

**Case Study: Institute of Physics Publishing
A Review of Open Access Initiatives 1998 – 2007**

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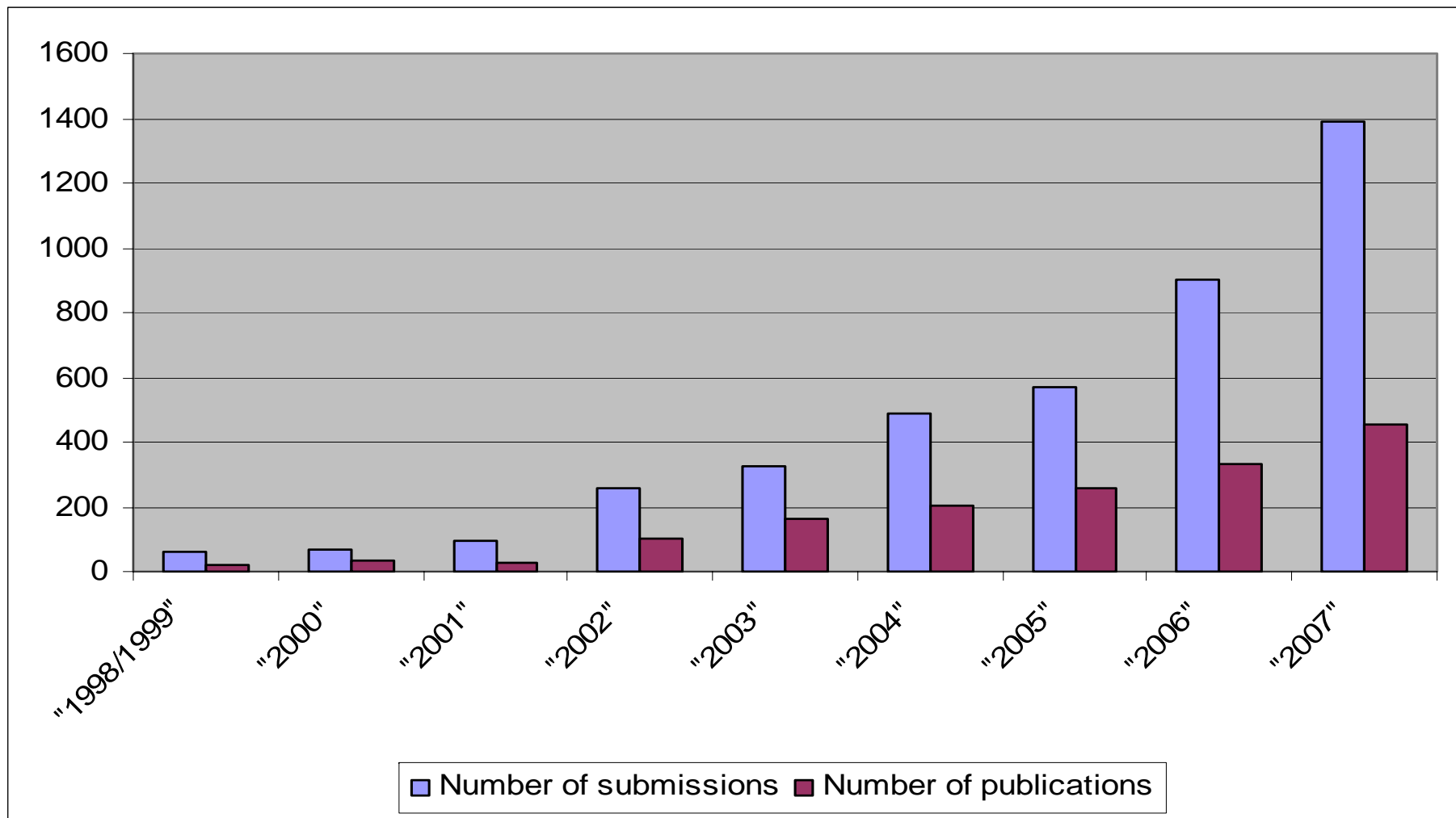
Open Access Publishing

- **Funding models for the journal owner**
 - 100% subscriber pays
 - 100% author pays
 - Hybrid model
 - Authors and subscribers pay
 - Benefit for authors

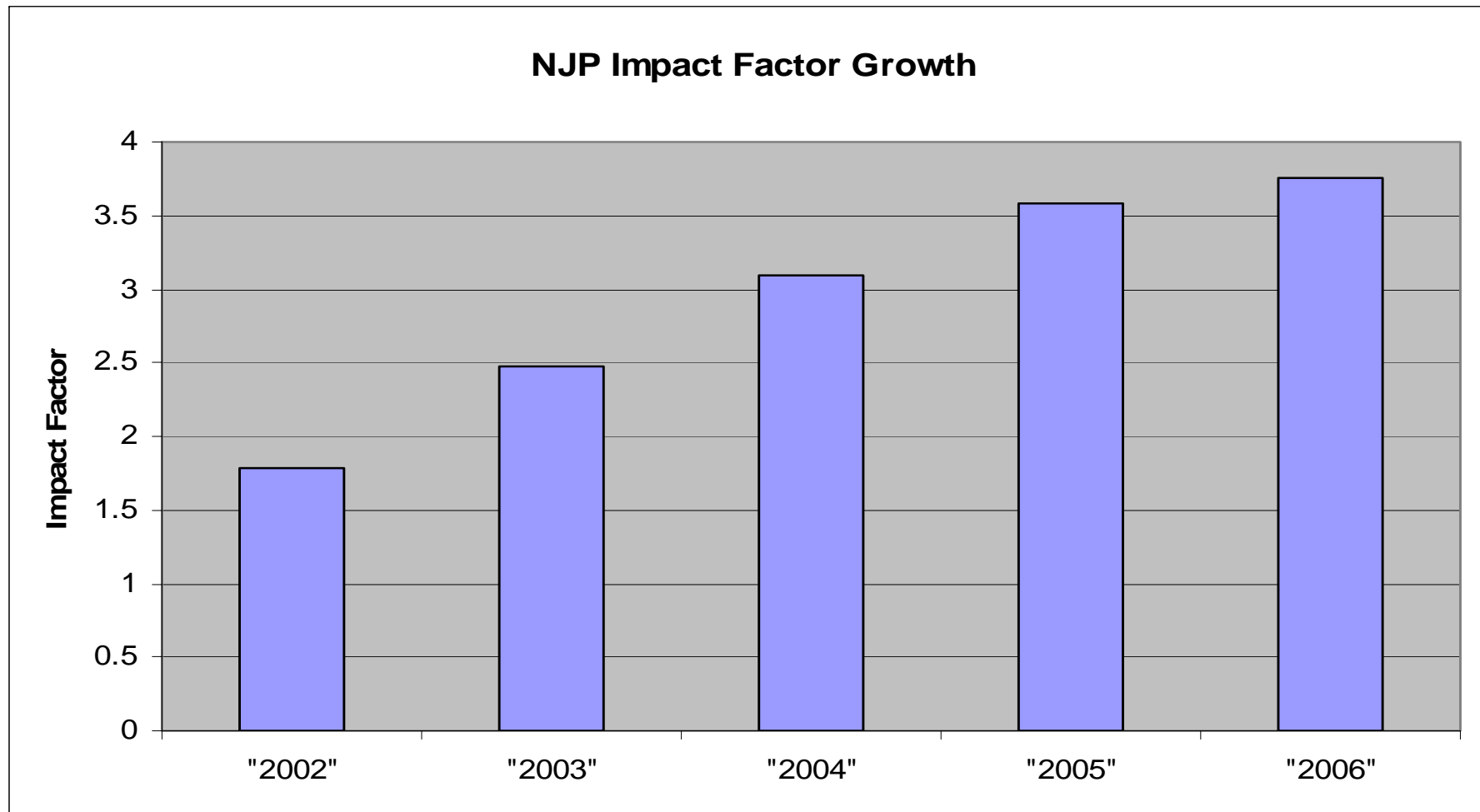
IOP Publishing and Open Access

- **Open Access journal since 1998**
- **New Journal of Physics**
- **One of the first in the sciences**
- **One of the longest established OA journals**
- **NJP : \$1,280 per accepted article**
 - ERL author: \$1,970

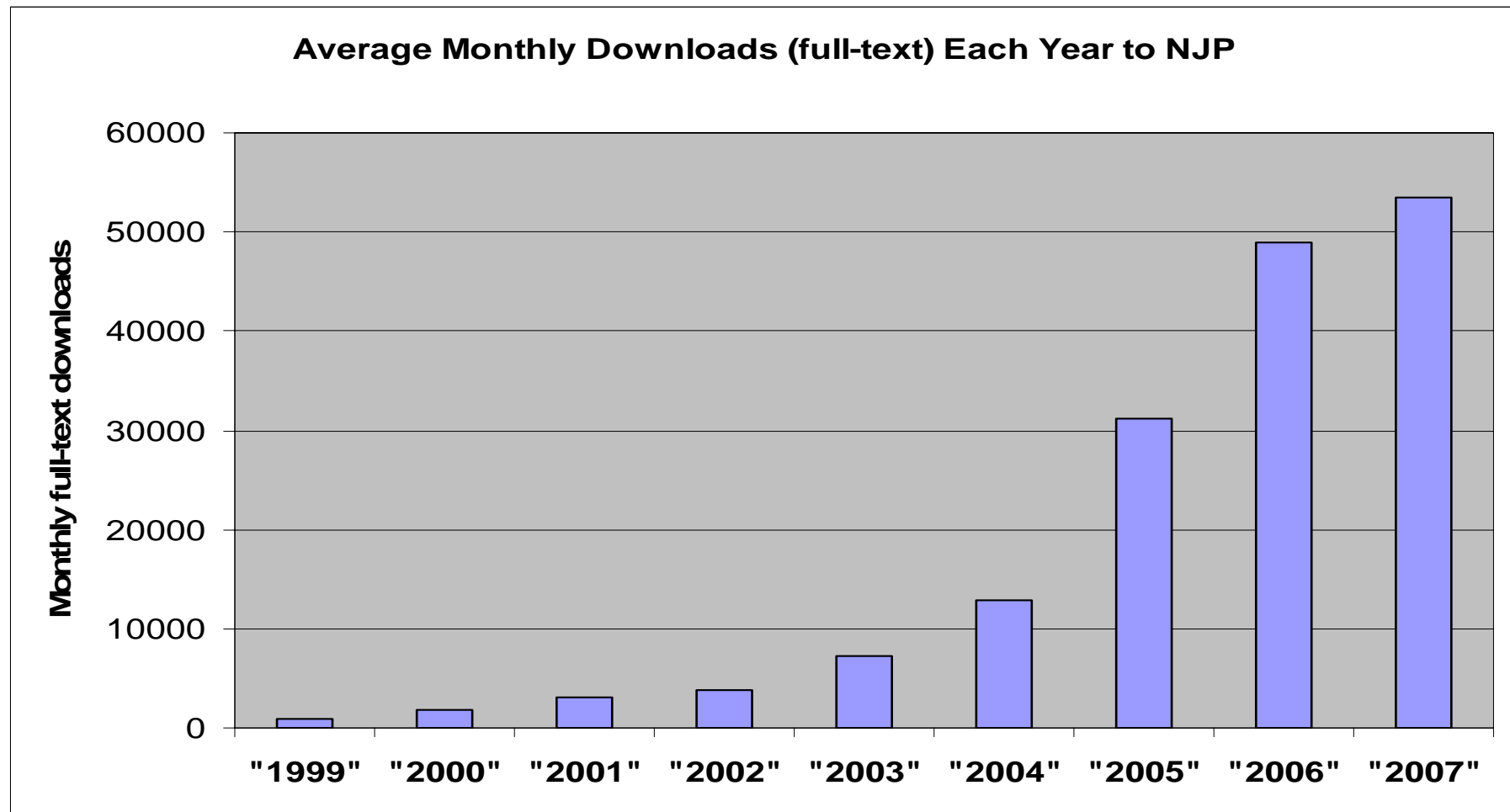
NJP: Submissions and Publications



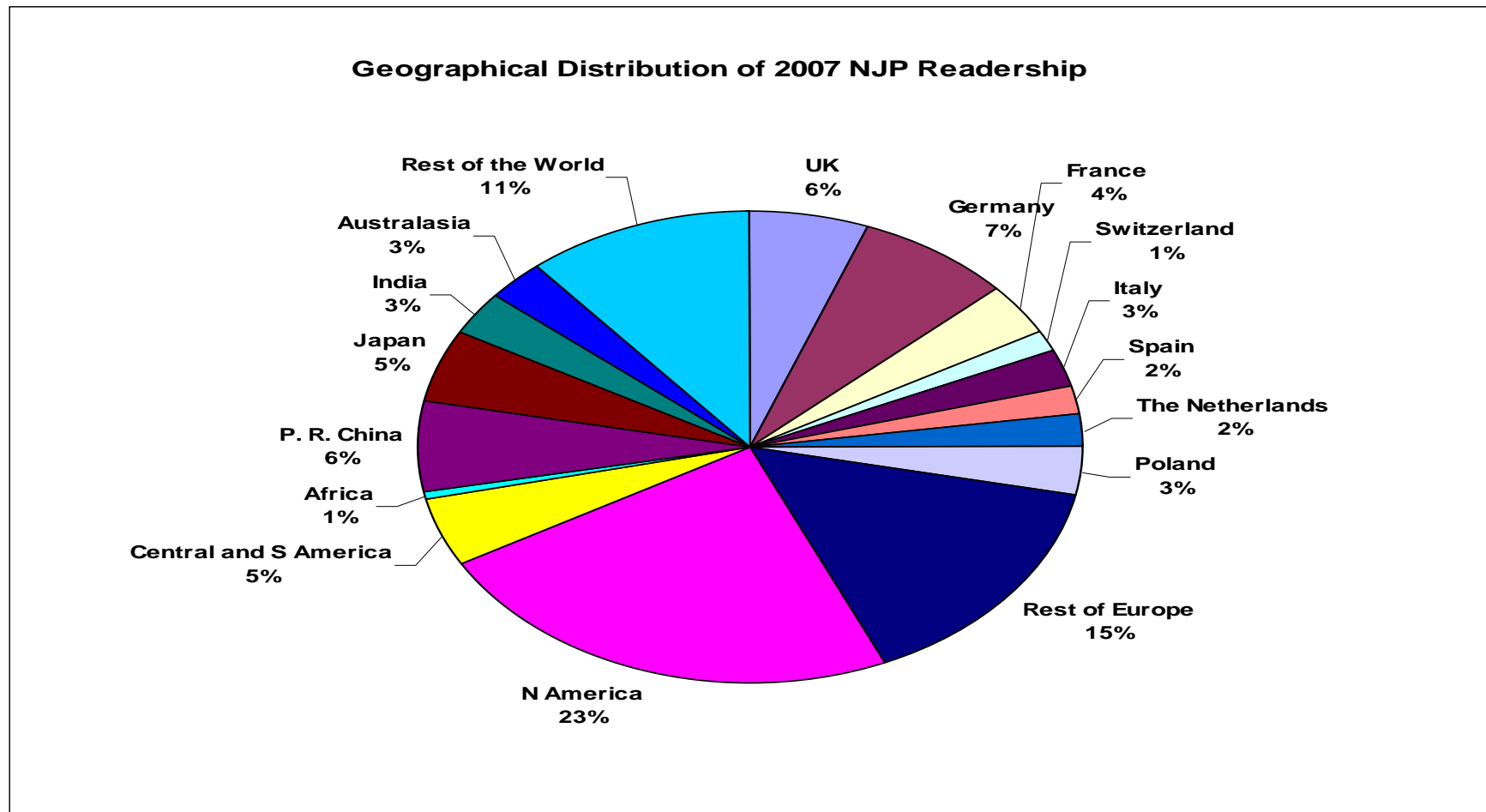
NJP: Impact Factor



NJP: Usage

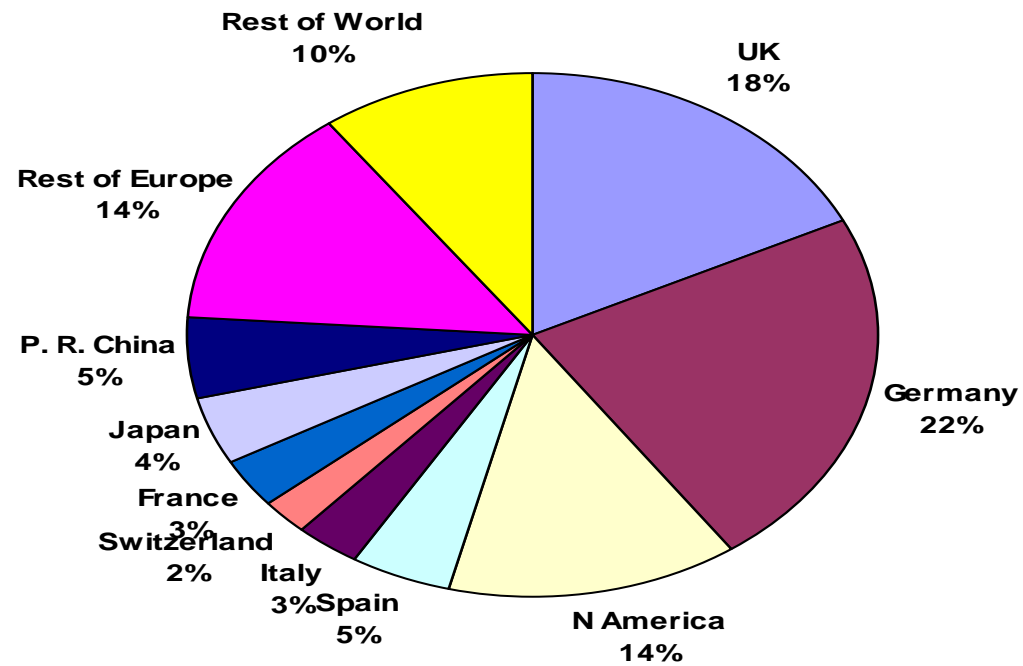


NJP: Global Readership



NJP: Global Authorship

Geographical Distribution of 2007 NJP Authors



So what's the problem?

- **Sustainability**
- **Long term investment**
 - Cost of running the journal
 - Full time publisher (PhD Physicist) working with community
- **Acceptance by the community**
- **Affect on other journals**

NJP: A Success

- **Costs now covered by revenue**
- **One of the top Impact Factors in all Physics**
- **Established high quality, prestigious journal**
- **World class authors**
- **Top 3 most downloaded IOP journal**
 - 2007: one paper received 20,000+ full text downloads

Open Access

- **Environmental Research Letters**
 - Launched 2006
 - First paid for papers Q1 2007
 - Prestigious editorial board
 - Financial viability
- **Science and Technology of Advanced Materials**
 - National Institute of Material Science (Tsukuba)
 - Published by Elsevier till 2007
 - OA journal from IOP Publishing

Other Initiatives

- **SISSA Trieste, Italy**
 - International School of Advanced Studies
- **Four titles**
 - JHEP
 - 100% free 1997-2002
 - JCAP, JSTAT, JIST
- **Institutional membership fee**
 - Includes free subscription
 - Covers annual cost of publication
 - All papers from these institution free to all readers

Summary

- **OA has risks**
- **OA is expensive**
- **There is no guarantee of success**

- **However....**
- **It can work!**
 - You need deep pockets and a lot of patience
 - It must be properly resourced

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- **Thank you.**