20 Years of Open Access Publishing

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Maria Schalnich, (Communication & Marketing Manager)

20.10.2015
Zurich
Outline

- History of MDPI
  Maria Schalnich

- Open access
  Martyn Rittman

- Editorial process
  Martyn Rittman

- Altmetrics
  Martyn Rittman
Outline

• History of MDPI

• Open access

• Editorial process

• Altmetrics
History of MDPI

- Founded 1996
- Open Access (OA) only
- Three locations: Basel (headquarter), Beijing, Wuhan

in 1996: 20 years later:
Facts and Figures

2,300,000
monthly readers’ page views
of our open access articles

140
open access journals

170,000
unique academic authors*
* with at least one publication with MDPI

1,600,000
PDF article downloads
per month
Facts and Figures

6,500 academic editors

47,000 articles published since foundation of MDPI in 1996

59,500 peer-review reports received in 2014

34% company growth in 2014*

*based on published papers in 2014
Facts and Figures

28 journals indexed in Web of Science

12,400 articles published in 2014
MDPI Stands for

🎓 Experience.
🎓 Academic community.
🎓 Service.
🎓 Quality.
MDPI is Member of

COPE

CASPA

DOAJ

STM

Crossref
Publication by Subject by Area

24% Chemistry & Materials Science
18% Medicine & Pharmacology
14% Biology & Life Sciences
11% Environmental & Earth Sciences
10% Physical Sciences
10% Engineering
5% Public Health & Healthcare
3% Social Sciences, Arts & Humanities
3% Business & Economics
2% Computer Science & Mathematics
Institutional membership program University Zurich

• Get 10% discount on the article processing charges (APC).

• More information: http://www.mdpi.com/about/memberships
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- Altmetrics
About MDPI

• Creative Commons License (CC-BY)
  🎓 Freely accessible to readers; reused work must be cited

• Article Processing Charges (APC)
  🎓 Paid by authors and their institutions
# Open Access vs Subscription Model

<table>
<thead>
<tr>
<th>Open Access</th>
<th>Subscription (traditional) Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Author pays, free to read</td>
<td>- Reader pays, free/low cost to author</td>
</tr>
<tr>
<td>- Online</td>
<td>- Print and online</td>
</tr>
<tr>
<td>- Peer-review</td>
<td>- Peer-review</td>
</tr>
<tr>
<td>- Author retains copyright, can freely re-use it, given proper attribution</td>
<td>- Publisher retains copyright, authors must ask for permission or pay to reuse their work</td>
</tr>
<tr>
<td>- Immediate publication after acceptance, faster</td>
<td>- Longer publication times due to print and limited pages per year</td>
</tr>
<tr>
<td>- Funded by publication fees</td>
<td>- Cost/price per article not transparent, paid mostly by subscriptions</td>
</tr>
</tbody>
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What is in it for authors?

• Why do authors publish in OA?
  • Retain Copyright
  • Unlimited distribution & potentially more citations
  • Developing countries rarely have access to many subscription journals
  • Very few institutions have access to all subscription journals (hospitals, government agencies, private doctors)

• Who pays for high costs of subscriptions?
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Article Visibility

Researchers want their work to be read and cited.

- Indexing databases (WoS, Pubmed, Scopus)
- Related articles

Measured by:
- Good quality content
- Get the right people to read it

Measured by:
- Impact factor – Journal
- “Cited by” – Article

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Getting Research Read

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Claudio Mirabelli et al., Biomolecules, 2014

Analysing for uniqueness in enzymatic preparation of glycosides.
Antonio Trincone, Biomolecules, 2013

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Paolo Montuschi et al., Thorax, 2011

Further Corroboration of the Asthmogenicity of 5-Aminosalicylic Acid
IewRott, BMJ Blogs, 2019

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Summary

• Who is your audience?

• How do you know if you reached them?

• What tools can you use to increase the impact of your work?

• What will the publisher do to help you?
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