

Dentomaxillofacial Radiology



Publishing Report 2008

Prepared for: The IADMFR Board of Directors

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Confidential

INTRODUCTION

This report highlights results of key publishing deliverables and other performance indicators for the calendar year 2008.

Dentomaxillofacial Radiology (DMFR) has been published by the British Institute of Radiology (BIR) for six years. The BIR is delighted to have the opportunity to publish DMFR on behalf of the International Association of Dentomaxillofacial Radiology (IADMFR). Overall the partnership has been productive and successes have included the transition to the HighWire Press platform for electronic hosting; the return to and continuous timely publication and delivery of journal issues; and continued growth in the number of institutional (non-member) subscriptions.

Notable recent developments include an increase in frequency from six to eight issues; thus the number of journal pages has grown by 33% from 384 to 512 pages per annum. The additional issues/pages can also be used to accommodate the publication of special themed issues or other content development initiatives. This growth was delivered at no additional cost to IADMFR member subscriptions.

An online submission and peer-review system (Editorial Manager) was launched in 2007. This has led to an improvement in the Journal's turnaround time and efficiency of the editorial office. On average, the time from submission to first decision was 39 days for the 2008 calendar year. More recently, the physical journal was also enhanced with a new cover design and a switch to glossy paper stock.

Initiatives to increase readership were implemented in 2008. The online journal is now included in EBSCOHost databases ensuring that the journal's content is made available to hundreds of additional libraries, and thousands of researchers around the world. The utmost care is being taken to ensure that these arrangements will not compromise the existing institutional subscription revenue base. We look forward to reporting on the progress of this project in 2009.

NON-MEMBER SUBSCRIPTIONS & CIRCULATION

The overall number of institutional print subscribers remains healthy. In 2008 total non-member subscriptions increased by 3.6% to 312 against 201 in 2008. This pattern matches trends for previous years; however renewals for 2009 were lagging behind previous years. The current economic climate is expected to have an impact on 2009 subscription sales.

Print subscriptions

Table 1: DMFR non-member circulation 1997-2008

Year	Institutional	Personal	Total
1997	287	40	327
1998	287	23	310
1999	276	29	305
2000	285	30	315
2001	268	20	288
2002	251	?	251
2003	251	30	281
2004	240	35	275
2005	249	31	280
2006	249	43	292
2007	254	47	301
2008	265	47	312

DMFR Online

DMFR is published simultaneously in print and electronic editions. The online journal is published in association with HighWire Press, the premier STM online journal platform. The electronic journal is free with the print subscription to all institutions and IADMFR members. Abstracts and tables of contents are freely available to the public. Full-text content older than 24 months is free to the public; and developing countries also receive free access to the current editions journal.

Major Features of DMFR Online:

- CiteTrack - Track the topics, authors and articles important to you
- eTOCs - Be notified via email when new content goes online
- Pay for Access - Access a single article
- Cross-Journal Searching - Search across multiple journals
- Inter-Journal Links – FREE hyperlink from reference citations to the full text articles to which they refer
- Exporting Citations - Acquire article citations in the Medlars format
- Viewing Figures - View the 3 versions of figures online (within the article text, or separately)
- Printing - HTML and PDF versions of most articles are available
- Browsing - View the contents of DMFR Online
- Searching - Search the contents of DMFR Online

Individuals may register to have the contents of each issue or other announcements sent to them by e-mail, free, on publication (eTOC service). Currently 802 individuals are registered to receive this service, mostly non-subscribers. This number has increased by over 100 in the last year.

Online usage increased by over 45% in 2008. This growth is most likely attributable to the increase in content published each year. Older content continues to be accessed on a regular basis, demonstrating that articles remain relevant for several years.

Readership as measured by use of the online edition will continue to grow as users activate their online subscriptions. To date, about 65% of institutions have activated their online subscription, while about a third of IADMFR members have done so.

Table 2: DMFR online usage summary 2004-2008

Online Usage Summary	2004	2005	2006	2007	2008
Home Page	39,422	42,131	43,481	57,855	89,785
All TOCs	34,624	29,748	28,243	26,815	31,358
Searches	30,583	19,723	21,414	34,890	68,831
Abstracts	94,041	153,273	187,277	316,054	477,462
Full-text HTML	60,684	134,568	37,583	57,637	71,967
PDFs	75,501	35,715	38,150	64,352	71,812
Total	334,855	415,158	356,148	557,603	811,215

Online usage statistics supplied by HighWire Press shows that the journal received over 811,000 accesses from January to December 2008. This usage included access to the homepage, Tables of Contents, Searches, Abstracts, and most importantly, full text HTML and PDF downloads.

We are proud to advise that the Journal participates in a programme which offers free online access to developing economies, via organizations such as HINARI¹, or on a HighWire-based program offering access to countries appearing in the World Bank's list² of "low income economies," plus Angola, Armenia, Azerbaijan, Djibouti, Georgia, Indonesia, Turkmenistan, and Ukraine. The countries that received *DMFR* online for free are stated below in Table 3.

Table 3: Countries with free IP access to DMFR online

Afghanistan	Cote d'Ivoire	Lesotho	Rwanda
Angola	Djibouti	Liberia	Sao Tome and Principe
Armenia	Eritrea	Madagascar	Senegal
Azerbaijan	Ethiopia	Malawi	Sierra Leone
Bangladesh	Gambia	Mali	Solomon Islands
Benin	Georgia	Mauritania	Somalia
Bhutan	Ghana	Moldova	Sudan
Burkina Faso	Guinea-Bissau	Mongolia	Tajikistan
Burundi	Guinea	Mozambique	Tanzania

¹ The HINARI program, set up by WHO together with major publishers, enables developing countries to gain access to one of the world's largest collections of biomedical and health literature.

² Permanent URL: <http://go.worldbank.org/K2CKM78CC0>

Cambodia	Haiti	Myanmar	Timor
Cameroon	India	Nepal	Togo
Central African Republic	Indonesia	Nicaragua	Turkmenistan
Chad	Kenya	Niger	Uganda
Comoros	Korea, Democratic People's Republic of	Nigeria	Ukraine
Congo, the Democratic Republic of the	Kyrgyzstan	Pakistan	Uzbekistan
Congo	Lao People's Democratic Republic	Papua New Guinea	Viet Nam
			Yemen
			Zambia
			Zimbabwe

MARKETING

2008 Conferences

Conference promotion is a vital part of the BIR's marketing strategy for the Journal. If BIR staff are unable to attend a conference, inserts in delegates pack, display of leaflets and sample copies of the journal are arranged. In most instances, a professional bookseller and conference promotion company, Wisepress, is contracted to mount a staffed exhibition to distribute free sample copies, leaflets and collect sales leads. Contact names are collected and the BIR follows up on all leads generated at conferences.

Strategic objectives for 2008

- Maintain and protect the current subscriber base
- Build brand awareness of *DMFR* in the research community
- Forge new links with related societies and associations

Marketing Activities

- o Conference promotion

Table 4: 2008 conference promotions

CONFERENCE	DATE	LOCATION	TYPE OF DISPLAY	EST NO OF DELEGATES
British Dental Association Annual Conference	1-3 May	Manchester, UK	Wisepress: dedicated double shelf with backboard/leaflets/samples	3,000
UK Radiological Congress	2-4 June	Birmingham, UK	BIR staffed display: sample copies, leaflets; insert into delegates bags	3,000
11 th Congress of the EADMFR	25-28 June	Budapest, Hungary	BIR staffed display: sample copies, leaflets; insert into delegates bags	300
British Association of Oral & Maxillofacial Surgeons	2-4 July	Cardiff, UK	Wisepress: dedicated shelf with leaflets/samples	350

CONFERENCE	DATE	LOCATION	TYPE OF DISPLAY	EST NO OF DELEGATES
Euro Assoc for Cranio-Maxillofacial Surgery 19 th Congress	9-13 September	Bologna, Italy	Wisepress: dedicated shelf with leaflets/samples	1,300
IADR – Intl Assoc for Dental Research Pan European	10-12 September	London, UK	Wisepress: dedicated double shelf with backboard/leaflets/samples	1,500
FDI- Annual World Dental Congress	24-27 September	Stockholm, Sweden	Wisepress: dedicated double shelf with backboard/leaflets/samples	10,000
RSNA	30 Nov – 5 December	Chicago, USA	BIR staffed display: sample copies, leaflets on display	25,000 academic/clinicians (60,000 total)

- o Direct mail

Table 5: 2008 Direct mail

List	Quantity
Delegates from previous conferences	100
Medical Library Association, Institutional Members & print subscribers worldwide	1,740

IMPACT FACTOR 2007³

For 2007, the journal has an Impact Factor of 0.899.

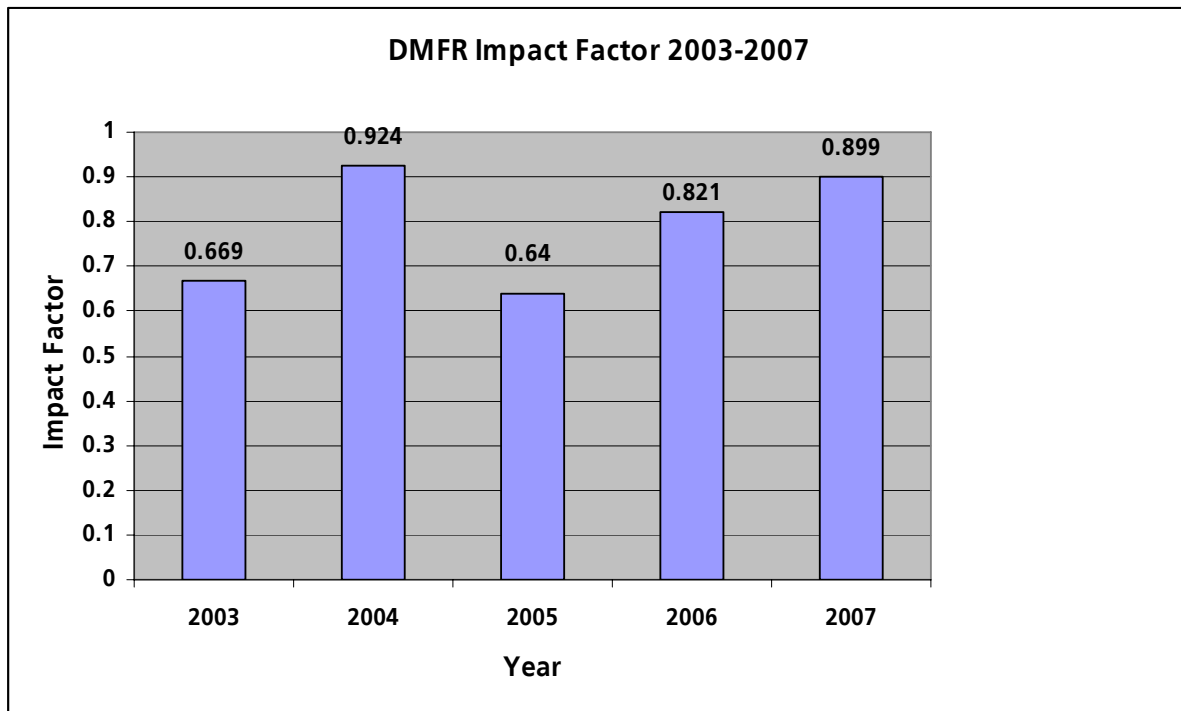
Table 6: DMFR 2007 Impact factor ranking in subject categories

Category Name	Total Journals in Category	Journal Rank in Category	Quartile in Category
DENTISTRY, ORAL SURGERY & MEDICINE	51	44	Q4
RADIOLOGY, NUCLEAR MEDICINE & MEDICAL IMAGING	87	74	Q4

The journal's impact factor increased again in 2007 to 0.899, up from 0.821 in 2006 and 0.640 in 2005. The impact factor is a measure of the frequency with which the "average article" in a journal has been cited in a particular year. The number of citations relative to the number of articles published in the calculation period has increased, and thus so too has the impact factor.

³ The 2008 impact factor scores will not be available until late June 2009.

Figure 1: DMFR Impact factor 2003-2007



The total number of citations in 2007 was 142, against 119 in 2006 and 89 in 2005. These developments are very positive; certainly the journal is trending in the right direction. However a strategy to ensure continuous improvement in citations is necessary. The initial goal would be to reach 1.000. Ideally the journal should strive for an impact factor of 2 or higher.

Strategies to improve citations that have been successfully employed journals include,

1. Tighten acceptance with an eye for papers that are most likely to attract citations
2. Reject borderline papers (e.g. Major revisions required) which even after revision are unlikely to have any significant impact on the field
3. Commission papers from eminent scholars that will have high impact
4. Commission papers on controversial and/or emerging topics
5. Produce special/themed issues that will attract special interest groups
6. Publish papers that are likely to generate articles early in the year and so capture a full year of citations

PRODUCTION

The number of article pages published the 2008 volume was 477. In addition, a marked improvement has also been seen in the time from acceptance to publication. Across all categories of articles, the average time from acceptance to publication was 9.4 months, down from an average of 10 months for the 2007 volume.

Table 7: DMFR Production Overview 2006-2008

Article type	No. of mss 2006	Total Pages 2006	Months to Publication (av) 2006	No. of mss 2007	Total Pages 2007	Months to Publication (av) 2007	No. of mss 2008	Total Pages 2008	Months to Publication (av) 2008
Case report	25	101	9.0	32	128	11.4	21	93	10.3
Letter to the Editor	6	12		2	4	6.3	3	4	3.0
Research	59	346	8.1	55	323	11.1	53	357	10.0
Review	2	15	8.3	2	12	11.8	2	19	10.3
Short communication	2	7	5.9	1	3	8.6	0	0	0
Technical Report	0	0	0	7	47	11.2	1	4	2.4
	94	481	7.8	99	517	10	80	477	9.4

In future, should the need arise it will be possible to pre-publish articles online head of print. Manuscripts published in this way will receive a DOI and are submitted to Medline.

ADVERTISING SALES

Building on contacts made at the 17th ICDMFR in Beijing, the BIR has secured advertising sales contracts with two major suppliers of oral radiology equipment in 2008. The companies, Instrumentarium and Planmeca, ran full page colour advertisements throughout the 2008 volume and are expected to do so in 2009.

The BIR Team

We welcome your feedback on this report, as well as, any information on how we might make improvements.

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Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Sherry Dixon', with a long horizontal flourish extending to the right.

Sherry Dixon

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