

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

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## Open Access Publishing

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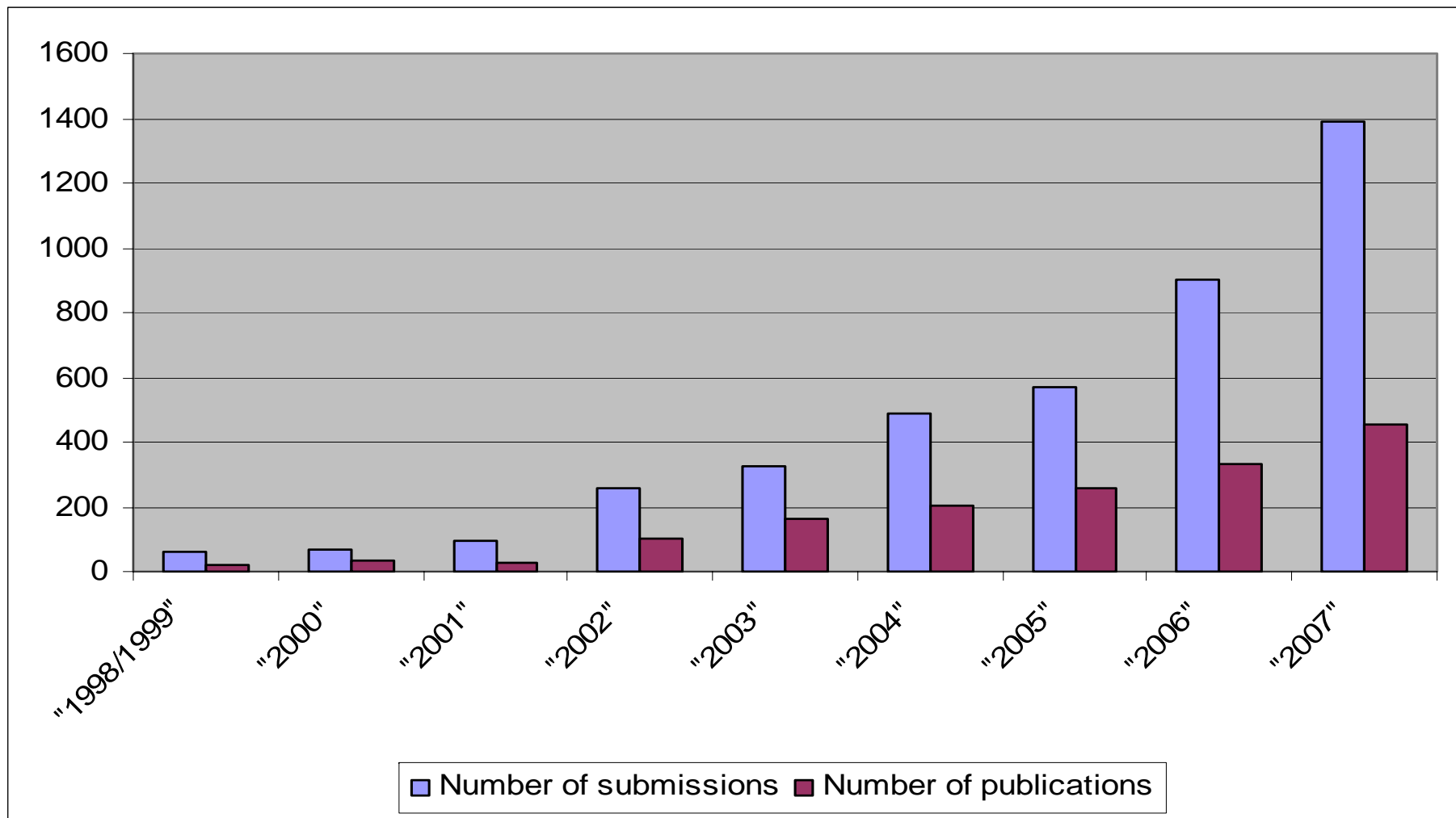
- **Funding models for the journal owner**
  - 100% subscriber pays
  - 100% author pays
  - Hybrid model
    - Authors and subscribers pay
    - Benefit for authors

## **IOP Publishing and Open Access**

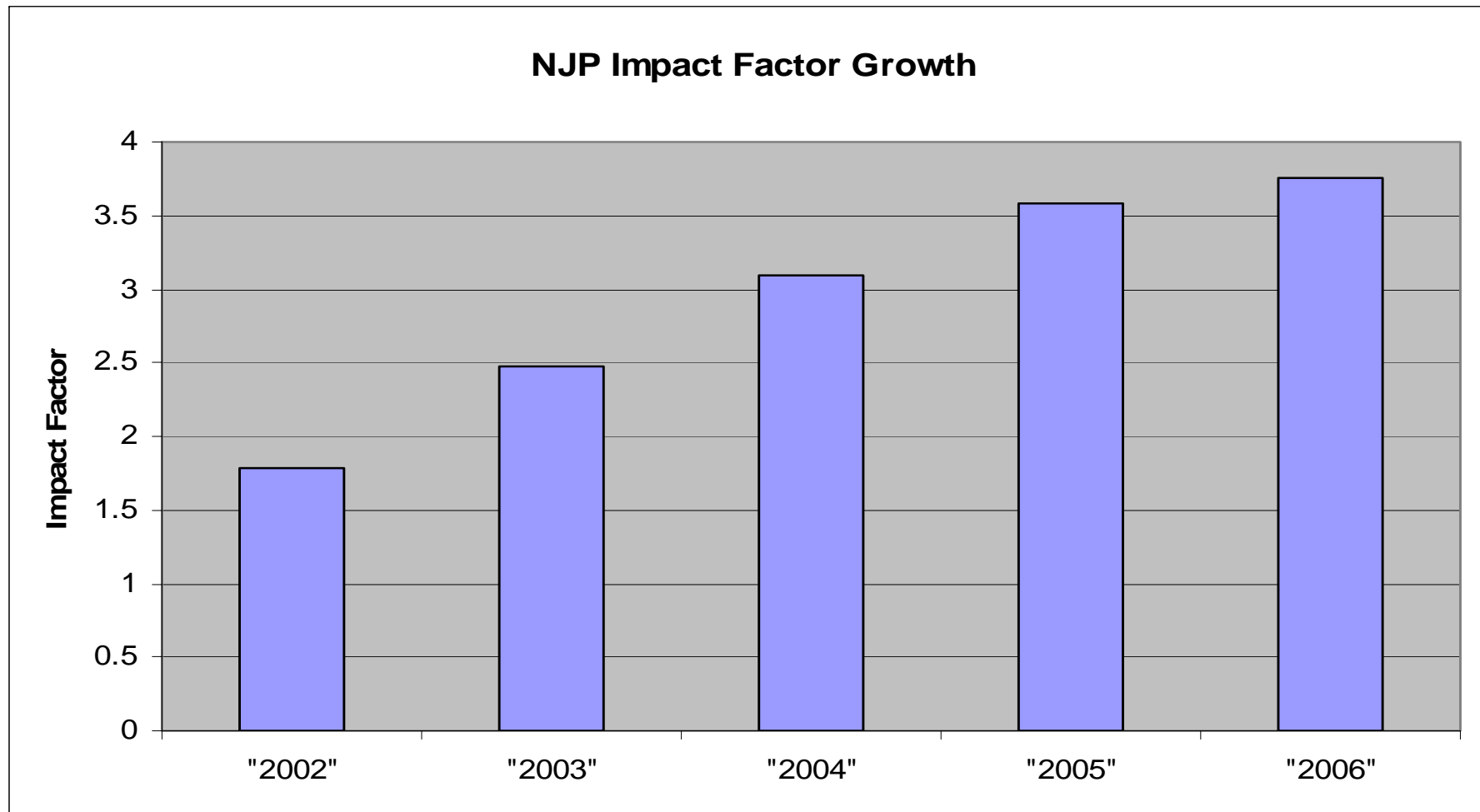
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- **Open Access journal since 1998**
- **New Journal of Physics**
- **One of the first in the sciences**
- **One of the longest established OA journals**
- **NJP : \$1,280 per accepted article**
  - ERL author: \$1,970

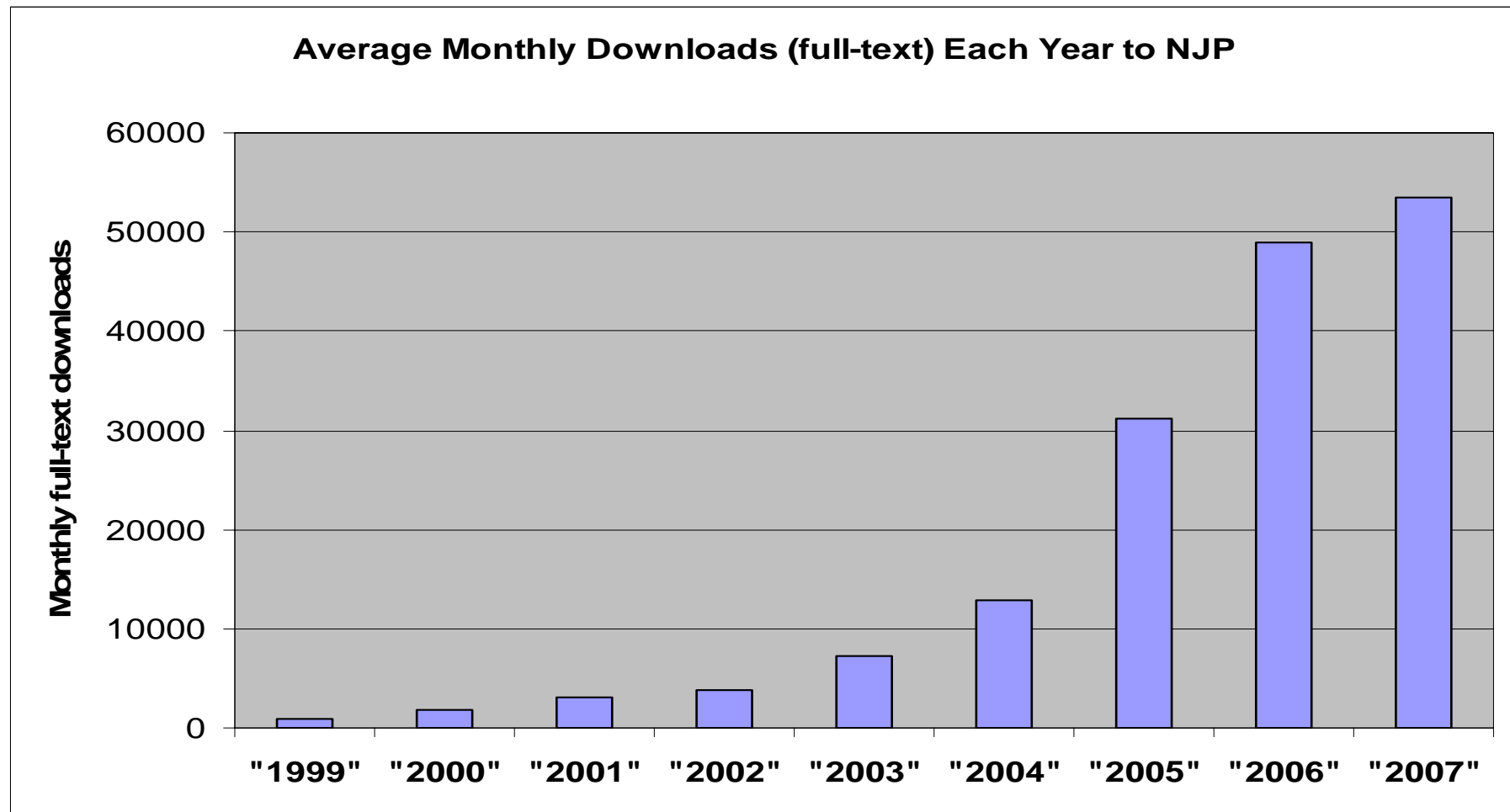
## NJP: Submissions and Publications



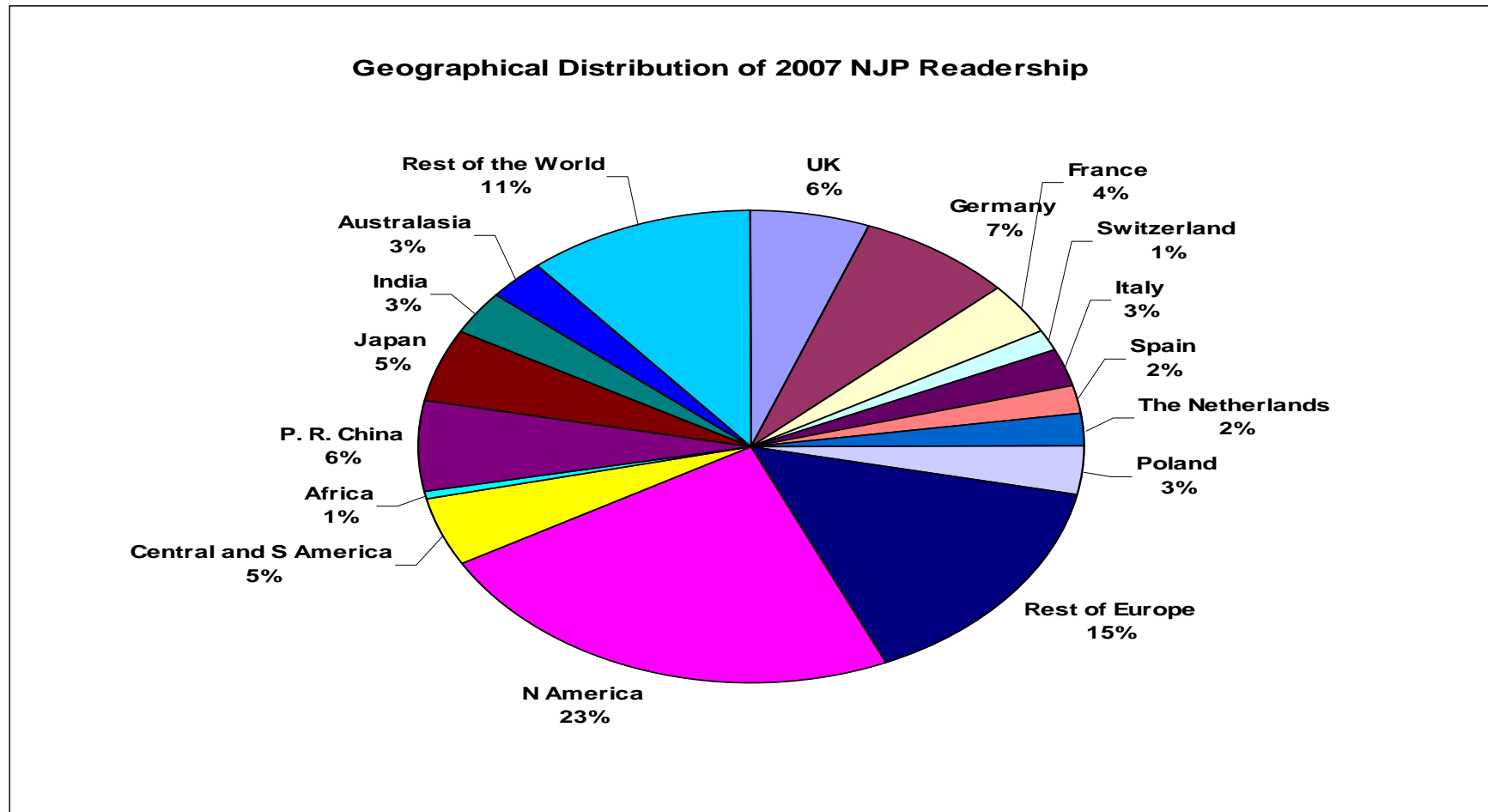
## NJP: Impact Factor



## NJP: Usage



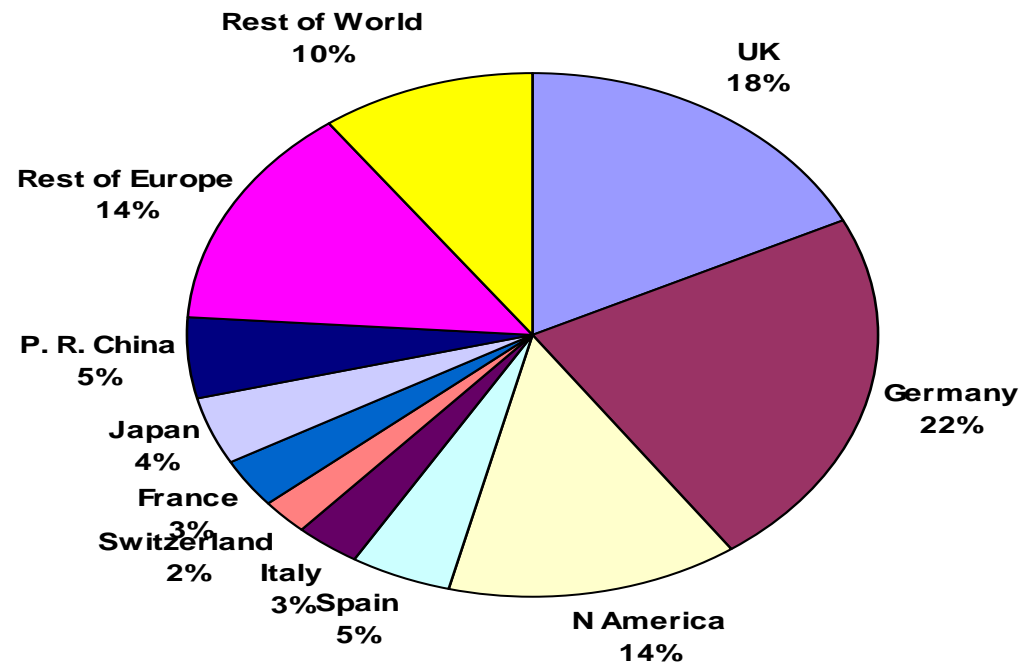
## NJP: Global Readership



## NJP: Global Authorship

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**Geographical Distribution of 2007 NJP Authors**





## So what's the problem?

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- **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**

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- **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

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- **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

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- **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

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- **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.**