first decision
 - The role of the senior editor is important for efficiently assigning a submitted paper to reviewers. (Aikou Okamoto)
 - The work burden of senior editors are better to be shared. (Jae-Weon Kim)
 - The current workflow is proposed to be maintained to sustain the recent remarkable progress of JGO. (Chulmin Lee)
 - Reduce the time for (Jianliu Wang)
 - Peer review from 3 weeks (current) to 2 weeks
 - Revision submission as 2 weeks (major revision) and 1 week (minor revision)
- Advertisement plan
 - Asking for promotion of JGO to domestic societies
 - Sending flyers (Yao-Ching Hung, *personal comm*)
 - Acting editors attend domestic meetings with board members of the country (Myong Cheol Lim, *personal comm*)
 - Frequent sending of email of 'call for papers' (Jaek Sang Lee, *personal comm*)
 - Publishing summaries of domestic meetings of each country
- Problems expected when the journal is published only on-line
 - Keeping the deadlines will be crucial. (Dong Hoon Suh)
 - More manuscripts of high quality will be required because the decrease of impact factor is anticipated. (Jianliu Wang)
- Reinforcement plan of editorial board with other disciplines such as medical oncology
 - Recruiting editorial members of other specialties from Japan for example (Aikou Okamoto)
- JGO educational session during 2016 ASGO workshop
 - Proposed subtitle: 'How to be a good writer and reviewer'
- ADB: Holding JGO Workshop in China (Chunling Chen and Jianliu Wang)
- Next EB meeting will be held during the 4th ASGO workshop at Sendai on Nov 12-13, 2016

Respectfully submitted: Dong Hoon Suh
Reviewed, edited & approved: Chulmin Lee/Jae-Weon Kim, Nov 18, 2015

Back row (left → right): Seung-Hyunk Shim, Kyung-Jin Min, Sung-Jong Lee, Dong Hoon Suh, Hariyono Winarto, Eun Ji Nam, Xipeng Wang, Takafumi Toita, Takeshi Hirasawa, Wichai Termrungruanglert, Jean Anne Toral

Front row (left → right): Myong Cheol Lim, Taek Sang Lee, Suk-Joon Chang, Jianliu Wang, Jae-Weon Kim, Aikou Okamoto

Chunling Chen & Sang Il Park joined the meeting and left before taking the photo.

Concerned people

- Publisher such as society, company - cost
- Editors - workflow
- Provider - printing company/online service...
- Author
- Reader - survey
- Librarian

The move to online has had several implications for the revenue:

Member revenue is down, but the \$100 print rate was reduced to \$90 (high income countries). The \$30 online rate for nurses, residents and fellows in all countries, and other members in lower income countries remains the same.

Advertising is down with the loss of print, as expected.

Non-member decrease, but that is small and is seen on all journals

Color charge revenue is gone, as expected.

Open access increase is providing some revenue boost. This is encouraging for the future.

The image displays two side-by-side screenshots of the JGO (Journal of Gynecologic Oncology) website. The left screenshot shows the main journal page, including the JGO logo, navigation menus, and a list of articles under 'Current Issues' and 'Original Articles'. The right screenshot shows a 'Review Articles' section with a list of articles and their authors.

Any impact on Impact Factor?



20/60

Timeliness, Thomson Reuters

- Timeliness is also essential for electronic journals, or e-journals.
- If the e-journal is publishing distinct issues at a stated frequency, these issues should appear online in a timely manner.
- When an e-journal publishes articles one at a time rather than collecting articles for release as an 'issue', the editor @ Thomson Reuters looks for a steady flow of articles over a nine-month period.

FAQ: Journal Selection for MEDLINE® Indexing at NLM

15. My journal is already being indexed in MEDLINE/PubMed. If my journal becomes an electronic-only journal with no print equivalent, will this affect its inclusion in MEDLINE?

https://www.nlm.nih.gov/pubs/factsheets/j_sel_faq.html#a15, accessed on Nov 21 2015

FAQ: Journal Selection for MEDLINE® Indexing at NLM

When a journal currently indexed in MEDLINE becomes an electronic-only publication, it must comply with the [MEDLINE Policy on Indexing Electronic Journals](#). Additional information on this is available from the FAQ: [MEDLINE Indexing Requirements for Electronic Journals](#).

If an electronic-only journal is not able to meet the policy requirements, the journal will no longer be indexed in MEDLINE prospectively.

https://www.nlm.nih.gov/pubs/factsheets/j_sel_faq.html#a15, accessed on Nov 21 2015

MEDLINE Policy on Indexing E-Journals

When a journal is indexed in MEDLINE®, NLM® has the responsibility to ensure that the public will have permanent access to the articles cited.

NLM recommends that an electronic journal that is selected for MEDLINE make itself part of the NLM permanent collection by depositing its articles in PubMed Central®.

Once an electronic journal has been selected for MEDLINE indexing, it must meet three other conditions in order to be included in MEDLINE. It must:

1. Provide NLM with XML-tagged data of its bibliographic citations.
2. Provide robust current access to all of its content.
3. Have an acceptable arrangement for permanent preservation of, and access to, the content.

<https://www.nlm.nih.gov/bsd/policy/ejournals.html>, accessed on Nov 21 2015

의편협 정시성 평가 기준

- 최근 1년간 의편협 파일 서버로의 PDF 파일 제출일을 기준으로 하며 1주일의 유예기간을 둔다. 같은 내용을 여러 번 제출하였을 경우는 최종 제출일을 기준으로 한다.
- E-journal이면서 비정기 발행인 경우는 1년 간의 steady state를 보고 결정한다.
- PDF 파일 제출 기간이 1년 미만일 경우 과거 기준(인쇄본 납본, e-TOC)을 함께 적용한다.
- 학술지 정시성 평가와 별도로 인쇄본을 납본하여야 하며 이는 코리아메드 및 코리아메드 시냅스 운영 규정 제8조에 따른다.

제 8 조 (코리아메드 및 코리아메드 시냅스 등재학술지 편집인의 역할)

- ① 학술지 PDF를 의편협 서버에 정시에 업로드 하고, 인쇄본을 의편협으로 발송한다.
- ② 학술지 출력본(인쇄본) 및 기타 필요한 디지털 파일을 의편협 자회사에 제공한다.
- ③ 코리아메드 검색 화면에서 해당 학술지에서 제공하는 전문으로 연결을 원하는 경우, 의편협 정보관리위원회에서 요구하는 방법으로 전문연결을 구성하여야 한다.
- ④ 코리아메드 시냅스에 제출할 영문 참고문헌의 오류를 최소화하여야 한다.

평가항목 3-1: 발행 일자 준수 여부

발행년도	권호사항	발행예정일	의편협 납본일	e-TOC	PDF 업로드(최초)	PDF 업로드(최종)	배송기간(일)	지연기간(일)	
2014년	47권 3호	2014년 5월 30일	2014년 5월 19일	-	-	-	0	0	
2014년	47권 4호	2014년 7월 31일	2014년 8월 19일	-	-	-	19	5	
2014년	47권 5호	2014년 9월 30일	납본 x	2014년 10월 13일	-	-	13	13	
2014년	47권 6호	2014년 11월 31일	납본 x	2014년 12월 2일	-	-	2	2	
2015년	48권 1호	(2015년 1월 31일)*	납본 x	(2015년 1월 27일)*	-	-	0	0	
2015년	48권 2호	(2015년 2월 28일)*	납본 x	-	2015년 3월 31일	2015년 3월 31일	0	0	
총 6호 발행							총 3호 지연		

Note: 최근 1년간 의편협 납본일 (학술지 도착일)을 기준으로 한다. 단, 배송에 소요되는 기간 14일을 빼고 지연기간을 산출한다. E-journal e-TOC 혹은 학술지 온라인 발행 공지문을 의편협으로 보낸 경우는 e-TOC 혹은 공지문 도착 날짜를 납본일로 간주하며 배송기간은 적용하지 않는다. E-journal의 학술지 발행일 표시가 없는 경우는 0점 처리하고, 비정기 발행인 경우는 1년 간의 steady state를 보고 결정한다.

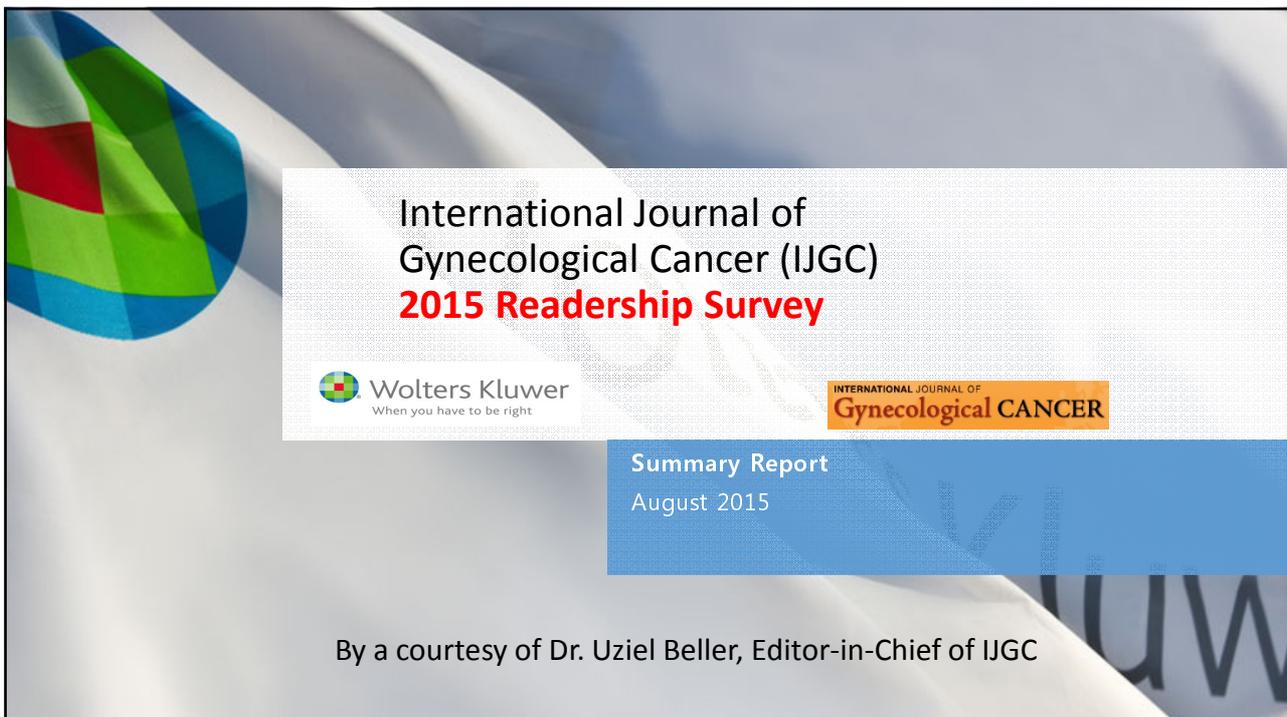
* 발행예정일이 따로 표시되어 있지 않아, 월말로 표시함.

† 1호에 해당하는 논문의 Published Online 날짜 중, 가장 마지막에 올라온 날짜를 택함.

Any change in readership?

- 'International Journal of Gynecological Cancer' survey
- How Readers Discover Content in Scholarly Journals

30/60



Methodology

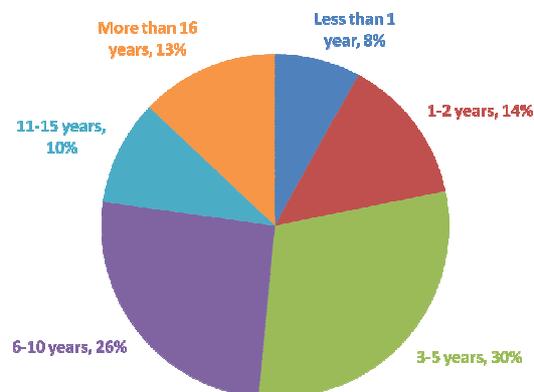
- Survey was collaboratively developed between the Journal and Wolters Kluwer and was hosted on SurveyMonkey.com
- Deployment and data collection was managed by Wolters Kluwer, and the societies also sent the survey out to their membership
- Sample details:
 - List of all current *International Journal of Gynecological Cancer* subscribers with a valid e-mail address
- Fieldwork was conducted from June to August 2015
- Survey was closed with 343 total usable responses
 - Original sample: 1,322
 - Responses: 343
 - Rate: 26%**

**Response rates generally vary between 7% and 12% for online surveys

Reading longevity

How many years have you been receiving the International Journal of Gynecological Cancer? (n=340)

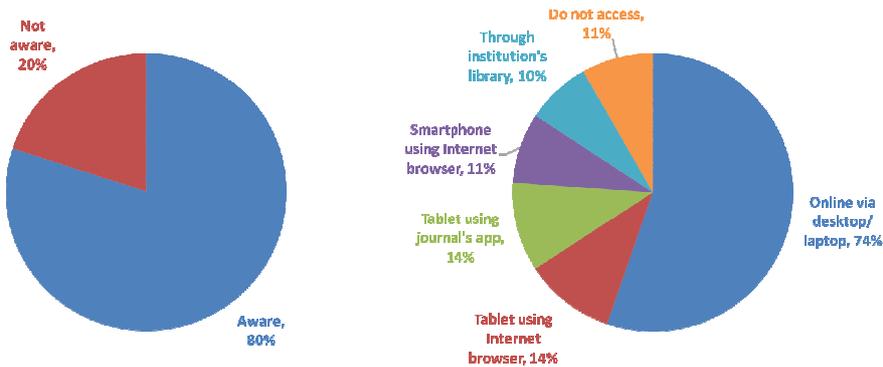
The journal benefits from a mixed tenure of subscribers.



Device for accessing journal

Are you aware that as of January 2015 the International Journal of Gynecological Cancer is only available in digital editions, and not in print? (n=338)
In which format do you usually read the International Journal of Gynecological Cancer? (n=341)

**Most subscribers are aware of the digital-only format;
most typically access the journal on their desktop/laptop.**



Amount of journal read

On average, how are you using the digital version of IJGC? (n=337)
How has your frequency of reading the journal changed after it became a digital only publication? (n=338)

Readership of the journal is split between those who read at least half of each issue and those who read less. Readers were more likely to read less than more of the journal since the journal has become digital-only.

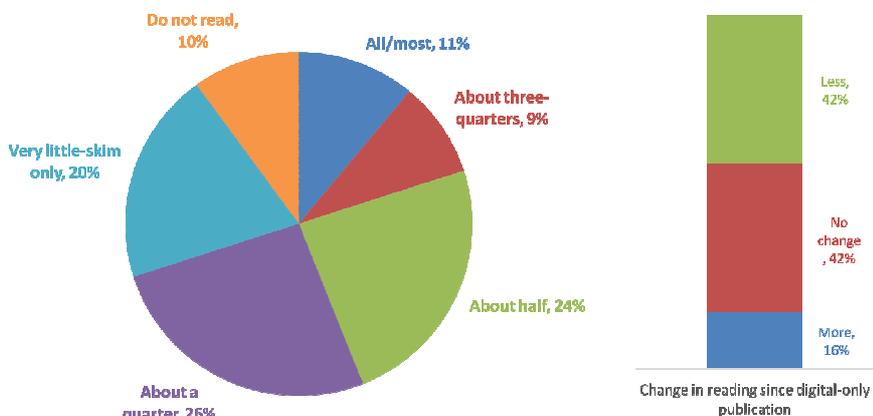
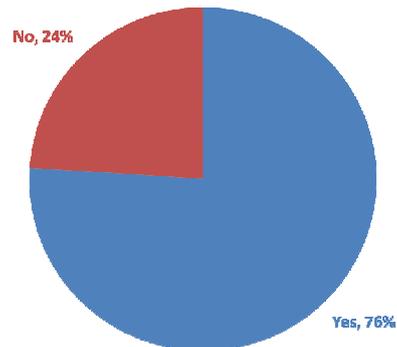


Table of contents email

Do you click on articles from the electronic table of contents email that you receive? (n=303)

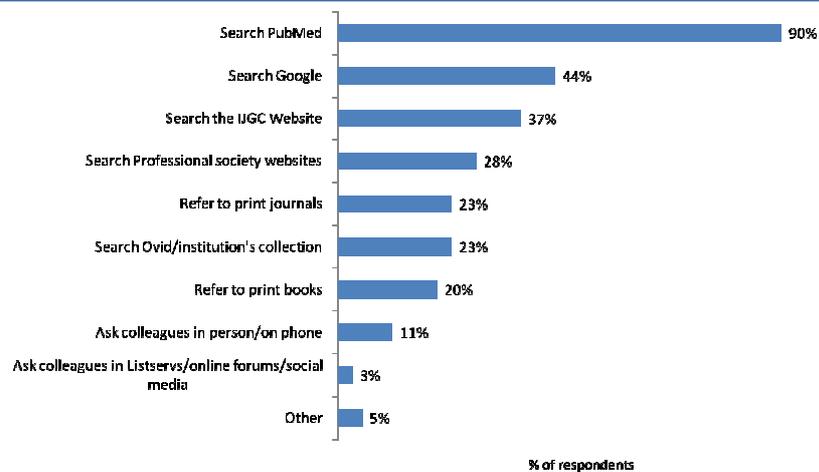
Most subscribers use the table of contents email to access journal articles.



Searching for information

When you are searching for information on gynecologic oncology, what methods/resources do you use? (n=309)

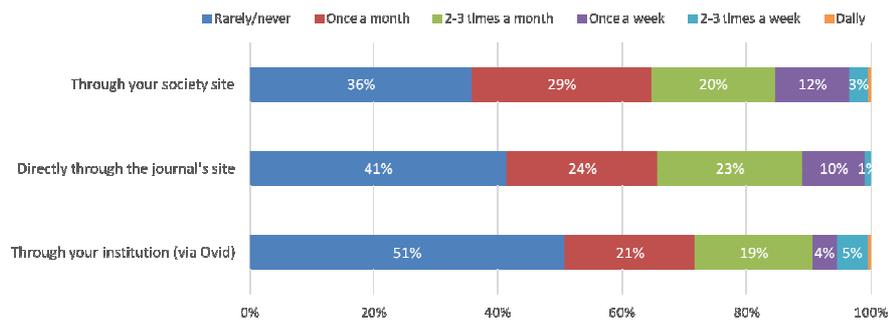
Subscribers are most likely to search PubMed for information on gynecologic oncology; one-third search the journal's website.



Frequency of journal access

How often do you access the International Journal of Gynecological Cancer through the following ways? (n=308)

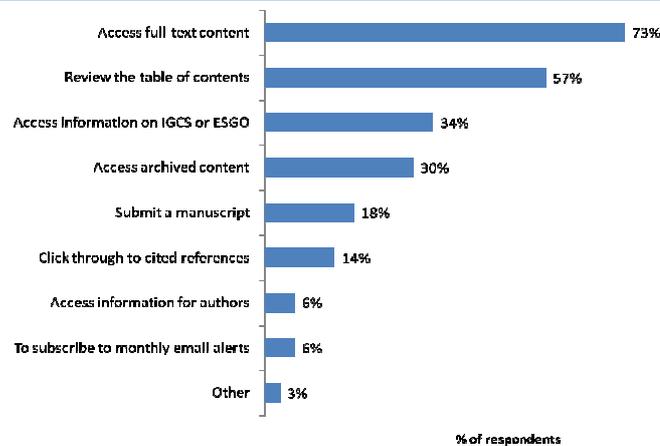
Few readers access the journal more than once a week through any of the access points available. All access points, however, play a fairly equal role in getting to the journal content.



Reasons for visiting website

If you do visit the journal website, which of the following best describes why? (n=264)

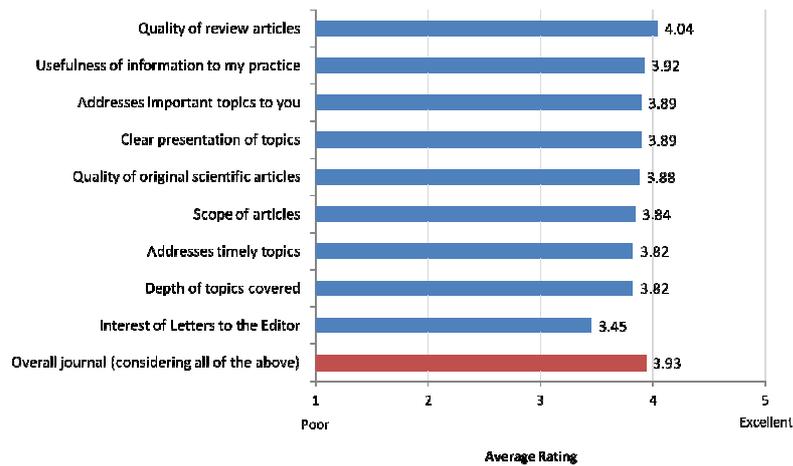
Readers go to the journal's website most often to access full-text content and/or review the table of contents.



Attributes of journal

How would you rate the International Journal of Gynecological Cancer on the following attributes? (n=281)

Most attributes of the journal and the journal overall are rated favorably.

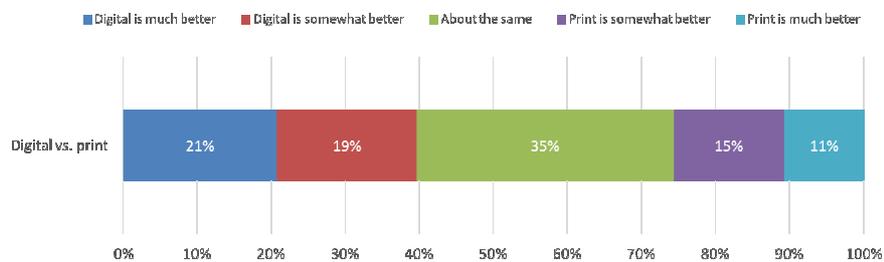


40/60

Digital vs. print journal

How would you rate the digital only journal compared to the previous print version? (n=275)

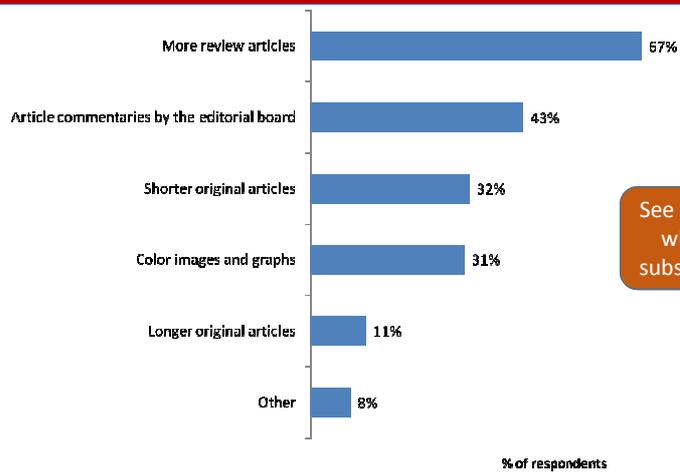
Overall, more subscribers indicate that the new digital only journal is better than the previous print version.



Changes to journal

Below is a list of possible changes to the journal. Please select those you feel you would benefit from the most. (n=263)

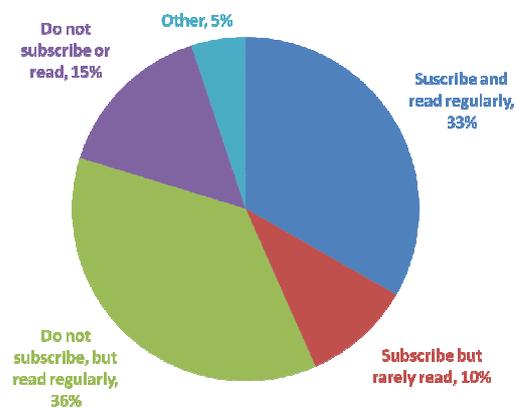
Subscribers would benefit most by having more review articles in the journal.

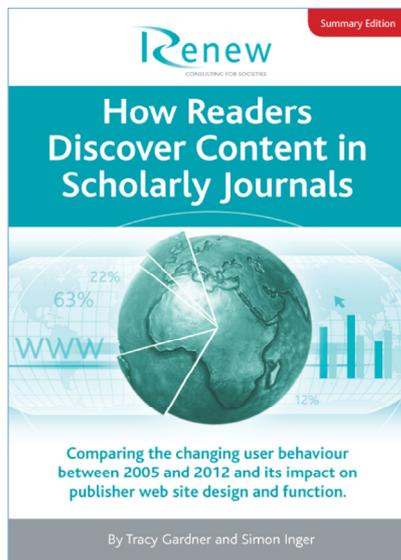


Subscription to Gynecologic Oncology

Do you currently read or subscribe to Gynecologic Oncology? (n=278)

Two-fifth of IJGC journal's subscribers also subscribe to GO, and two-thirds read GO regularly.





The screenshot shows the 'Publications' section of the Renew website. It lists several reports available for download or purchase, including the '2012 Summary Edition' (free), '2012 Full Edition' (available for download or purchase), '2012 Full Edition' (available for download or purchase), '2012 Edition Appendix' (original survey questionnaire), '2012 Survey Raw Data' (data file containing responses for all demographics and survey questions from over 19,000 respondents), and '2012 Survey Raw Data and Analytical Framework' (a tool built in Excel to help you analyse the data, compare up to 3 demographic pairs for each chart and automatically create graphs - millions of comparisons possible).

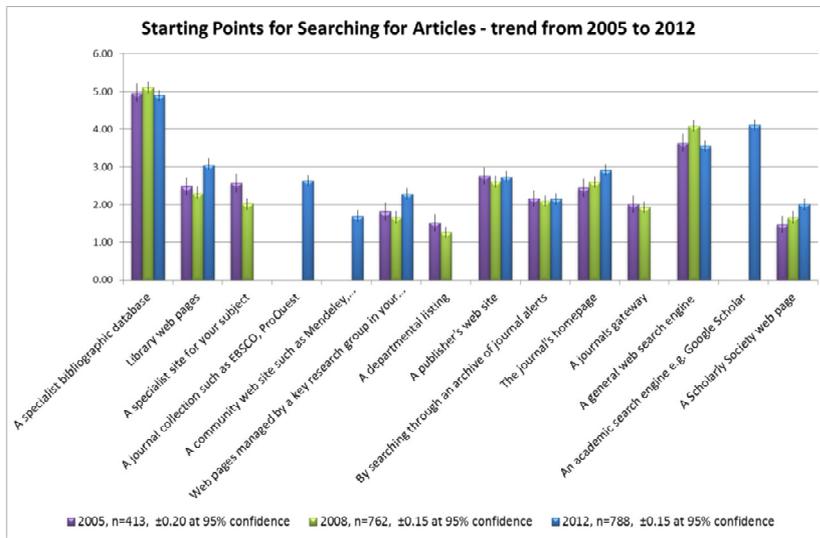
Title	Edition	Format	Price (excluding VAT if applicable)
How Readers Discover Content in Scholarly Journals	2012 Summary Edition - includes 22 pages and 15 figures.	PDF	Free
	2012 Full Edition - includes 123 pages and 90 figures.	PDF	Organisation-wide licences - Library rate £100 OR Standard rate £250
	2012 Full Edition - includes exactly the same content as the PDF version.	Kindle (or Kindle or iPad, Mac, PC)	Individual price approximately £7.00 or equivalent in other currencies. Buy at amazon.com UK DE FR ES IT
	2012 Edition Appendix (original survey questionnaire)	PDF	Free, on request
	2012 Survey Raw Data - data file containing responses for all demographics and survey questions from over 19,000 respondents.	Excel or CSV	£1000
	2012 Survey Raw Data and Analytical Framework - a tool built in Excel to help you analyse the data, compare up to 3 demographic pairs for each chart and automatically create graphs - millions of comparisons possible.	Excel	£2250

<http://www.renewtraining.com/How-Readers-Discover-Content-in-Scholarly-Journals-summary-edition.pdf>

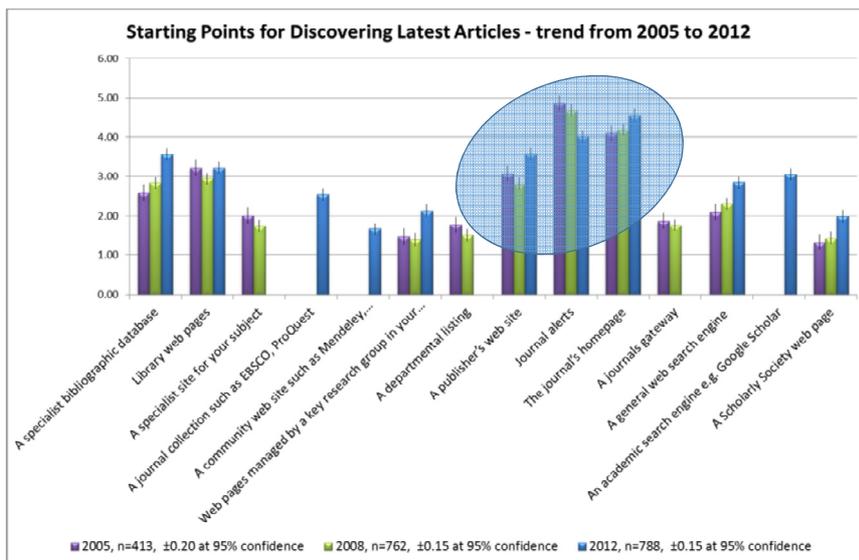
How readers discover content in scholarly journals

- This summary report is the output of a large scale survey of journal readers (n=19064) about journal content discovery conducted during May ~ July of 2012.
- The full version of this report consist of 123 pages and 90 figures
- Impact on publisher web site design and function

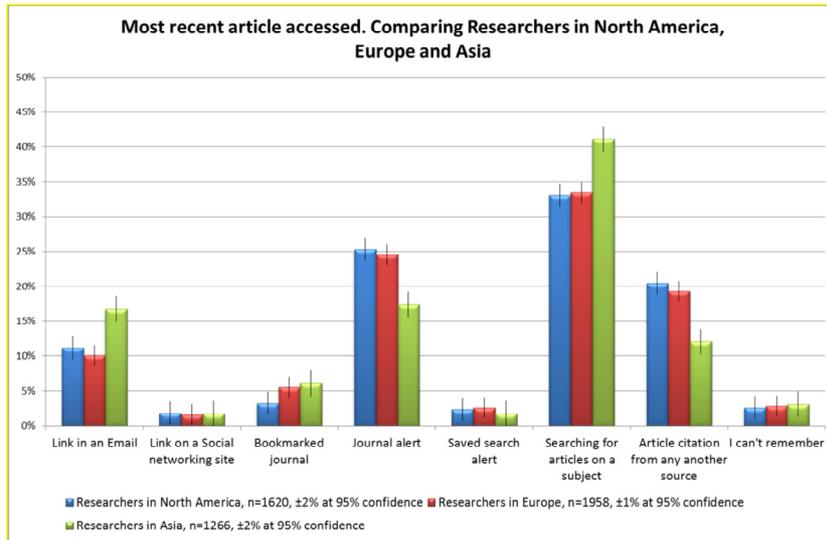
<http://www.renewtraining.com/How-Readers-Discover-Content-in-Scholarly-Journals-summary-edition.pdf>



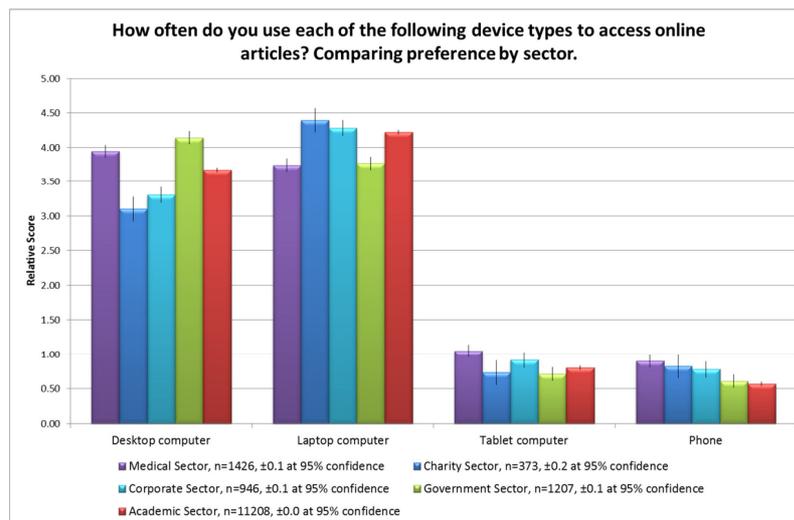
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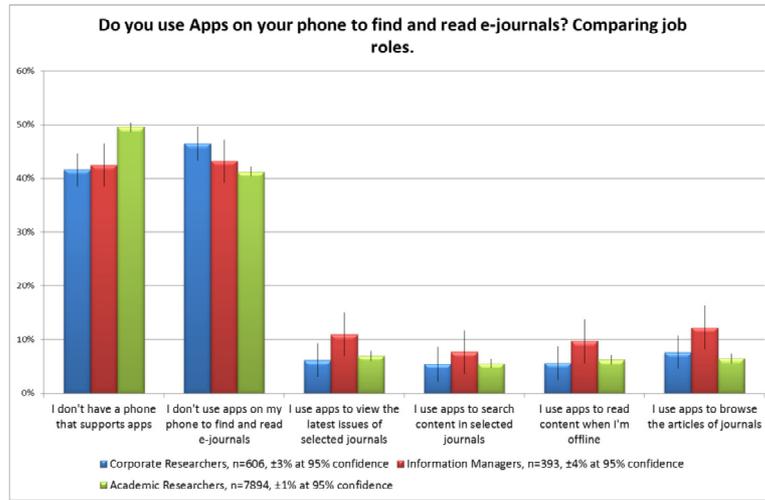
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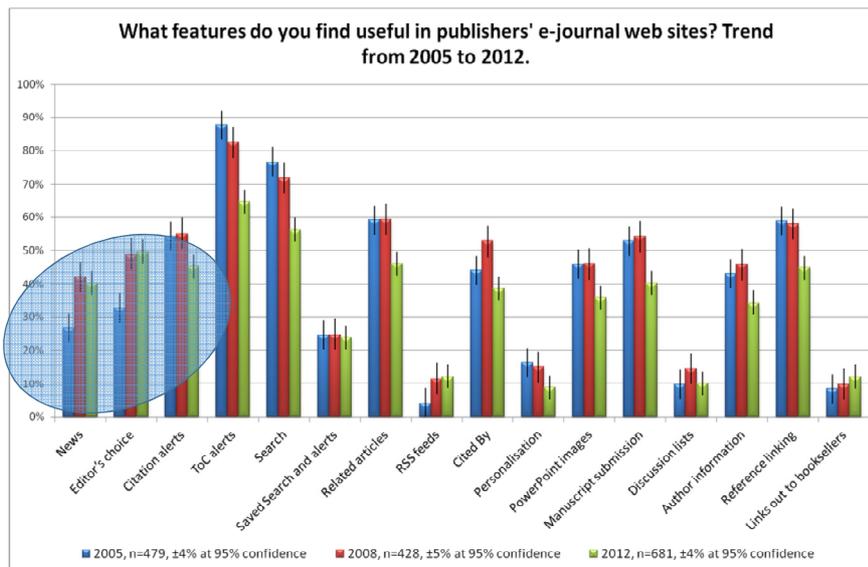


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50/60

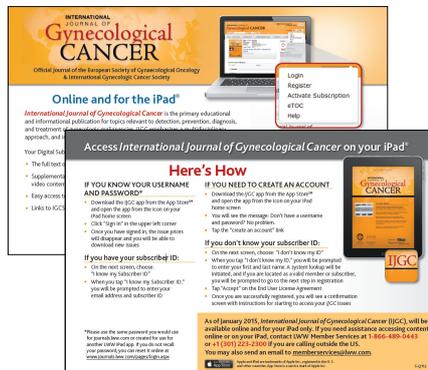


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IJGC Marketing Promotions

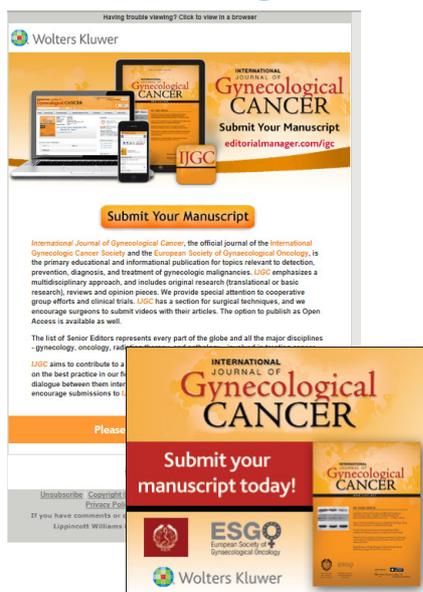


Call for Papers Promotion
Cards to be used at various meetings



Online & iPad Promotion
Cards to be used at various meetings

IJGC Marketing Promotions



Call for Papers Email and Banner Ads

- Call for Papers email was created to deploy to members as well as the full LWW Oncology File.

Deployed: September 26th

Delivered: 12,610

Open %: 14.44%

Click %: 0.93%

- Banner Ads were created to run on IJGC.net promote manuscript submissions.





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The EJSO aims to advance surgical oncology research and practice through the publication of original research articles, review articles, editorials, debates and correspondence.

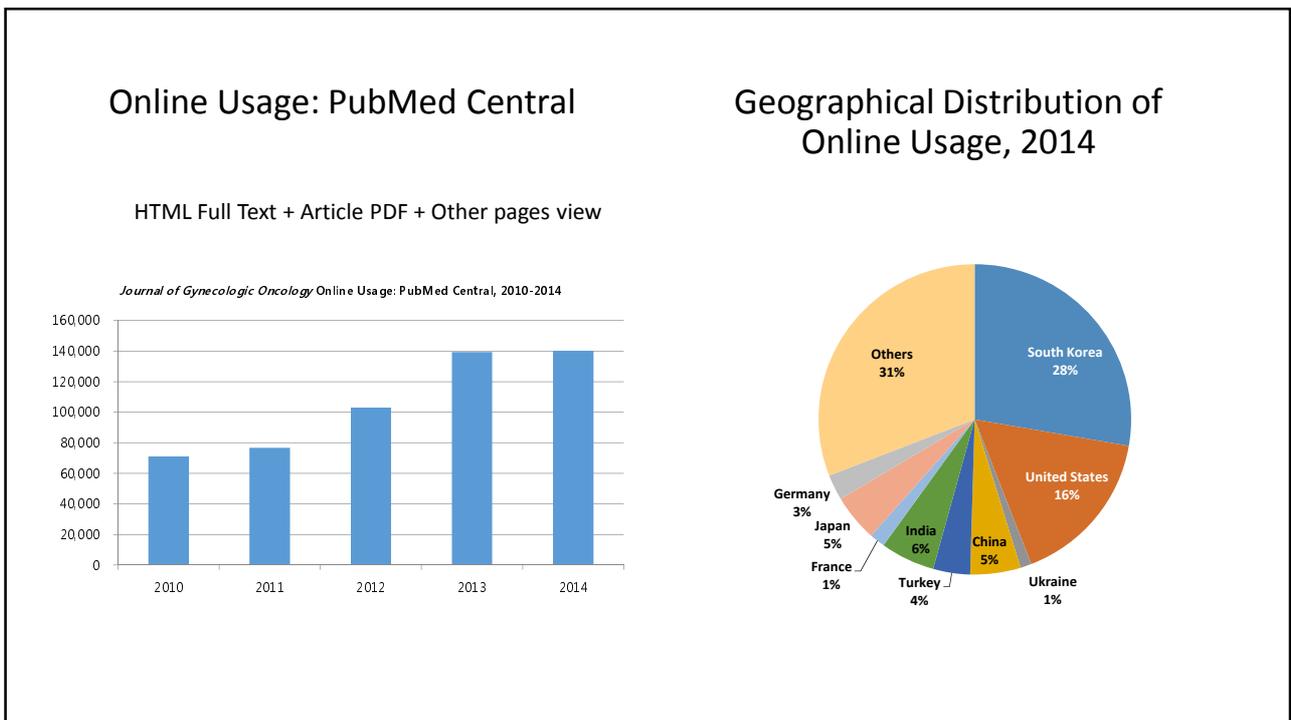
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- [The psychological impact of immediate rather than delayed breast reconstruction](#)
- [Aggressive angioleiomyoma: a distinct clinical entity](#)
- [Smoking as a risk factor for wound healing and infection in breast cancer surgery](#)
- [Breaking bad news](#)

On behalf of the editorial and publishing teams, we would like to thank all authors for their invaluable contribution and congratulate everybody with these excellent results.

If you are working on a new paper, please consider [submitting your manuscript to EJSO](#).

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Rxiving

- In case of electronic journals, archiving is dispersed among many stakeholders
- The major concern is that electronic access should be seamless
- Printing once in a year as a backup

59/60

Sum-up

- Change in workflow - keep your workflows as simple as possible
- Web management & archiving
- Don't count out print advertising!
- Understand your authors/readers/provider & their behaviors/desire
 - Readership survey



2016 KAMJE Symposium, Seoul, March 31 2016

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Kim, Jae-Weon

Editor-in-Chief, Journal of Gynecologic Oncology
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