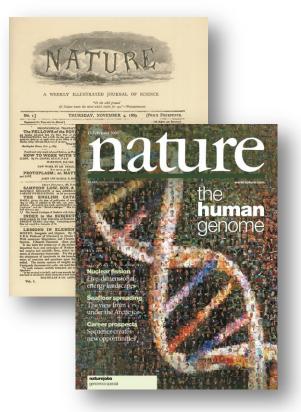
#### Nature Research Group Journals

Cem Üzüm & Sergio Gonzalez May 2016

## **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 chemist nature materials It's all about graphene nature nature immunology



Nature Journals / April 2016

#### Nature then

- The first issue of *Nature* was published in 1869 ٠
- 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.



#### A WEEKLY ILLUSTRATED JOURNAL OF SCIENCE

"To the solid ground Of Nature trusts the mind which builds for aye."-WORDSWORTH

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It has no rival in its field, and it can scarcely fail to take its place as the back at all achouls where chemistry is now studied."- Chemist News. MACMILLAN & CO. LONDON

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### 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







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



**SPRINGER NATURE** 

Nature Journals / April 2016

### **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



MICROBIOLOGY

CANCE





#### 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 Cell Biology (2000) Nature Immunology (2000) Nature Methods (2004) Nature Chemical Biology (2005) Nature Protocols (2006) Nature Protocols (2006) Nature Plants (2015) Nature Microbiology (2016) <b>Nature Ecology &amp; Evolution (2017)</b> <b>Nature Human Behaviour (2017)</b> 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 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) <b>Nature Astronomy (2017)</b> <b>Nature Biomedical Engineering (2017)</b> Nature Reviews Materials (2016) <b>Nature Reviews Chemistry (2017</b> )

- 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

# 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

External

Leads

- 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

Access

Denied

• Each Primer accompanied by illustrated guides to the research called 'PrimeViews'



## 2016 launches



#### • 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

Upsell to existing customers

Access Denied

## 2017 launches

#### nature astronomy

- Announce to all accounts and leads Upsell to existing customers External Leads
- Physical Sciences

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

### nature biomedical engineering

# ecology & evolution

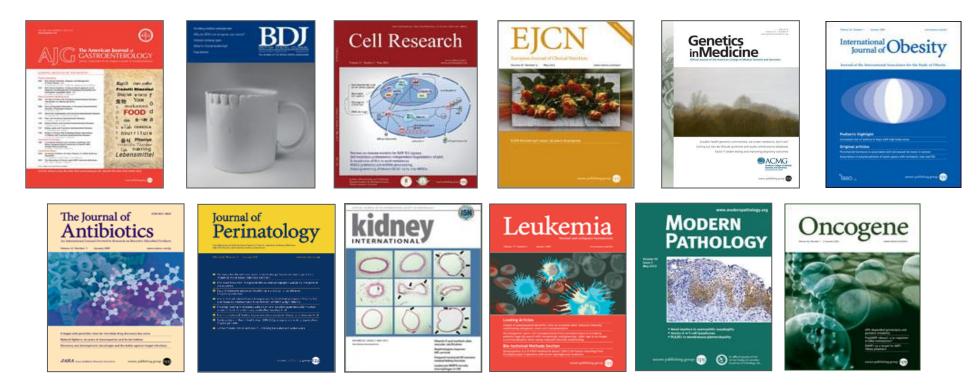
## nature human behaviour



- Clinical (+Life and Physical)
- Will appeal to bench scientists, clinicians and engineers interested in understanding or combatting disease
- Life Sciences
- Will bring together scientists and practitioners interested in all aspects of life's diversity past, present and future.
- 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.
- 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

## **ACADEMIC JOURNALS**

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



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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

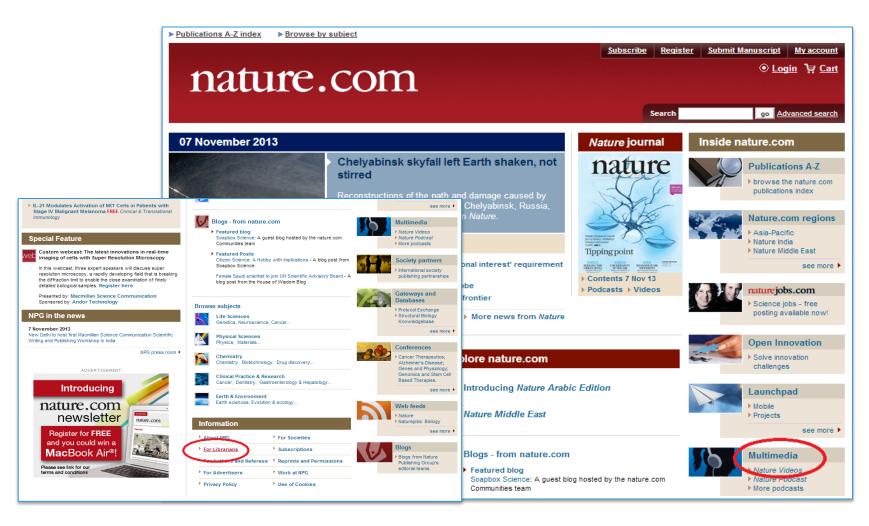
Graphics are rich in content and visual style

# SOME OTHER INITIATIVES FROM NATURE PUBLISHING GROUP

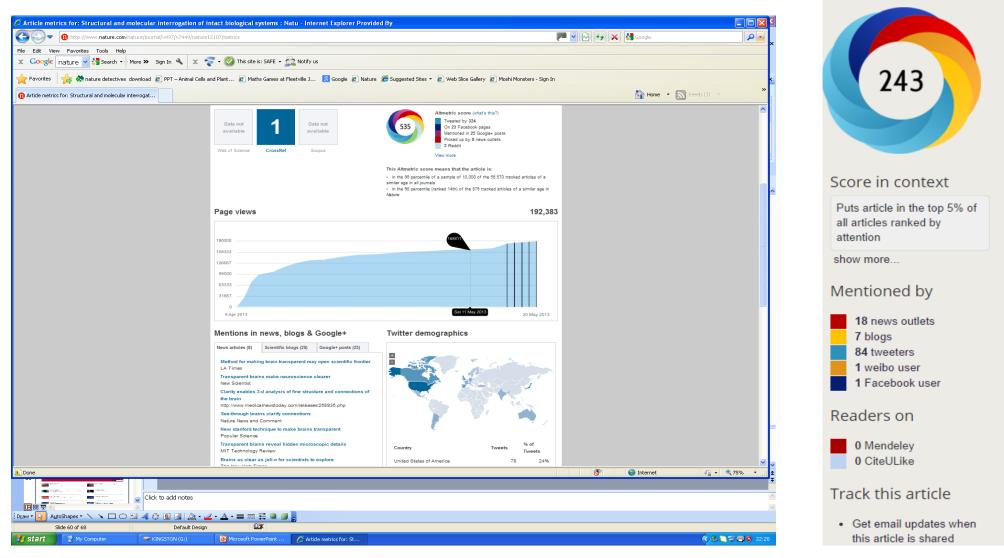




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# METRICS



Nature Journals / April 2016

# **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**

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Large presence on main social media channels

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Journals

# All within the Humanities & Social Sciences (HSS)



## **SUBJECTS COVERED**

- History
- Literature
- Philosophy
- Religion
- Media & Cultural Studies
- Film
- Theatre & Performance



- Politics
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- Sociology
- Environmental Studies
- Development
- Criminology
- Psychology
- Linguistics
- Education
- Business
- Management
- Finance
- Economics



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