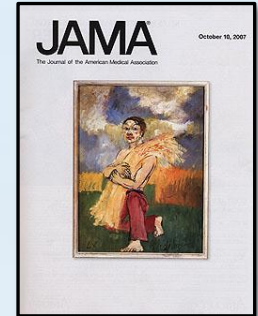
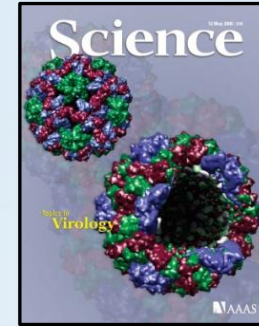
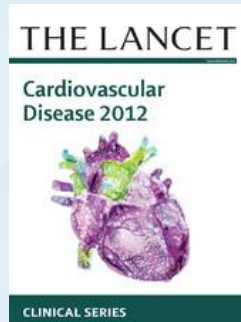


Targeting the Best Journal & Preparing Right Submission

Presented by:
Deborah Yang
November 29, 2016
Qsing Hua University

Targeting the Best Journal

Where could you publish



Targeting the right journal

Here's what you want, right?



Targeting the right journal

Here's what you are likely to get.



**Reject
w/o
review**

78%



74%



50%

The impact factor is important but...

**Impact
factor**

**Everything
else**



The impact factor isn't everything!



What is a journal “impact factor”?

The journal impact factor is a measure of the frequency with which the “average article” in a journal has been cited in a particular year.

The impact factor will help you evaluate a journal’s relative importance, especially when you compare it to others in the same field.

*Definition taken from ISI Web of Knowledge
Journal Citation Reports 2008*

The impact factor is flawed in many ways

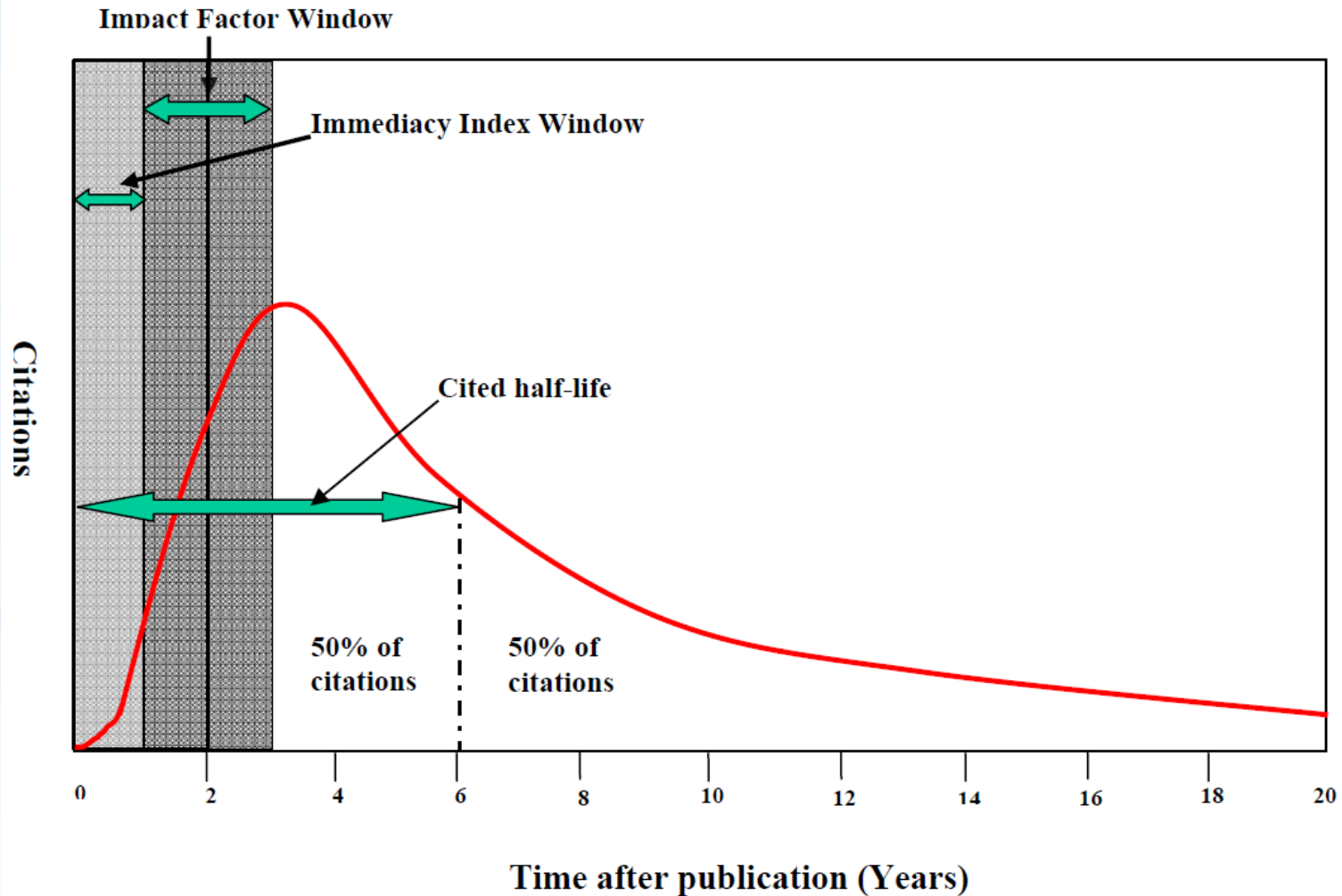
The impact factor measures citations to JOURNALS, not individual researchers or papers: 20% of the articles get 80% citations

Study* showed that of ~30,000 papers in ~2,000 journal over 4 years:

- 23% had 0 citations
- 51% had 1–5 citations
- 12% had 6–10 citations
- 8% had 11–20 citations
- 6% had 20+ citations

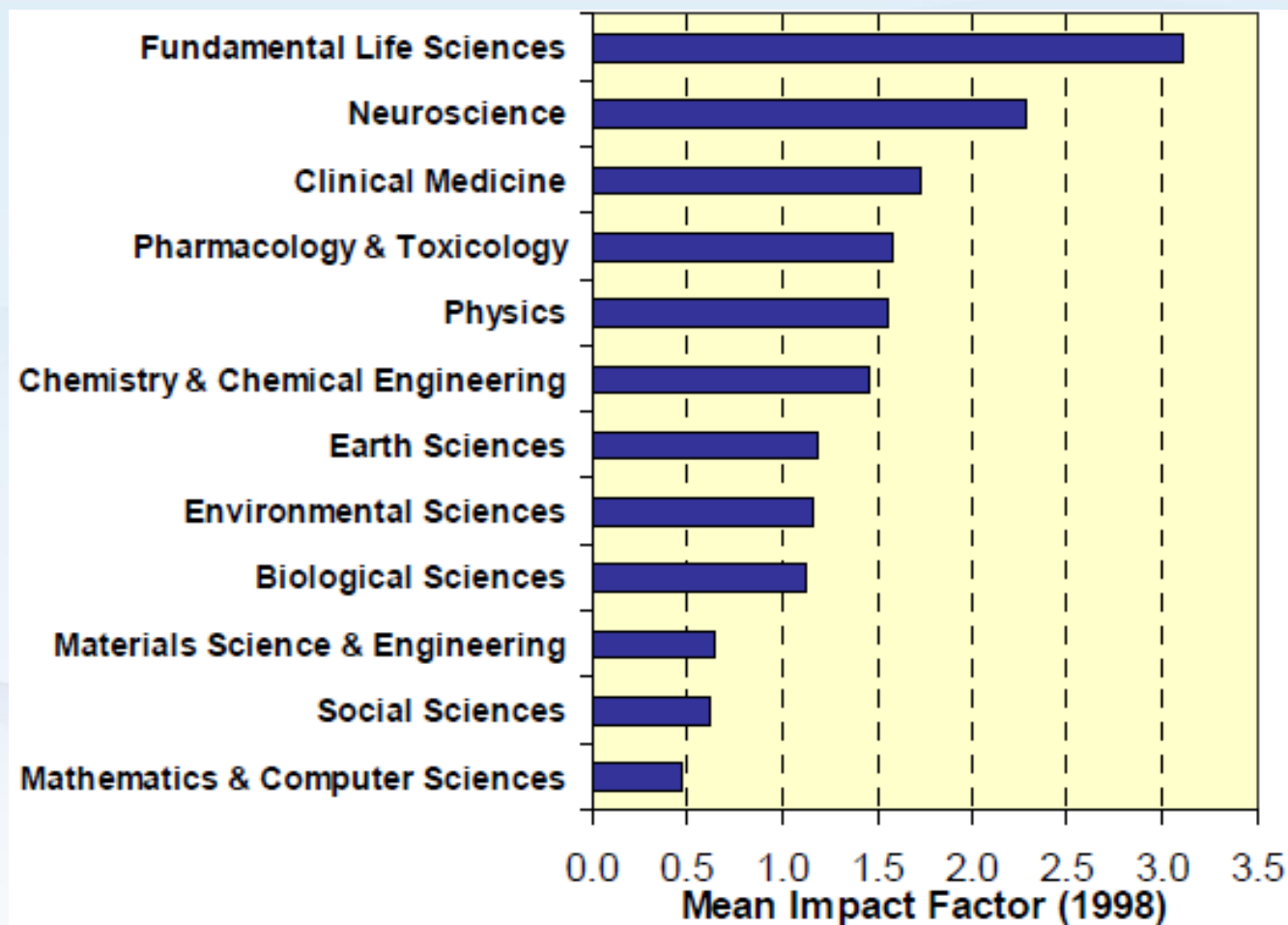
Gargouri Y, *et al.* (2010) *PLoS ONE*. doi:10.1371/journal.pone.0013636. 27,197 papers in 1,984 journals (various topics; 2002–2006)

The impact factor varies over time



From: Amin, M & Mabe, M. 2007. Impact Factors: Use and Abuse, Perspectives in Publishing

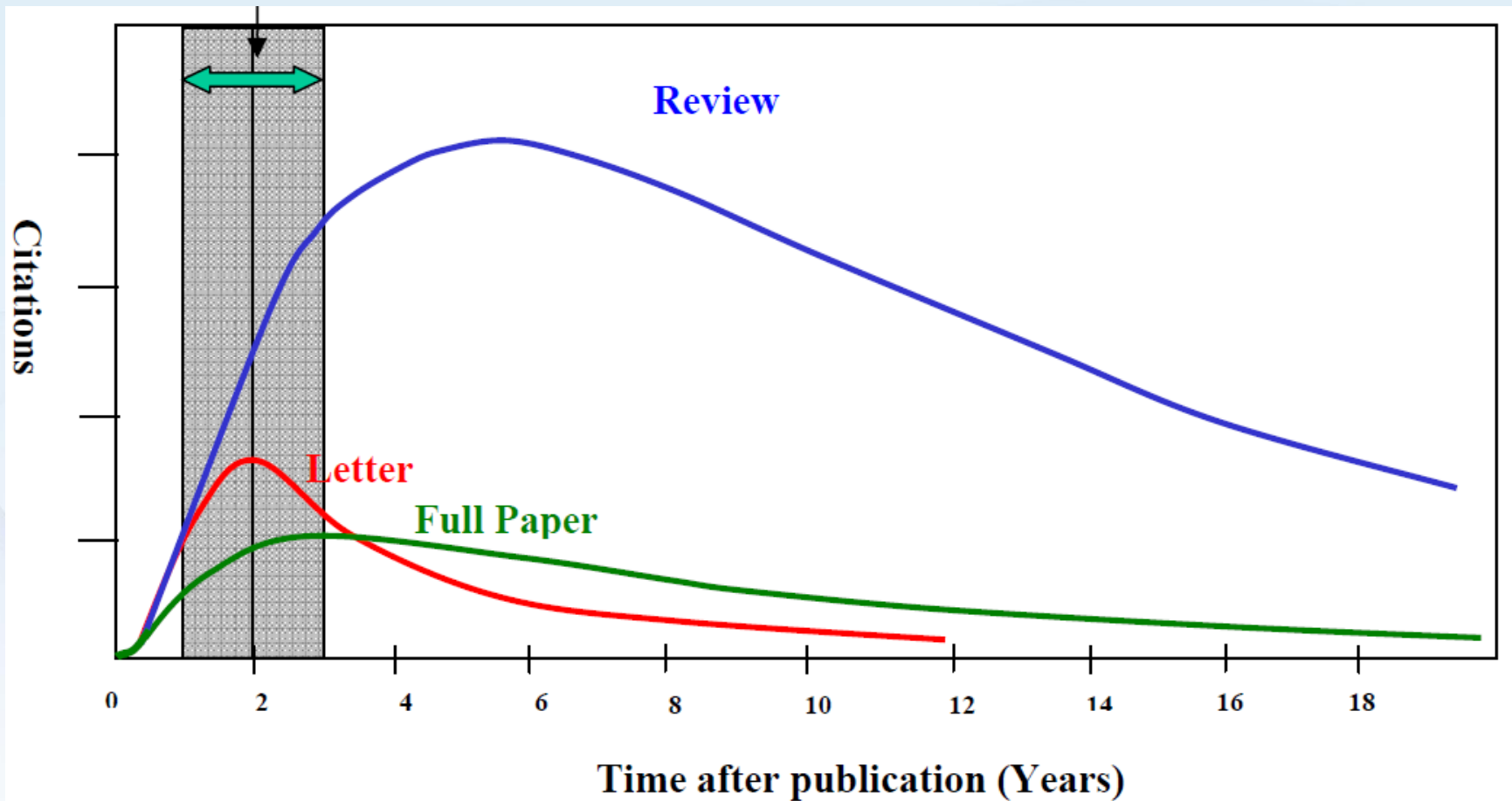
The impact factor varies by subject



From: Amin, M & Mabe, M. 2000. Impact Factors: Use and Abuse, Perspectives in Publishing

The impact factor varies by publication type

Impact Factor Window



From: Amin, M & Mabe, M. 2000. Impact Factors: Use and Abuse, Perspectives in Publishing

What measures of “impact” are available now?

- ISI impact factor (IF)
- Google Scholar “Cited By”
- h-index
- Eigenfactor
- Altmetrics
- Many others

All have
Advantages
and
Disadvantages

Targeting the **right** journal...

...is where authors most often go **wrong**.



You must match your research with

- ✓ AIMS, SCOPE, and CURRENT interests of journal
- ✓ Types of papers published by the journal
- ✓ Interests of readers
- ✓ Potential timing of publication
- ✓ Required fees and your financial abilities

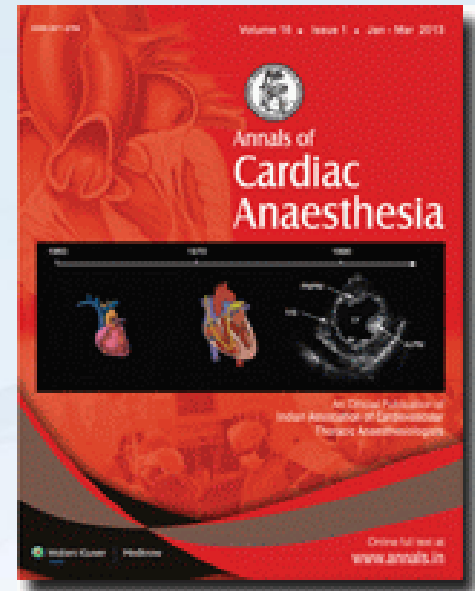
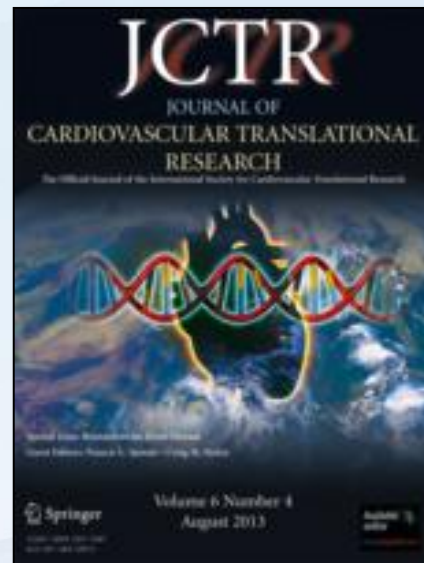
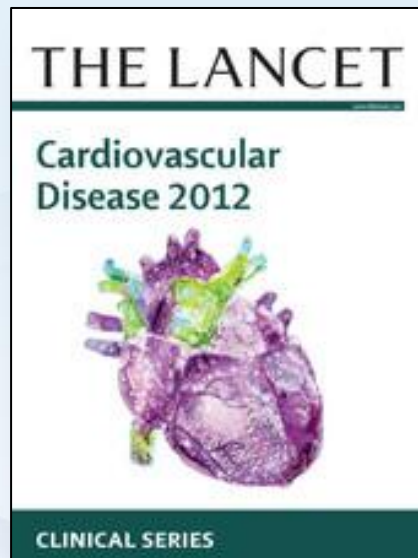
The editor of the top Oncology journal lists the criteria for selection for his journal (in order of importance):



1. Relevance to journal scope and audience
2. Importance to most journal readers
3. Newness of the information
4. Scientific validity of the evidence supporting the conclusions
5. Usefulness in maintaining the journal's balance of topics ("priority")

Targeting the right journal

General vs. Specialized journal



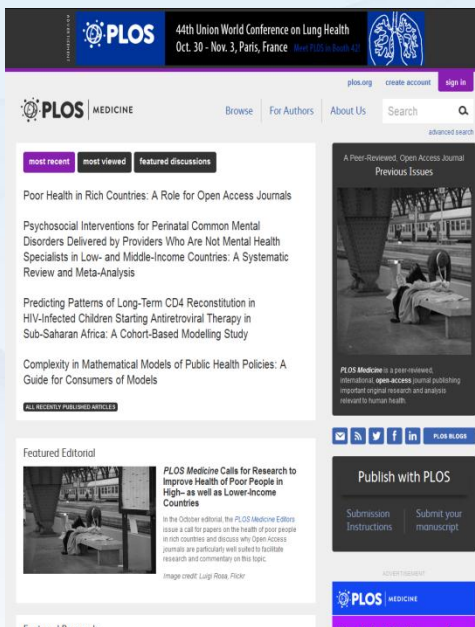
Targeting the right journal

International, National, or Regional?



Targeting the right journal

Open access, copyright restrictions, publication or subscription fees?



Targeting the right journal

Journal type, article format

- Experimental reports
- Applied research
- Methods journal
- Review journal
- Letters/short communications
- Cutting edge
- Cross-disciplinary



Timing matters

Do you need to publish quickly?

- to complete a PhD
- to get a job
- to get a promotion
- to publish results before another group
- to help affect a decision

Targeting the right journal

Costs of publishing

Check to see if there are

- Page charges
- Color charges
- Author fees (open access)

HINT:

**If money is a problem, ask if fees
can be reduced or waived**

Look at DETAILS

Does the journal

- Require transfer of copyright?
- Require authors to deposit data (or refuse supplementary data)?
- Require authors to share materials (seeds, DNA samples)?
- Restrict number of authors?

OR

- \$\$ Charge for number of print pages?
- \$\$ Charge for use of color?
- \$\$ Charge for immediate open access?

Pre-submission inquiries

- Not all journals accept these (check instructions carefully).
- Each journal has different requirements (find out).
- You can also email the editor as a pre-submission inquiry.

State

- ✓ What the paper is about
- ✓ What is new
- ✓ Why it is important
- ✓ Why it is a good match for the journal

Some editors will reply; others will not!

- Remember – being encouraged to submit does not guarantee that the paper will get accepted or even reviewed.

Final tips for targeting the right journal

- STUDY
 - the aims, scope, and mission statement of the journal
 - the instructions to authors
 - the readership (through social media)
- Read recent copies of the journal to see what topics and styles are currently favored.
- If in doubt, write to the editor or staff member for suggestions.

Targeting the right journal

Where do you find all this information?

- Journal website
- Instructions to authors
- Copies of the journal

Study these thoroughly.

Targeting the right journal

Look on the journal website to find out:

- Aims/scope statement
- Types of papers published
- Word limits and other criteria
- Formatting requirements
- Style preferences
- Time to publication
- Author fees

Targeting the right journal

Every journal is different

- Study each journal carefully. (Is it a good match?)
- Tailor manuscript, graphics, and other material to meet journal specifications.
- Write a cover letter to highlight match (why your paper fits that course).
- FIND, READ, and FOLLOW the Instructions to Authors. If rejected, carefully choose another journal.
- Tailor paper and materials to fit the new journal.

Not one-size-fits-all

Selecting a Journal

List of journals that might be considered for submission of the manuscript

	Journal 1	Journal 2	Journal 3
URL			
Impact factor			
No. of issues per year			
Availability			
Rejection rate			
Time from submission to acceptance			
Scope of journal			
Target audience			
Editor-in-Chief			
Sponsoring association			
Publisher			

This Journal Selection Report was compiled after a detailed analysis of the above parameters. It is solely an indicator of the probability of acceptance in the listed journals and should be treated as a guide by the authors to consider submission of their manuscript to any of these journals. However, it should not be considered as a guarantee of acceptance of the manuscript in any of the listed journals.

Preparing Right Submission



Why bother?

- Wrong type of paper: **Rejected without review**
- Too long, too short, wrong topic: **Rejected without review**
- Too specialized, too general: **Rejected without review**

This wastes time and gives the Editor a bad impression!

Ask yourself these questions

- What types of papers does this journal publish?
- What topics?
- Is my paper a good match?
- Who reads this journal? Is this the audience I want to reach?
- What format is required?
- Are there costs? Can I afford them?

- **FIND** the Instructions to Authors
 - **READ** the Instructions to Authors
 - **OBEY** the Instructions to Authors
-
- Look at the journal website
 - Look in the print copy of the journal

Costs of publishing

- Page charges
- Color charges
- Open access author fees
- Non-profit vs for-profit commercial publishers
- Lower fees (or no fees) for authors from developing countries

Online demo

- [PNAS www.pnas.org](http://www.pnas.org)
- [JBC www.jbc.org](http://www.jbc.org)

More questions – formatting

- What types of text files are accepted?
- Word counts? (do not ignore these)
- Figures low resolution or high resolution? What file types?
Embedded in text or not?
- How/where to submit – online submission site?
- Paper copies?

Writing style

- Write short clear sentences
- Use active voice
- General journal – avoid/explain specialized words
- Specialized journal – don't waste space on general explanations
- Add line numbers to the manuscript (check Instructions to Authors on this)

Present the manuscript in good English

- Ask a native English speaker to help you
- Ask your supervisor or colleague to contact
- Someone they know
- Use a professional service (costs!)

**If the English is hard to understand, the Editor may reject
without review**

Spelling

- Use correct, consistent spelling everywhere in
- The text
 - ✓ Genus/species names (check spelling!)
 - ✓ Author names
 - ✓ Chemical or test names
 - ✓ Place names
- Spell out acronyms when first used (check spelling)
- Bureau of Land Management (BLM)

Numbers

- **Numbers**
- Must be consistent throughout
 - ✓ the text
 - ✓ the figures
 - ✓ the results and conclusions
- Explain any differences

References

- Check Instructions to Authors for journal style
- Change the style for each journal (eg EndNote)
- Check that
 - ✓ references in text are also in the References section
 - ✓ references in the References section are also in the text
- Check that all links are working (Add a “viewed” date)
- Check that DOIs are correct

Figures and Tables

- Check that all Figures and Tables you provide are mentioned in the text
- Check that all Figures and Tables mentioned in the text are provided
- Make sure that the order of Figures is correct
- Make sure you provide the latest version of each Figure

Keeping track of the right version (V)

- Silver_Fig3_V1_SS
- Silver_Fig3_V2_SS

Or

- Silver and Benson_Fig5_30May09_SS
- Silver and Benson_Fig5_01Jun09_SS PB

Resolution

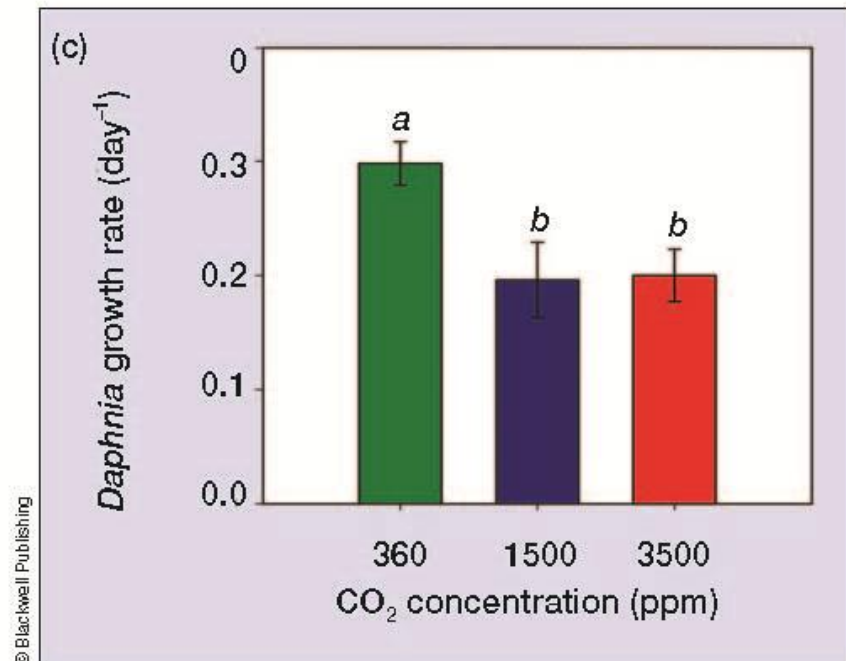
- Look at the Instructions to Authors to find out what resolution the journal wants
 - ✓ for peer review
 - ✓ for printing
 - ✓ for online publication
- Check file size (? MB)
- Size on printed page (? inches/centimetres)

Copyright and permissions

- Authors assign copyright to the publisher or the journal
- To include a published Figure or Table, ask the copyright holder
- Ask the author as a courtesy

You must get written permission from the publisher to reproduce the Figure

© Blackwell Publishing



© Blackwell Publishing

Figure 5. Effects of CO₂ enrichment in a laboratory experiment. (a) Biomass of the green alga *Scenedesmus*, (b) the corresponding algal C:P stoichiometry, and (c) specific growth rates of *Daphnia* when fed with these green algae. The treatments consisted of 360, 1500, and 3500 ppm CO₂, represented by green, blue, and red bars, respectively. Error bars indicate the standard error of the mean. Bars with different letters were significantly different ($P < 0.05$, Tukey's pairwise comparison). (From Urabe et al. 2003; adapted with permission from Blackwell Publishing Ltd: Global Change Biology.)

Look in different places to find the publisher

(Urabe et al. 2003;
adapted with permission
from Blackwell Publishing)

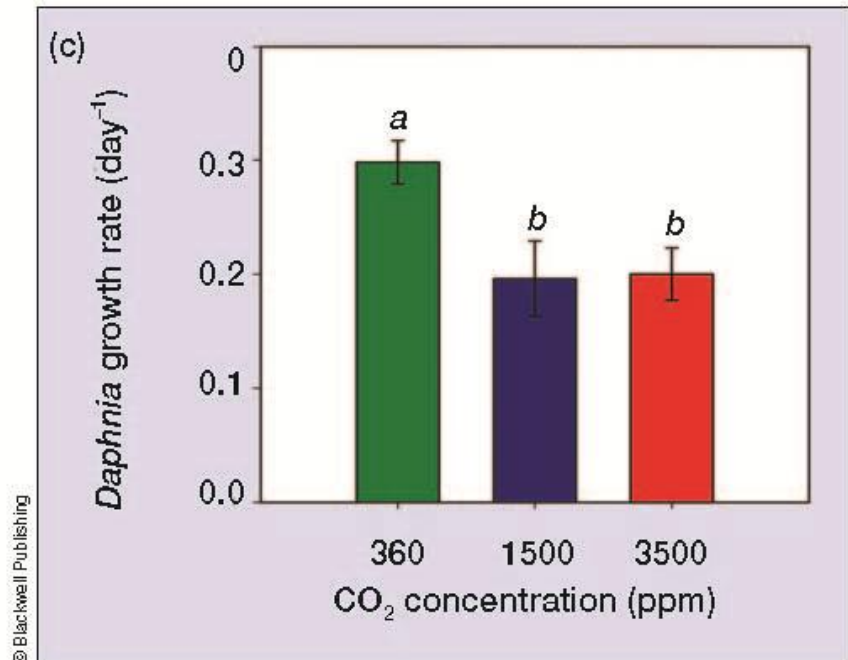


Figure 5. Effects of CO₂ enrichment in a laboratory experiment. (a) Biomass of the green alga *Scenedesmus*, (b) the corresponding algal C:P stoichiometry, and (c) specific growth rates of *Daphnia* when fed with these green algae. The treatments consisted of 360, 1500, and 3500 ppm CO₂, represented by green, blue, and red bars, respectively. Error bars indicate the standard error of the mean. Bars with different letters were significantly different ($P < 0.05$, Tukey's pairwise comparison). (From Urabe et al. 2003; adapted with permission from Blackwell Publishing Ltd: Global Change Biology.)

If you use a Figure that has been published before, find out who owns the copyright

Copyright © 2010 by the Ecological Society of America

Frontiers in Ecology and the Environment

Volume 8 Issue 10 December 2010
ISSN 1540-9295



Editor-in-Chief: Sue Silver (suesilver@esa.org)
Assistant Editors: Ken Fergusson (ken@esa.org)
Peter Mooreride (peter@esa.org)
Advertising and Marketing Manager: Eric Gordon (eric@esa.org)
Advertising Sales: +1 202 833 8773 ext 229

Executive Director and Publisher: Katherine S. McCarter
ESA Headquarters and Frontiers Editorial Offices:
Ecological Society of America
1990 M Street NW, Suite 700
Washington, DC 20036, USA
Tel: +1 202 833 8773 **Fax:** +1 202 833 8775
Website: www.frontiersinecology.org
(includes a link to Frontiers e-View)

Subscription Rates (2011)
Included in ESA membership (print and online)
Membership rates range from \$27.00-404.00
For details or to join, visit www.esa.org
Individual non-member subscriptions \$102.00

Institutions (print plus online)
USA \$277-287
Online only \$256-267
Overseas \$277-287 (plus \$65 postage)

Permission to make digital or hard copies of part or all of any article published in journals of the Ecological Society of America for personal or educational use within one's home institution is hereby granted without fee, provided that the first page or initial screen of a display includes the notice: Copyright © 2010 by the Ecological Society of America, along with the full citation, including the name(s) of the author(s). Copyright for components of this work owned by others than ESA must be honored. Authors may post their articles to their personal or home institution's web pages and may make and distribute photocopies of such articles. Instructions may post up to ten articles from ESA publications to a publicly available class web page, or an unlimited number of articles to a web page or other electronic media with access restricted to class use. To copy or transmit otherwise, to republish, or to use such an article for commercial or promotional purposes requires prior specific permission and a possible fee. Permission may be requested from the Permissions Editor, ESA, 1990 M Street NW, Suite 700, Washington, DC 20036, USA.

Rosina Bierbaum (USA)
Juan Carlos Castilla (Chile)
Carl Folke (Sweden)
Madhav Gadgil (India)
Kanehiro Kitayama (Japan)
Simon A. Levin (USA)

International Advisory Board

Michel Loreau (Canada)
Thomas Lovejoy (USA)
Jane Lubchenco (USA)
Harold Mooney (USA)
Peter Raven (USA)
Robin Reid (Kenya)
Walter Reid (USA)

Robert Scholes (South Africa)
Zhao Shidong (China)
William Steffen (Sweden)
Reynaldo Victoria (Brazil)
Diana Wall (USA)

Editorial Board

Thomas Fontaine (USA)
Susan Galatowitsch (USA)
Kathleen A. Galvin (USA)
Edwin Grosholz (USA)
J. Morgan Grove (USA)
Samuel Hobbie (USA)
Jin-Sheng He (China)
Jeffrey E. Herrick (USA)
Bruce A. Hungate (USA)
Louise E. Jackson (USA)
Stephen T. Jackson (USA)
Frances C. James (USA)
Richard K. Kobe (USA)
Joshua J. Lawler (USA)

Karin E. Limburg (USA)
Michelle Marvier (USA)
Cory Matlack (USA)
Brian McGill (USA)
George A. Mendenhall (USA)
Julian Olden (USA)
Michael L. Pace (USA)
Robert R. Pimentier (USA)
Louis Ptáček (USA)
Uma Ramakrishnan (India)
Taylor Ricketts (USA)
Timothy D. Schowalter (USA)
Scott M. Swinton (USA)
Heather Tallis (USA)

Science and Policy Advisors: Pamela A. Matson (USA)

ESA Governing Board for 2010-2011
F. Stuart Chapin III (President)
Mary Power (Past President)
Steward T. Pickett (President-Elect)
Robert B. Jackson (Vice President for Science)
William J. Patton (Vice President for Finance)
Laura Huenneke (Vice President for Public Affairs)
Margaret D. Lowman (Vice President for Education and Human Resources)
Charles D. Canham (Secretary)
Joshua Schindler (Member at Large)
Andrea Lloyd (Member at Large)
Lisa J. Grossnickel (Member at Large)

The views expressed in this journal are not necessarily those of the Ecological Society of America, the Governing Board, the Editor-in-Chief, or members of the Advisory and Editorial Boards.
Abstracting and indexing: Frontiers in Ecology and the Environment is covered by Current Contents/Agriculture, Biology, and Environmental Sciences, Science Citation Index, ISI Alerting Services, Cambridge Scientific Abstracts, Bioscience, Geobase, Scopus, CAB Abstracts, and EBSCO Environmental Issues and Policy Index.
The editors and publisher of this journal expect authors to make the data underlying research communications available.

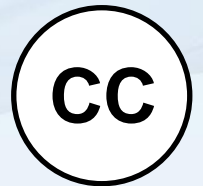
For information on ESA membership, the Society, and its other publications, please contact the ESA Headquarters (details above) or visit the ESA website at www.esa.org. Frontiers in Ecology and the Environment (ISSN 1540-9295) is an official publication of the Ecological Society of America. It is published ten times per year (monthly, with the exception of January and July) by the Ecological Society of America, 1990 M Street NW, Suite 700, Washington, DC 20036, USA. Subscription rates are listed above. Periodicals postage is paid at Washington, DC and additional mailing offices.

POSTMASTER: Send address changes to Ecological Society of America, Frontiers, 1990 M Street NW, Suite 700, Washington, DC 20036, USA.



You can use material from

- Open access journals
- Anything with a Creative Commons licence (author/source must still be acknowledged)
- US Government sites (.gov)



- **DO NOT** send your manuscript to more than one journal at the same time
- **DO NOT** send your manuscript to a journal without studying that journal and its Instructions to Authors very carefully
- **DO NOT** forget to do your pre-flight checks



Questions?

For help getting published, contact

Cactus Communications (Shanghai) Co., Ltd.
Room 1305, No.1501, SOHO Century Plaza
Shanghai 200122
China

T: +86-21-5820-9795
F: +86-21-5820-9785

Your source for support in

- English-language editing
- Scientific editing
- Journal selection
- Journal submission
- Author coaching
- Academic Translation

LOOK for tips from
Dr. Eddy™ !

He personifies our efforts to support authors
with good writing and publication practices.
Find him at **Editage Insights**.

www.editage.cn/insights

