



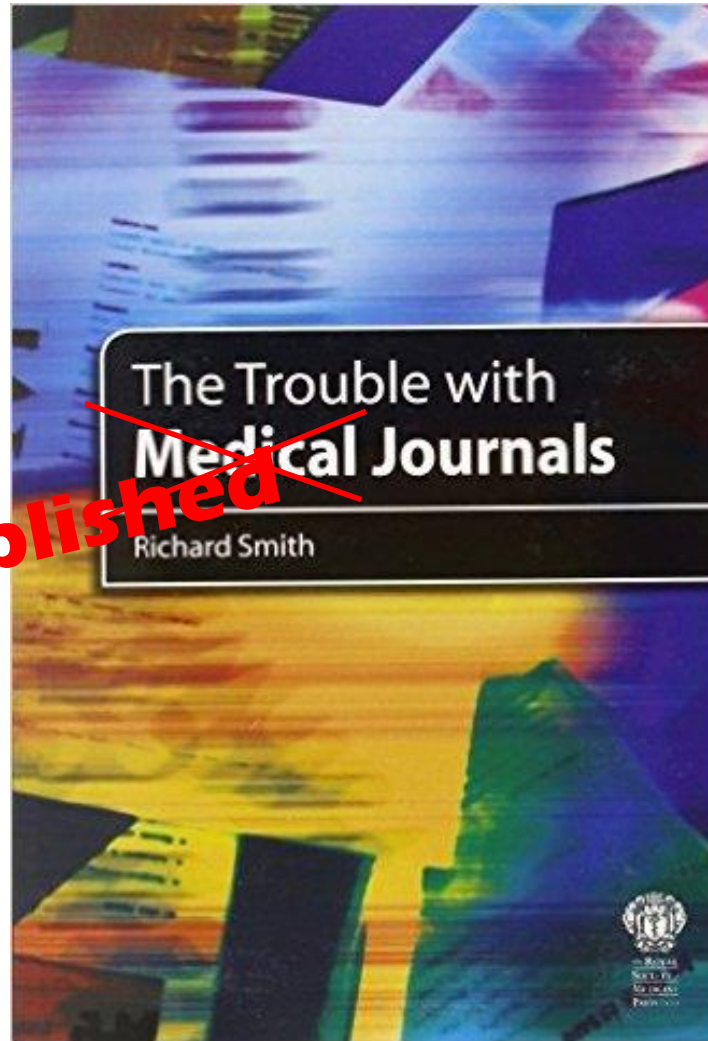
Have your cake and eat it

Leighton Chipperfield

16 September 2016

ALPSP, London

@leightonc



Society-published

De Olde Society - published journal?



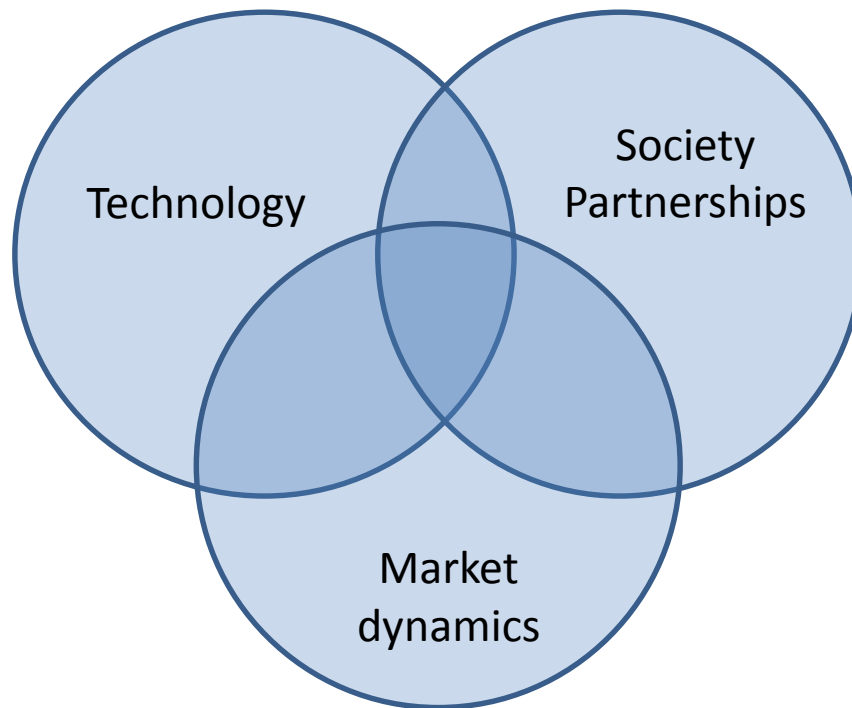
Many society publishers lacked...

- Scale
- A commitment to invest in systems and technology
- A commitment to invest in new products
- The right structures and people

And so commercial publishers filled the gap

- Operational efficiency
- Sales and Marketing
- Global reach
- Major investment in technology

What's changing?



Our programme

- Six journals
- £3.3m turnover
- In-house staff combined with outsourcing aspects of operations
- Publishing committee

Technology

- Being second to market is fine
- We like things we can leverage cross-org
- We test and learn
- We stick to what we're best at

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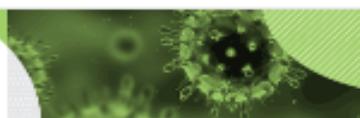
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JOURNAL OF GENERAL VIROLOGY

Publishing high-quality research at the forefront of virology



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Molecular Biology and Pathogenesis of Avian Viruses Focused Meeting

This Focused Meeting will take place at Charles Darwin House, London, UK.

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Avian Viruses Focused Meeting



Understanding altmetric



Reasons to publish



Editorial Board

Journal of General Virology publishes high-quality research papers with high production standards, giving the journal a worldwide reputation for excellence and attracting an eminent audience.

The diverse scope of the journal, which reflects the evolving nature of virology today, includes topics on all aspects of animal, plant, insect, bacterial and fungal viruses, transmissible spongiform encephalopathies, molecular biology and immunology, virus-host interactions and antiviral compounds.

2015 Impact Factor: 3.192

2014 5-year Impact Factor: 3.230

Co-Editors-in-Chief:

Professor Stacey Efstathiou, National Institute for Biological Standards and Control

Professor Mark Harris, University of Leeds

News

[Journal of General Virology's Impact Factor rises](#)

04 July, 2016 11:00

Journal of General Virology's Impact Factor rises to 3.192 for 2015.

[Find out about Journal of General Virology at ASM Microbe](#)

06 June, 2016 12:00

The Microbiology Society will be attending ASM Microbe, organised by the American Society for Microbiology, in Boston, USA from 16–20 June 2016.

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On 29 Aug, we're opening abstract submission for a week of late breaker submission for #Avian16! [microbio/avian16](#)

1h

Microbiology Society @MicrobioSoc

Online registration for the #MISInterface Focused Meeting closes this Friday, 28 August – book now: [microbio/MISInterface](#)

2h



Societies working together

Supplier discussions

Venting your spleen

Discussing the market

Celebrating

Negotiating a better deal

Getting a second opinion

Discussing policy

Commiserating

Comparing roles & structures

Launching a new journal

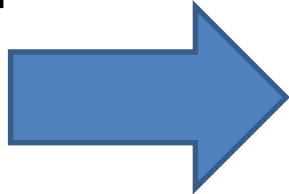
The power of our collective knowledge is huge.

Market dynamics

- Limitations of the Big Deal
- Society journal collections
- A new approach

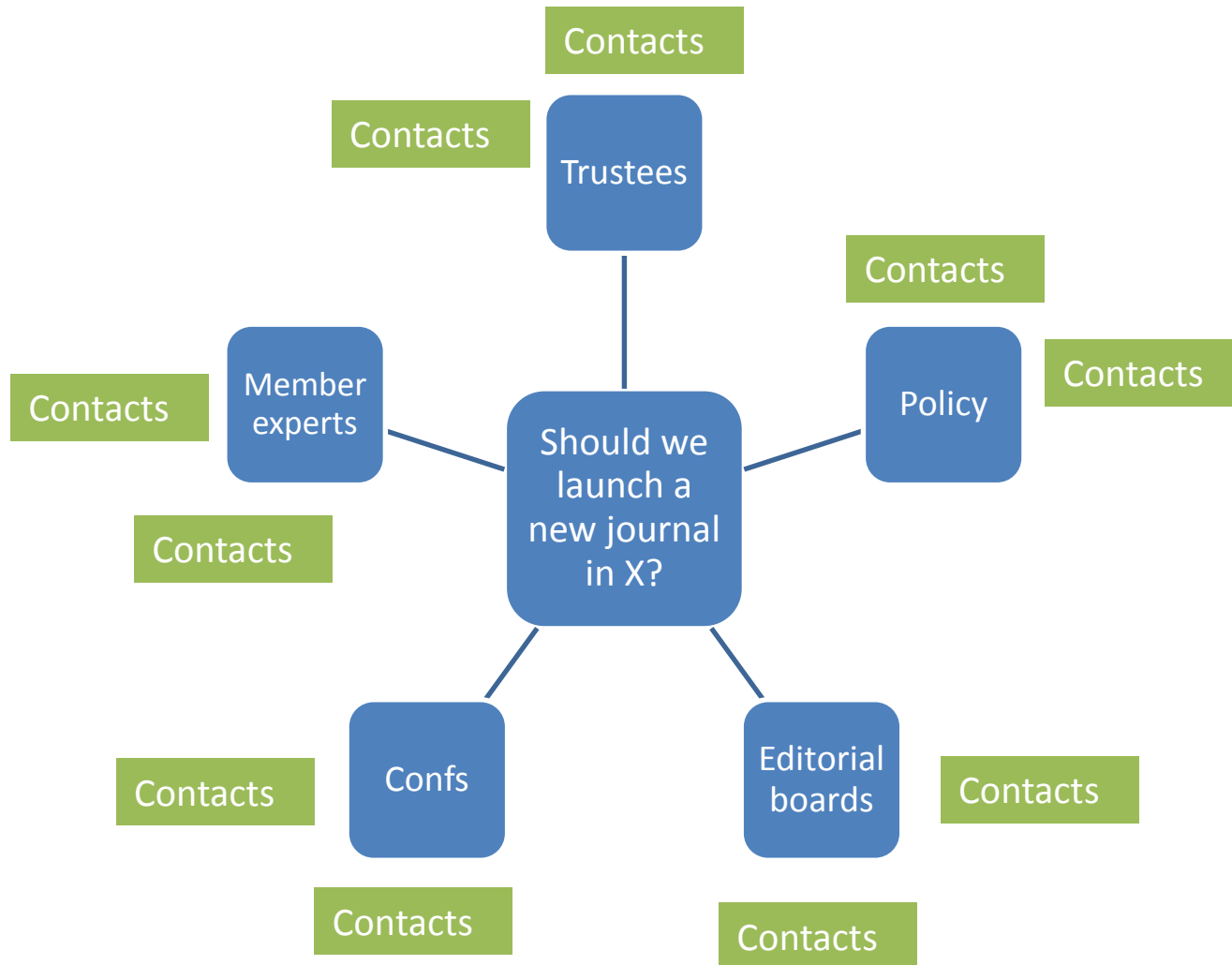
AGGREGAGENT

Putting the ingredients together

- Subject expertise
 - Fit with organisational mission & strategy
 - Motivated & knowledgeable staff
 - First-rate governance
 - Supportive culture
 - Scale via partnerships
- 
- Quicker to understand
 - Quicker to decide
 - Quicker to market
 - Quicker to change

Our size, subject focus and mixture of volunteers and professional staff makes us highly agile.

Leveraging the organisation's assets



Microbial Genomics

MICROBIAL GENOMICS

AT A GLANCE

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KEY FEATURES



Gold Open Access - All author charges waived in launch year



Mandatory Open Data



Continuous Publishing



Double-Blind Peer Review



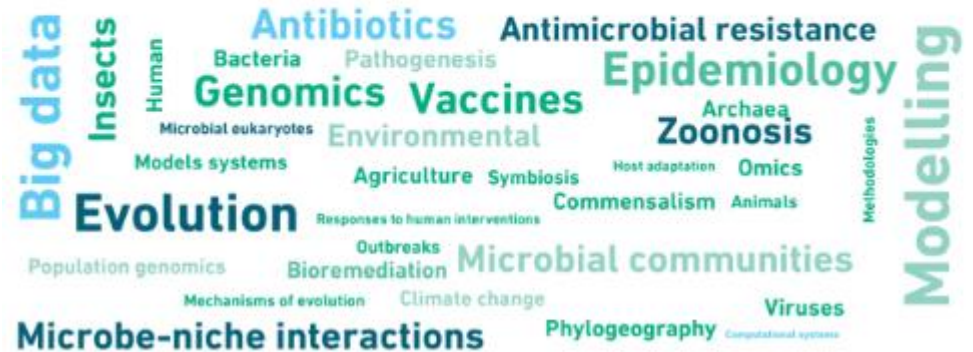
High Quality



Fast Publication Times

SUBJECT CATEGORIES

Articles on the following topics and key terms:



INTERNATIONAL EDITORIAL BOARD

UK - 42%
EU - 18%
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RoW - 15%



The future

