



Association of Learned & Professional Society Publishers

LEARNED PUBLISHING

www.learned-publishing.org

Learned Publishing is a major international journal, packed with the latest ideas and informed opinion on all aspects of scholarly publishing. Over the past 30 years, the journal has developed a reputation for giving authoritative information about scholarly publishing. Published quarterly, it contains original research plus reports on major initiatives and industry developments from around the world.

Recent content includes...

Original research:

- Is open access affordable? Why current models don't work and why we need internet-era transformation of scholarly communications
- What does better peer review look like? Underlying principles and recommendations for better practice
- How research data is cited in scholarly literature: A case study of HINTS
- Getting the best out of data for open access monograph presses: A case study of UCL Press
- Journals removed from DOAJ appearing within SCImago's ranks: A study of excluded journals

Case studies/Industry Updates

- Can we transform scholarly communication with open source and community-owned infrastructure?
- What's happening with open annotation? Discoverability, engagement, community
- Mythbusting AI: what is all the fuss about?

Opinions

- The debate over open access is missing the point
- Measuring regional impact: The case for bigger data

Available free to ALPSP members.

www.learned-publishing.org
@LearnedPublish

ISSN 0953-1513



The Association of
Learned & Professional
Society Publishers

In collaboration with
 Society
for Scholarly
Publishing

Published on behalf of ALPSP by

WILEY



Association of Learned & Professional Society Publishers

LEARNED
PUBLISHING

Learned Publishing is the journal of ALPSP published in collaboration with SSP

The journal is renowned for giving authoritative information about scholarly publishing. Read by publishers, librarians, academics and others working in publishing around the world, *Learned Publishing* has a fully international authorship. Articles on all aspects of publishing are included – from authorship, reviewing, technology, marketing and discoverability to new initiatives, readership, data, internationalisation – and more.

Occasional special issues are produced in addition to a themed issue in January each year. Recent special issues include University Press Redux in October 2016 and again in 2018.

- Quarterly publication, in print and online
- Articles published ahead of issue as Early View
- Print copy distributed to all ALPSP members
- IP recognition access now available for all ALPSP members
- Online access for ALPSP and SSP members
- All articles free to view after 24 months

Article from January 2019

Open access mythbusting: Testing two prevailing assumptions about the effects of open access adoption

Dan Pollock and Ann Michael

Learned Publishing 32: 7-12 doi: 10.1002/leap.1209

- There is no evidence that, in the mainstream literature, open access (OA) journals suffer significant quality issues compared with non-OA journals.
- An increasing number of fully OA publications are attaining higher Journal Impact Factors at faster rates than their subscription and hybrid counterparts.
- Researchers do not appear to shop around for the best-value article processing charges (APCs).
- APCs for fully OA journals are slightly more price-sensitive than for hybrid journals but still show only a weak relationship between APC and impact.
- When numbers of papers published are taken into account, megajournals influence the fully OA market and show a mild price sensitivity when included; if their influence is excluded, price sensitivity remains very low.

Why publish with *Learned Publishing*?

Do you have a story to tell?

Has your company undertaken research, introduced innovative business developments, or launched new technologies or other solutions? Do you want to tell the industry?

- If you have undertaken research, publishing a **Peer-Reviewed Original Article** will give it credibility and ensure that it is archived and available for future reference.
- If you have introduced a new practice or system, or developed and trialed an innovative system, then a **Case Study** of what you have done, what you have learnt, and how this can benefit other publishers would make an excellent article.
- If you have a new product or initiative, or want to review recent publishing developments, then an **Industry Update** would be a great way to inform other publishers.
- If you have strong opinions and perspectives on developments, trends and changes in the industry, we would welcome your thoughts – considered **Opinion Pieces** are well read.

The journal is targeted at scholarly publishers, librarians and researchers and is read worldwide. Being freely available to all ALPSP and SSP members means your article can reach 1000s of people working in scholarly and professional publishing (we also offer optional OA).

All articles are peer reviewed, giving you valuable feedback to help improve the article for publication, and – if accepted – your article will be published ahead of issue via Early View.

Pre-submission enquiries

We welcome enquiries about future research projects, ideas for articles or thematic issues.

Contact Pippa Smart, Editor-in-Chief: editor@alpsp.org
NA Editor, Lettie Conrad: us-editor@alpsp.org

www.learned-publishing.org

Follow us on Twitter: [@LearnedPublish](https://twitter.com/LearnedPublish)

Themed issues and Special issues

The January issue – this issue is free access

The first issue of the year is themed to allow more in-depth consideration of an area of scholarly publishing. We invite authors, and also call for papers on the topic which is set the previous year.

January 2019: Question everything – the future of scholarly publishing

- Bring the facts, bust the myths
- Open access mythbusting: Testing two prevailing assumptions about the effects of open access adoption
- Is open access affordable? Why current models do not work and why we need internet-era transformation of scholarly communications
- Do we need to move from communication technology to user community? A new economic model of the journal as a club
- How prevalent are plagiarized submissions? Global survey of editors
- Why do researchers decide to publish in questionable journals?
- Is the drive for reproducible science having a detrimental effect on what is published?
- Mythbusting AI: What is all the fuss about?
- Is the term 'serials' relevant any longer? Some thoughts on the matter
- Does the early career 'publish or perish' myth represent an opportunity for the publishing industry?
- The pursuit of publishing: Was a masters in publishing worthwhile?
And more...

Previous January issues

January 2018: Accessibility

January 2017: Discoverability

January 2016: Peer Review

Special issues

We publish occasional special issues. Our last one for 2018 was:

Special issue on the University Press Redux

Following the 2018 University Press Conference, this online-only issue collected new research, case studies and opinions from key leaders in the field of university press publishing.

Advertise in *Learned Publishing*

Build brand awareness and reach key influencers and decision makers in the scholarly publishing community with digital and print advertising or inserts.

Online

Learned Publishing is hosted by the Wiley Online Library (WOL). Online advertising is available from £59.00 per CPM. We can also offer targeted regional advertising at £68.00 per CPM. The average number of impressions available per month is 13,000.

Print

2019 Rates include:	£
Back cover colour	1,242
Inside front / back cover colour	965
Full page colour / b+w	826 / 628
Half page colour / b+w	463 / 363

Inserts: quotes available on request.

Discounted rates are available for a series of four print bookings and bundled deals (online and print) plus a further discount for ALPSP members.

For further information and to discuss your specific requirements, contact Diane French: diane.french@alpsp.org



The Association of Learned & Professional Society Publishers

ALPSP members can read *Learned Publishing* online by logging in to the ALPSP website at:
www.alpsp.org

Society for Scholarly Publishing members can read the journal online via the SSP website:
www.sspnet.org

2019 Subscription Rates

ALPSP members receive one print copy of the journal and organization-wide online access.

Extra print copies are available to ALPSP members for £58.25 (USD \$115.25; €86.75)

	GB £	US/ROW \$	EU €
Non-member (institution)			
Print and online	291	576	434
Online only	233	461	347

For orders and subscription enquiries contact:

Direct Customers:

Subscription Agents:

Email: **cs-journals@wiley.com**

cs-agency@wiley.com

Tel: Americas (toll free)
+1 800 835 6770
Europe, Middle East & Africa
+44 (0)1865 778315
Asia Pacific
+65 6511 8000

Americas
+1 781 388 8597
Europe, Middle East & Africa
+44 (0)1865 778054
Asia Pacific
+65 6511 8200

For advertising in *Learned Publishing* contact:

Diane French, *Learned Publishing* Administrator at **diane.french@alpsp.org**

For further editorial information contact:

Editor-in-Chief, Pippa Smart: **editor@alpsp.org**

US Editor, Lettie Conrad: **us-editor@alpsp.org**

Online submissions: **https://mc.manuscriptcentral.com/leap**

www.learned-publishing.org

@LearnedPublish