

Ensuring a Journal's  
**Economic**  
**Sustainability,**  
While Increasing  
Access to Knowledge

# The Economic Sustainability of Journals

TRADITIONAL ECONOMIC MODELS	
Subscriptions	<p>Most journals employ some combination of these economic models to ensure their sustainability.</p>
Volunteers	
Sponsorship	
Advertising	
Page Charges	

# The Economic Sustainability of Journals

TRADITIONAL ECONOMIC MODELS	
Subscriptions	Individual, student (reduced); society member, institutional subscriptions.
Volunteers	Editors, authors, reviewers; and (less likely) copyeditors, layout editors, proofreaders
Sponsorship	Institutional or agency in-kind contribution equipment, space, time; grants; donations.
Advertising	Exchange of journal ads with other journals; industry ads, classifieds.
Page Charges	Paid by author or institution for review or accepted article.

# The Economic Sustainability of Journals

ECONOMICS OF ONLINE SYSTEMS	
Online Management	<p>Journals can now be managed and published online with open source (free) software that offers <i>economic</i> and <i>quality</i> advantages for scholarly communication.</p>
Online Publication	
Open Access	

# The Economic Sustainability of Journals

## ONLINE MANAGEMENT

### **Economic Advantage**

1. Provides and manages website for editorial and publishing processes, while reducing need for editorial office.
2. Reduces clerical costs of handling submissions, subscriptions, correspondence, filing, photocopying, etc.
3. Authors do not need to print, photocopy, and mail papers.

### **Quality Advantage**

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## ONLINE MANAGEMENT

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### **Quality Advantage**

1. Improves administration and record-keeping, while reducing processing time.
2. Enables editors, reviewers, and authors from anywhere to work together.
3. Enables editors to spend more time helping authors by reducing their management time with the journal.

# The Economic Sustainability of Journals

## ONLINE PUBLISHING

### **Economic Advantage**

1. Journal is immediately available to subscribers anywhere with no distribution, mailing, handling costs.
2. Can be used with or without print edition, enabling low cost start up of new journals.
3. No cost for free subscriptions or sample issues.

### **Quality Advantage**

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## ONLINE PUBLISHING

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2. Can be used with or without print edition, enabling low cost start up of new journals.
3. No cost for free subscriptions or sample issues.

### **Quality Advantage**

1. Immediate full-text indexing with Google, Google Scholar, Yahoo, etc. leading to increased readership and citations.<sup>1</sup>
2. Google Scholar citation indexing from first issue, assisting with gaining a listing with commercial indexes (ISI, etc).
3. Supports reference linking, as well as additional reading tools that can search related databases.
4. Ability to include data sets and supplementary materials.

#### Notes

1. *Assessing the Impact of Open Access: Preliminary Findings from Oxford University Press*  
([http://www.oxfordjournals.org/news/oa\\_report.pdf](http://www.oxfordjournals.org/news/oa_report.pdf))

# The Economic Sustainability of Journals

## OPEN ACCESS

### **Economic Advantage**

1. Able to work with traditional economic models through a variety of different approaches (later slide).
2. Improved reputation (next slide) can enhance other economic models (subscriptions, ads, etc.).

### **Quality Advantage**

# The Economic Sustainability of Journals

## OPEN ACCESS

### **Economic Advantage**

1. Able to work with traditional economic models through a variety of different approaches (next slide).
2. Improved reputation (see below) can enhance other economic models (subscriptions, ads, etc.).

### **Quality Advantage**

1. Further increases readership and submissions to journal, with citations going up 25-250% depending on the field and journal.<sup>1</sup>
2. The increased citation improves reputation and thus qualification for commercial indexing (e.g., ISI).
3. Provides greater public, professional, and educational contribution.
4. Maximizes critical scrutiny and appreciation of work, as well as global establishment of intellectual property claim.

Note

1. *The Effect of Open Access and Downloads ('Hits') on Citation Impact: a Bibliography of Studies* (<http://opcit.eprints.org/oacitation-biblio.html>).

# The Economic Sustainability of Journals

OPEN ACCESS	
OA TYPE	<p>A more open approach to knowledge online (e.g., open biology, open data, Creative Commons) has led to different types of sustainable Open Access for journals.</p>
Archival OA	
Delayed OA	
Online OA	
Development OA	
Hybrid OA	
Complete OA	

# The Economic Sustainability of Journals

OPEN ACCESS	
Archival OA*	Permit authors to archive pre-/postprint in institutional repository or own website.
Delayed OA*	Provide free access 6-12 months after subscriber access to print/online edition.
Online OA*	Provide free access to online edition, with subscriptions retained for print edition.
Development OA*	Provide free access to institutions and individuals in developing nations.
Hybrid OA*	Enable authors or institutions to purchase open access for specific articles.
Complete OA	Offer immediate access without restrictions, using article fees and grants.

\* OA with journal subscriptions (evidence to date shows no affect on subscription sales).

# The Economic Sustainability of Journals

*What it all adds up to...*

Online Management  
Traditional Economic  
Models



Enhanced Quality  
Improved Economies

# The Economic Sustainability of Journals

*What it all adds up to...*



# The Economic Sustainability of Journals

*What it all adds up to...*

