

Nature Publishing Group

Palgrave Macmillan



**High Quality Content at
your fingertips**

Mona Singh and Sergio Gonzalez

LRLC Conference Vilnius, November 2014

Content

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 - Site license benefits
 - nature.com
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 - o Quality
 - o Prize-Winning Titles
 - o Palgrave CONNECT



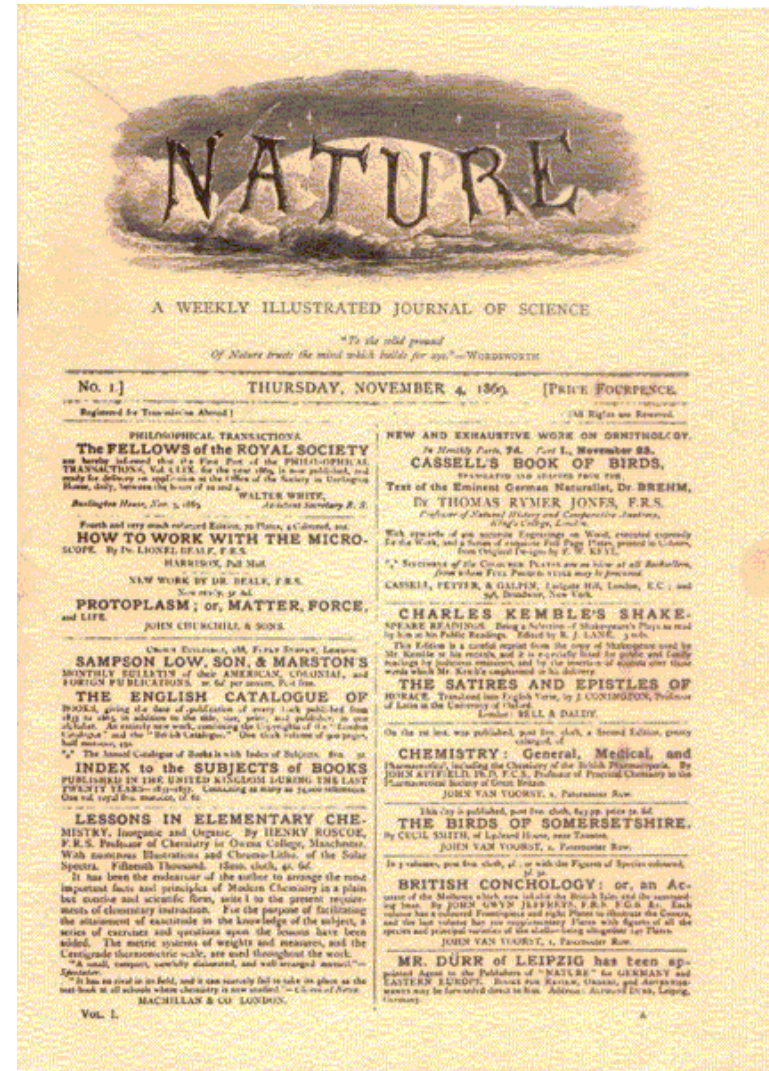
Nature

- First published in 1869
- **#1 in Multidisciplinary Sciences**, for many years in a row*
- Current Impact Factor of **42.351**
- High impact original research
- News and views, analysis, arts and books, supplements
- Weekly podcasts, and regular videos featuring the scientists behind the research

* 2013 Journal Citation Reports (Thomson Reuters, 2014)

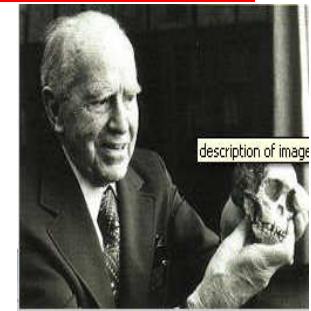


- nature publishing group
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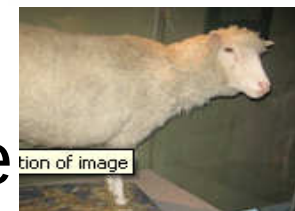


FAMOUS HITS AT NATURE

- **Dart (1925)** Discovery of Australopithecus
- **Chadwick (1932)** Existence of the neutron
- **Watson and Crick (1953)** Structure of DNA
- **Wilmot (1997)** Dolly cloned from adult cells
- **IHGSC (2001)** The human genome sequence



description of image



NATURE RESEARCH JOURNALS

- **19 titles**, original research, across the life, physical and clinical sciences
- Additional on-line only content such as news & views, commentaries
 - Many ranked **No. 1** or in the **top 5** of their field



NATURE REVIEWS JOURNALS

- **16 titles** in the life sciences and clinical specialities
- Superbly illustrated, high-impact reviews written by leading international researchers
- Authoritative Reviews and Highlights of the latest primary research papers
- Latest title ***Nature Reviews Disease Primers*** to be published April 2015



ACADEMIC JOURNALS

- 63 high quality academic and society journals
- Same site license model as the rest of NPG titles
- Same account administration & license agreement
- Online archival access



SCIENTIFIC AMERICAN & SCIENTIFIC AMERICAN MIND



- 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

BENEFITS OF SITE LICENSE

- 24/7 access via IP recognition or a remote access system ("token access")
- Flexible collection: Select the titles that suit your needs
- Site license = year license signed + granted access to previous 4 years on most titles
- One administration account and COUNTER compliant usage reports
- Post-cancellation rights (from year site license started)
- Advanced online publication of articles, and special web focuses

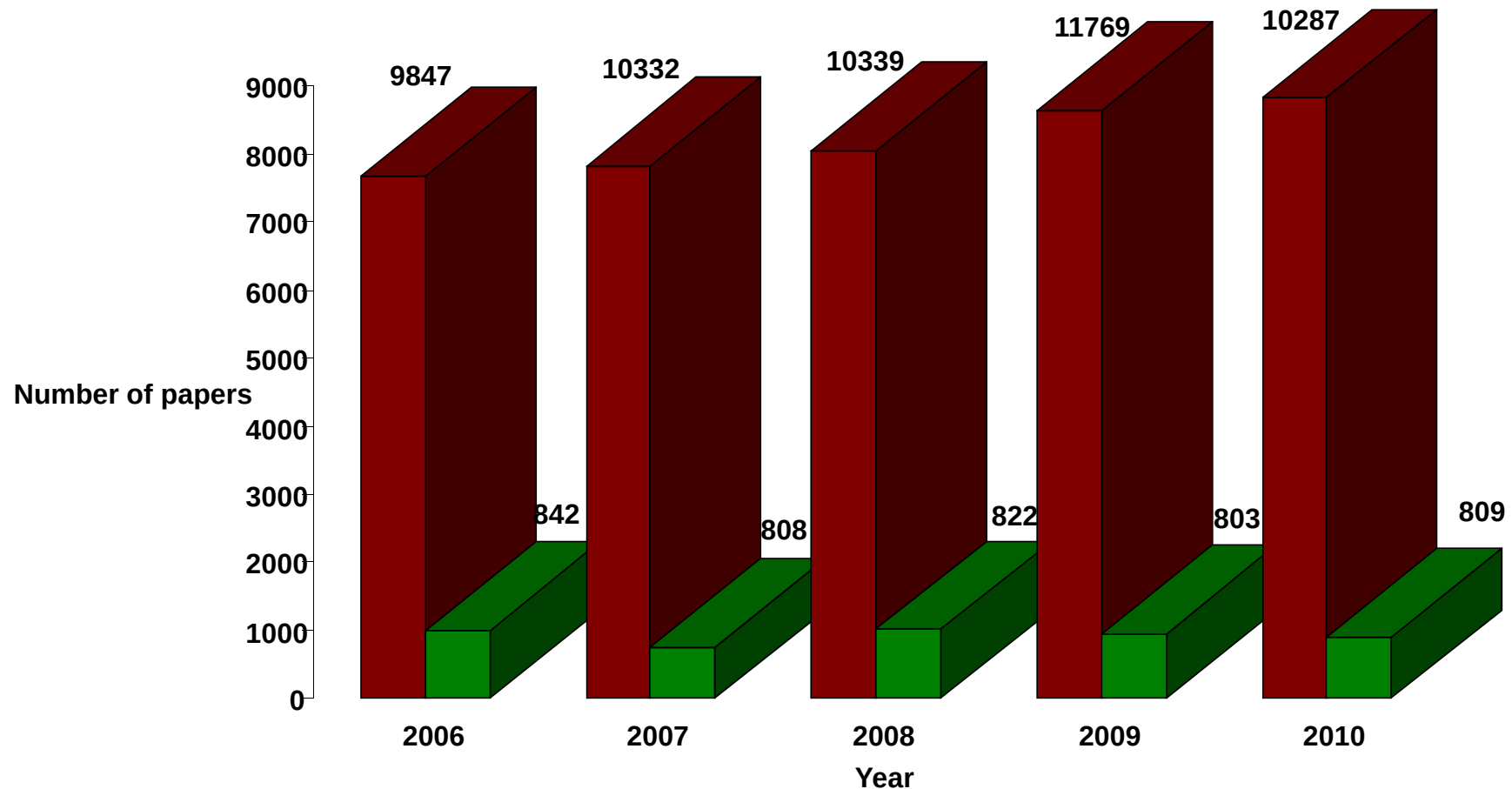


WHAT MAKES *NATURE*?

- Very selective
- Only publishes top primary research
- High impact
- Widely read
- No external editorial board or affiliations
- Full time professional editors who have Ph.Ds as well as post-doctoral experience



THE ODDS OF BEING PUBLISHED AT *NATURE*

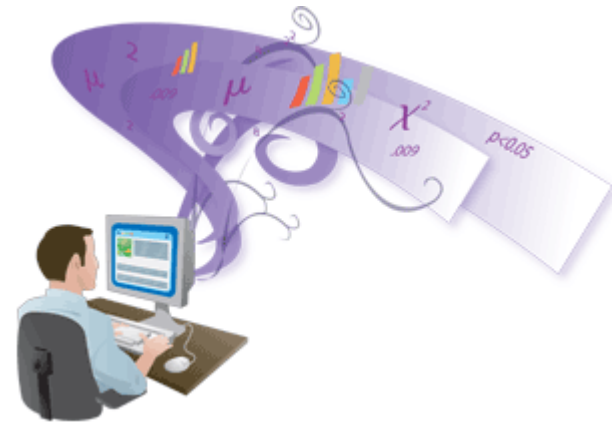


Nature publishes **~7-8%** of its total submissions



WHAT MAKES a *NATURE* PAPER?

- Conceptually novel
- Technically convincing
- Important to the field
- Interesting to a broad readership



WHAT DO EDITORS DO?

Face of *Nature*.

Have to be in touch with their community
and at cutting edge of science.



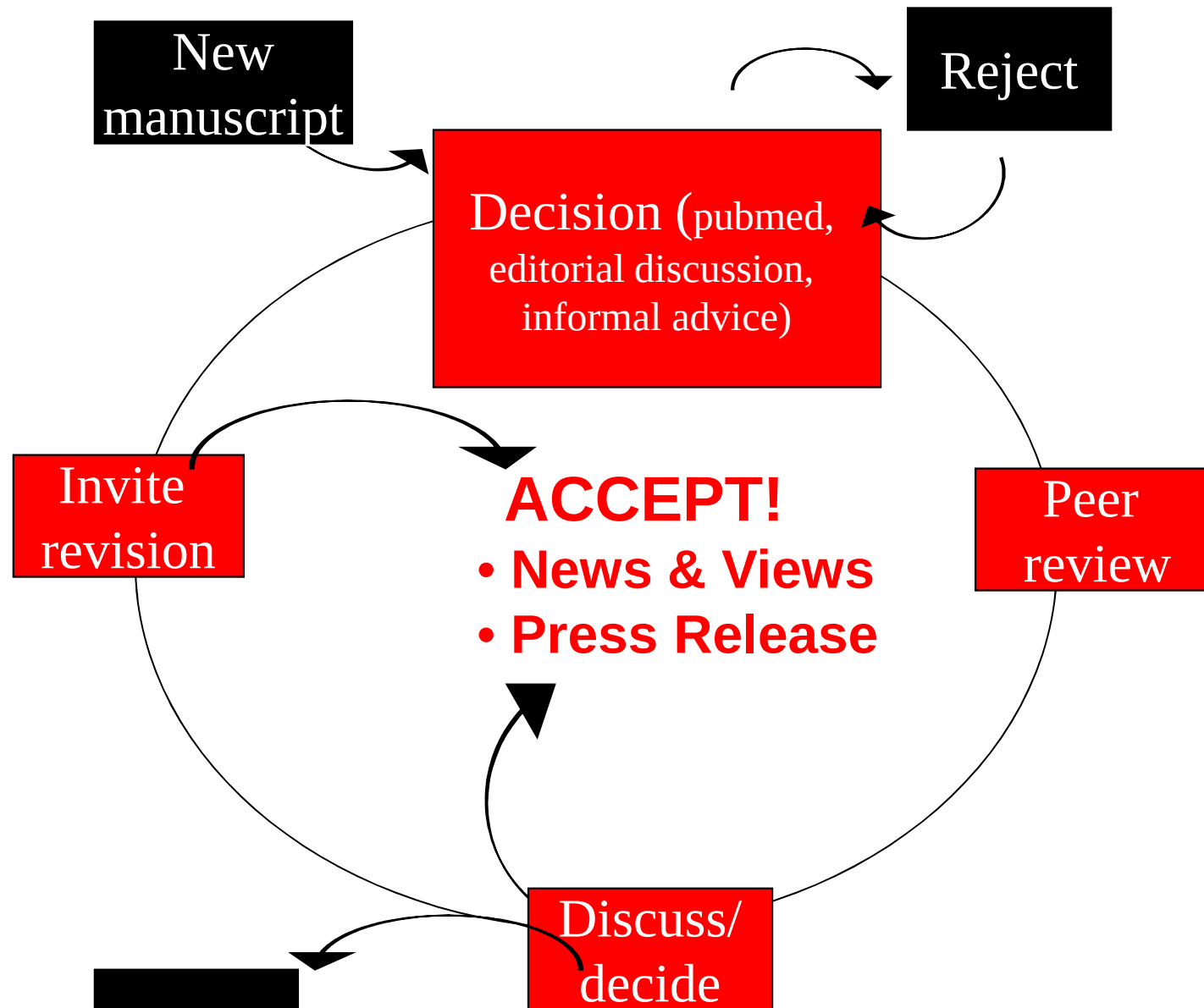
DAY TO DAY TASKS....

- **Select primary research manuscripts**
- **Commission review articles/insights**
- **Attend scientific meetings and visit labs**
- **Act as consultants in their special subject areas to other sections in *Nature***
- **Write to leaders on community issues, suggest/write news stories, highlights, etc.**

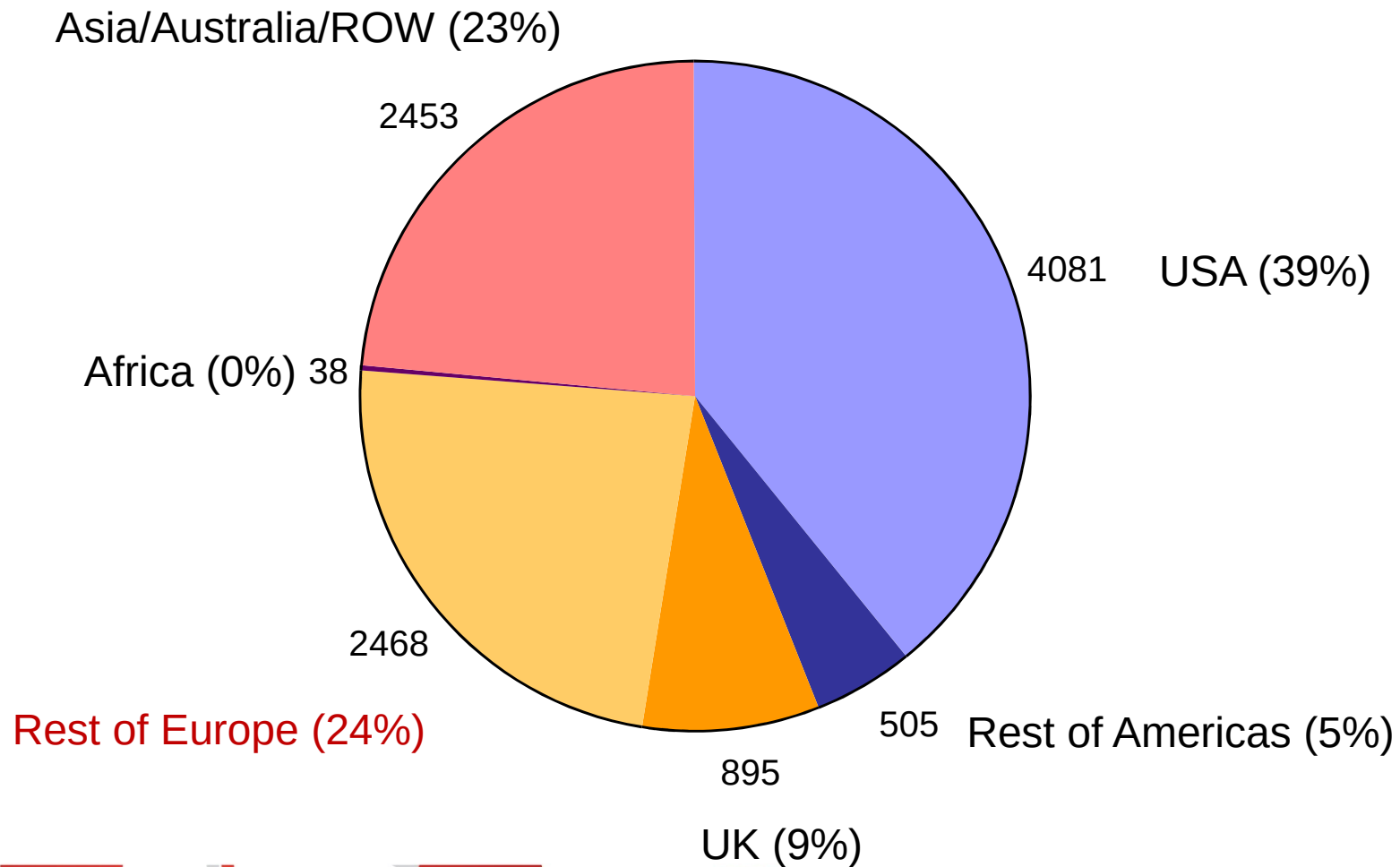


A network diagram consisting of several red circular nodes connected by red lines. The nodes are arranged in a non-linear fashion, with some acting as central hubs and others as peripheral nodes. The connections form a complex web, with some nodes having multiple links to other nodes. The overall structure suggests a highly interconnected system, such as a social network or a complex organizational chart.



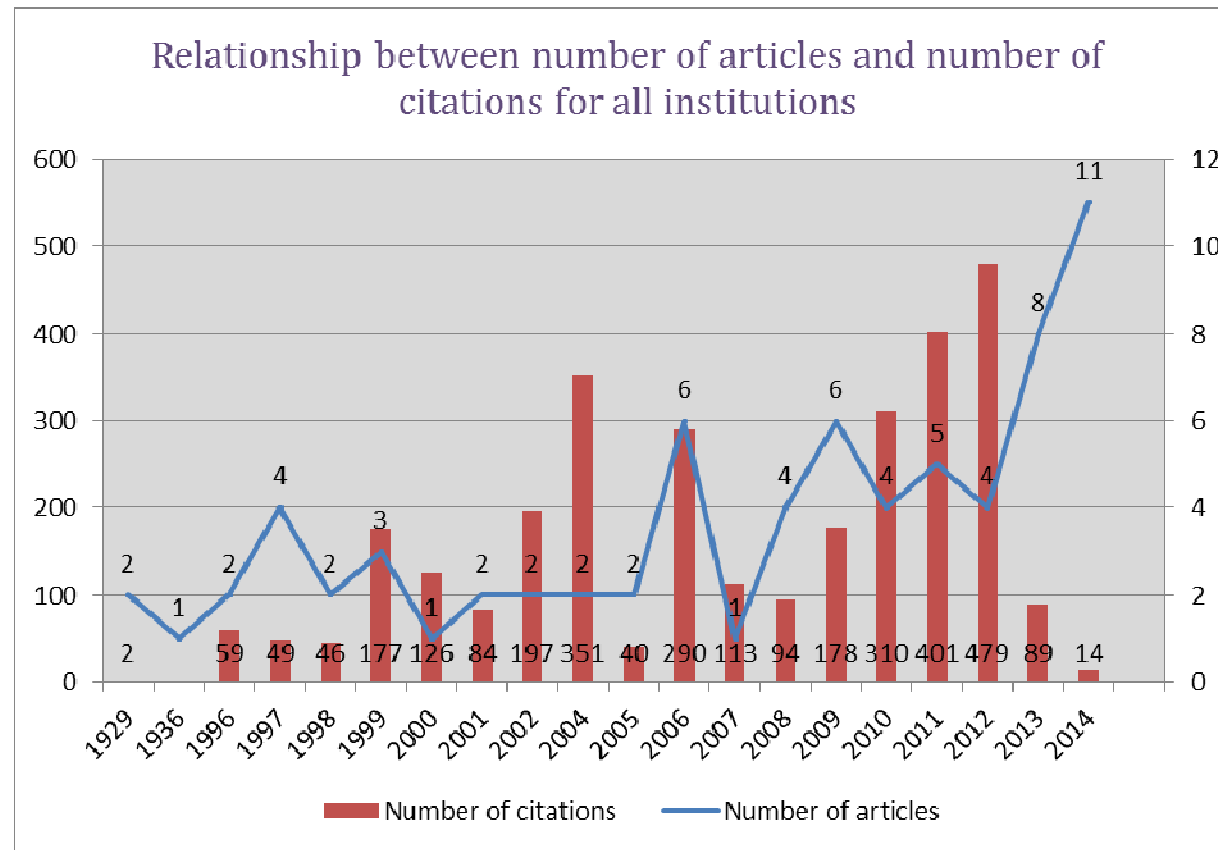


DEMOGRAPHY OF NATURE SUBMISSIONS



By reading high quality content...

...you will be able to publish high quality papers!!!



SPEAKING OF WHICH...



Volume 512, Issue 7514,
21 August 2014

Article: Ribosomal frameshifting in the CCR5 mRNA is regulated by miRNAs and the NMD pathway

Authors: [Belew, A.T.^a](#), [Meskauskas, A.^{ab}](#), [Musalgaonkar, S.^a](#), [Advani, V.M.^a](#), [Sulima, S.O.^a](#), [Kasprzak, W.K.^c](#), [Shapiro, B.A.^d](#), [Dinman, J.D.^a](#)

^a Department of Cell Biology and Molecular Genetics, University of Maryland, College Park, MD 20742, United States

^b Department of Biotechnology and Microbiology, Vilnius University, Vilnius, LT 03101, Lithuania

^c Basic Science Program, Leidos Biomedical Research, Inc., Frederick National Laboratory for Cancer Research, Frederick, MD 21702, United States

nature.com & MULTIMEDIA TOOLS

The screenshot displays the nature.com website interface. At the top, there are navigation links for "Publications A-Z index" and "Browse by subject". The main header features the "nature.com" logo, a search bar, and links for "Subscribe", "Register", "Submit Manuscript", "My account", "Login", and "Cart".

The main content area includes a date "07 November 2013" and a featured article titled "Chelyabinsk skyfall left Earth shaken, not stirred", with a sub-headline "Reconstructions of the path and damage caused by the asteroid that exploded over Chelyabinsk, Russia, in February 2013 are reported in Nature." Below this, there is a section for "Nature journal" with a cover image and links for "Contents 7 Nov 13", "Podcasts", and "Videos".

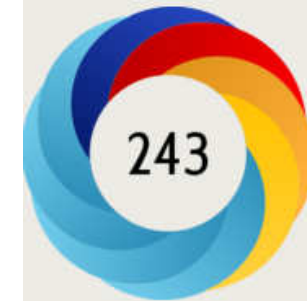
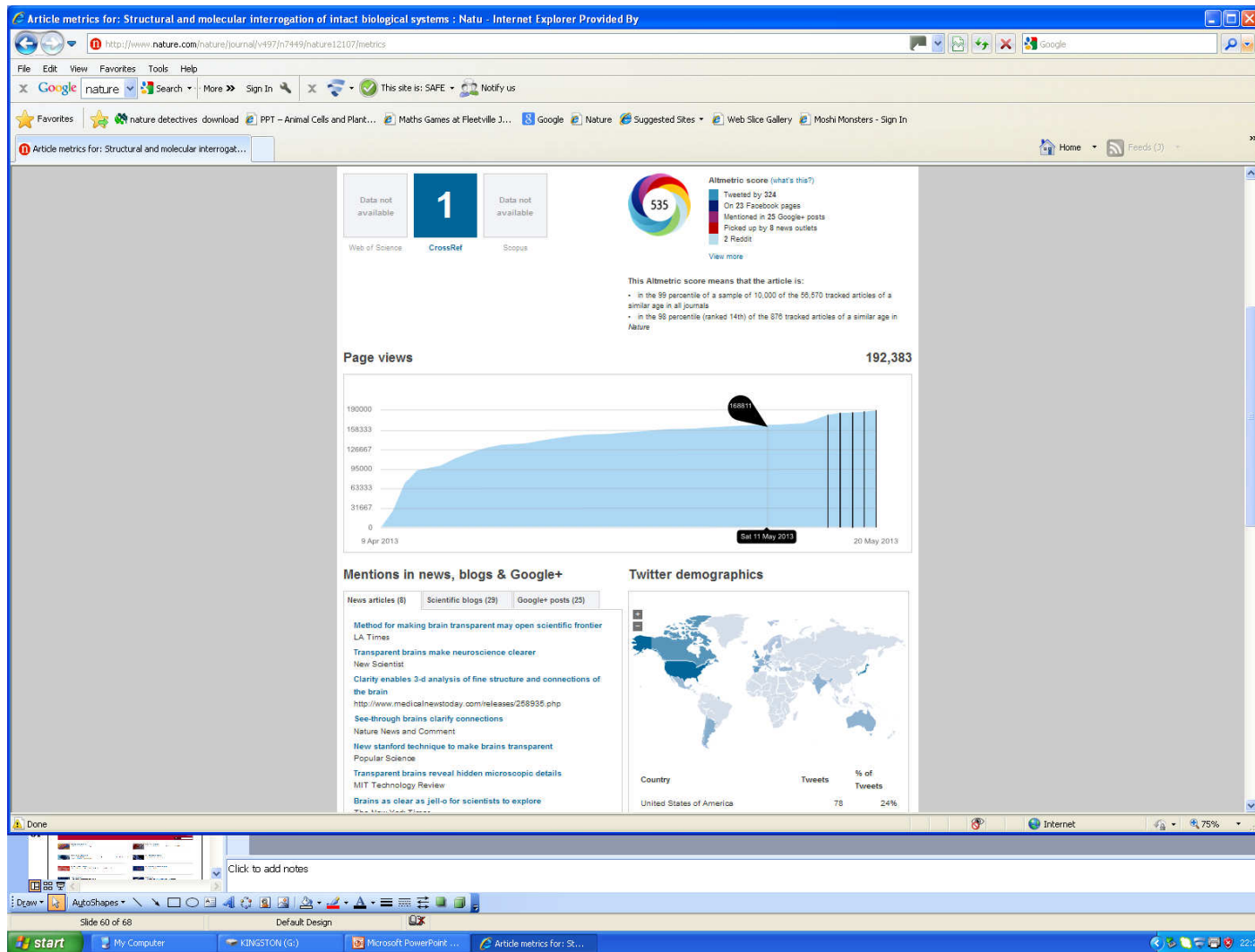
On the right side, there is a section titled "Inside nature.com" with links for "Publications A-Z", "Nature.com regions", "naturejobs.com", "Open Innovation", "Launchpad", and "Multimedia".

On the left side, there is a section titled "Special Feature" with a link for "Custom webcast: The latest innovations in real-time imaging of cells with Super Resolution Microscopy". Below this, there is a section titled "NPG in the news" with a link for "NPG press room".

At the bottom, there is a section titled "Explore nature.com" with links for "Introducing Nature Arabic Edition", "Nature Middle East", "Blogs - from nature.com", and "Multimedia".

Several elements are circled in red: "For Librarians" in the "Information" section, "Multimedia" in the "Inside nature.com" section, and "Multimedia" in the "Explore nature.com" section.

METRICS



Score in context

Puts article in the top 5% of all articles ranked by attention

[show more...](#)

Mentioned by

- 18 news outlets
- 7 blogs
- 84 tweeters
- 1 weibo user
- 1 Facebook user

Readers on

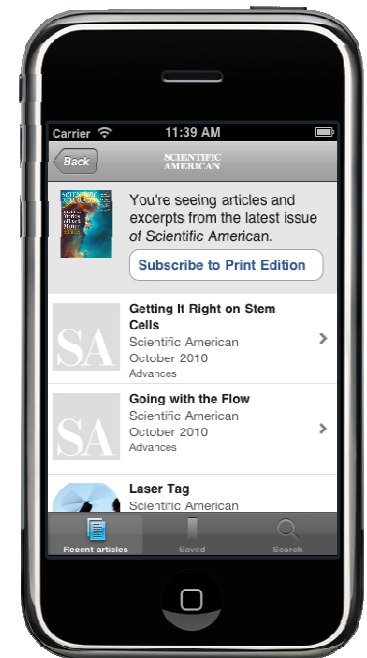
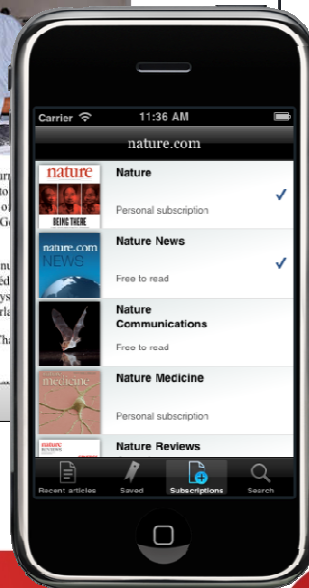
- 0 Mendeley
- 0 CiteULike

Track this article

- Get email updates when this article is shared

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

- Latest news from NPG
- Licensing and subscription information
- Archive and backfile purchasing options
- Open access information
- Sign up to receive NPG Librarian alert
- Account administration
- Translated User Guide PDFs and videos
- Promotional materials
- Up to date product information
- www.nature.com/librarians



Your administration account

- Manage all of your institution details and subscription content through one account
- Update IP addresses
- Claim new licenses
- Sign up to receive NPG Communication alerts
- COUNTER compliant usage reports available monthly

Site License Administration Account

Welcome

Log in to your Site License Administration Account to manage your site license, activate additional licenses or amend existing account details.

To access usage statistic reports: log in, go to the 'statistics' tab and follow the instructions on the screen. By following the instructions, you will be asked to enter your new MPS Insight user name and password. Do not enter your new MPS Insight username and password on this page.

Login	Not Registered?
Username	To create your account you will need:
Password	- License IDs from your confirmation letter or email
☐ Save your password	- All the IP ranges which apply to your institution
Forgot your password?	
Log In	Register Now

Your Site License Administration Account enables you to:

- View all publications included in your institution's site license
- Access your monthly usage reports
- Modify IP ranges and find specific IP addresses
- View renewal dates
- Activate new subscriptions
- Modify administrator details
- Sign up for Communication E-alerts

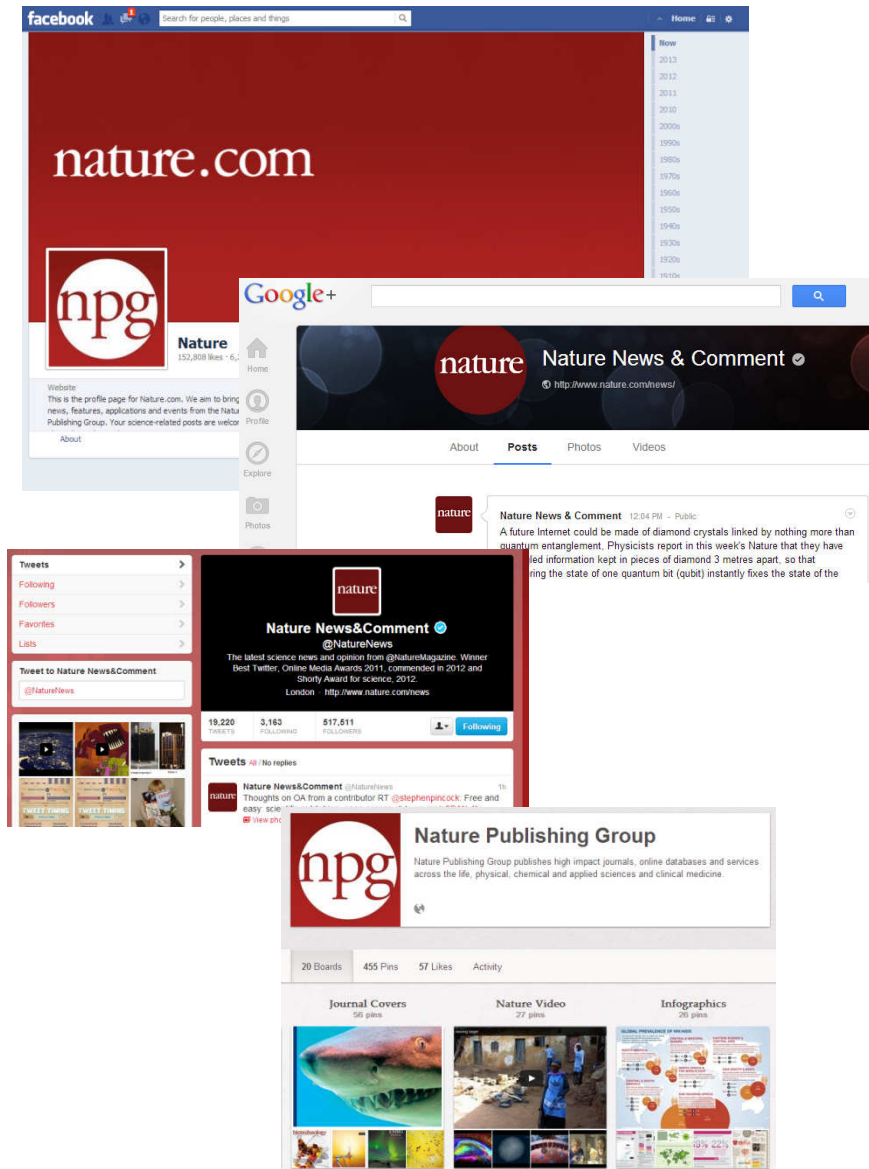
Usage Statistics Reports

Usage reports are posted monthly within the administration account and site administrators are alerted by email. To view the reports, log in above and select the tab for **statistics**. NPG usage reports are [COUNTER-compliant](#).

If you have any questions regarding site license administration contact [Technical Support and Customer Services](#).

SOCIAL MEDIA

- Large presence on main social media channels
- Facebook – **over 319,253** 'likes' – regular science updates
- Google+ - in over 10,500 circles
- Twitter – journal accounts – Nature News and Comment over 500,000 followers
- Pinterest – over **35,226** followers
- NPG Corporate twitter for company news and updates: @npgnews



Questions?



PALGRAVE MACMILLAN OVERVIEW

WHAT PALGRAVE MACMILLAN PUBLISHES

- Journals
- Monographs
- Palgrave Pivots
- Reference

All within the Humanities
& Social Sciences (HSS)



- **Business**
- **Management**
- **Finance**
- **Economics**



QUALITY

- Peer Review: Usually single blind by at least one academic
- Reviewed in academic journals
- Prizes from professional or academic associations or organisations
- Palgrave Macmillan has a track record for publishing high quality titles and by attracting first rate authors
- Books do not have an Impact Factor, but Thomson Reuters recently launched a book citation index, to track citations of monographs.



PRIZE WINNING TITLES



Lord Aberdare prize for Sport History

AESA Critic's Choice Book of the Awards 2013

EMM Marketing Book of the Year 2013

Edgar Graham Book Prize 2013

2014 John W. Frick Book Award

palgrave CONNECT

- Over 13,000 titles across 12 areas
- 1,373 **new titles** released in 2013, **1858** planned for 2014
- Titles can be printed, copied or downloaded
- Browse by subject, collection or series – download by title or chapter
- Unlimited access both remotely and on-site. Read content from a PC, tablet, phone and now also from your Kindle!
- New Collections updated weekly

