



Your Publisher's Report **2016**

American Council on Consumer Interests
Journal of Consumer Affairs

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WILEY

Highlights & Strategy

From the Senior Vice President, Society Services

Usually, this is the letter that welcomes you to your Publisher's Report. In the past, it's been a chance to reflect on the year gone by, revisit our learnings, and celebrate our successes. Historically, this has been where we touch on some of the opportunities and challenges facing the scientific and scholarly publishing community, and, typically, I'd have used this introduction to speak to some of the trends we see coming up for the year ahead.

To do all of that, though, would have assumed that 2016 was a usual year—and it was anything but. The seismic shifts that have taken place around the world in the last year—socially, technologically, and politically—are forcing us all to confront issues as fundamental as our purpose and as critical as our future.

Now more than ever, we need to work together to spread knowledge, advance science and scholarship, and expand the community of people committed to objective truth, debate and reason, tolerance and global connectedness, and productive collaboration. We stand shoulder-to-shoulder with you to meet these challenges, improving both the quality of research and its impact on society.

As any partner should, we've been listening to your feedback and acting on it. I've been so grateful to those of you with whom I've had the opportunity to chat directly about your experience with Wiley, your aspirations for your publishing program, and the plans for your organization. I've also very much appreciated the feedback that you've shared over the course of last year with my colleagues, through our partnership satisfaction survey, directly through the Wiley colleagues that you work with, and through the interviews we've conducted on the goals and objectives shaping your work.

We've heard a number of things that have helped us rethink the way we work. Here are a couple of examples:

- You've told us that reporting and analytics is an area of particular importance. We are in the process of completing the beta testing of a new reporting dashboard for our society partners. It will provide you with anytime-access to revenue, usage, and citation information. We're expecting full access across all of our society partners in June of this year, after we've made any changes to the system that beta testing feedback suggests will be useful.
- We've also heard from you how important our delivery technology is. Well, good news on that front. I hope you've heard by now about Wiley's acquisition of Atypon, a \$120 million investment that will help us deliver the world's greatest experience for interacting with research content for you and your communities. At the same time, our commitment to Atypon as an organization will accelerate the expansion of platform service offerings, strengthening scholarly communications and expanding access to research content. We're extremely excited about the opportunities that this union will create for all of our partners.
- We heard from you that it would be useful to more actively share our point of view on issues affecting the scientific and scholarly publishing landscape: Open Access and Open Science, shifting reader and researcher behaviors around digital, the role of Big Data and artificial intelligence, piracy and copyright, and other major trends. To help with that, we're expanding our Society Executive Seminar conference series (which runs now in four countries: the US, the UK, Australia, and Japan). We're maintaining an active social presence on Twitter at @WileySocieties and we've introduced a bimonthly podcast, a webinar series, and a growing collection of white papers, infographics, and interactive digital content. To help you keep track of all that, we've launched a monthly society newsletter, which you can sign up for here: bit.ly/WileySocietiesEmail.

Our conversations with you are driving these and many other changes to our suite of publishing services. Please continue to share your feedback, your plans for the future, and how we might be able to help support them.

And here's what I hope you're hearing from us: we are committed to you, as scholarly and scientific societies, and the work that you're doing to create impact by connecting communities with research content. I believe we need to work with you to better articulate your value to research policy makers around the world. We are committed to continuous improvement and being responsive to the evolving needs of our clients and your communities. Perhaps most importantly, in a world changing as fast as ours, we remain committed to proactively advancing the quality and integrity of research communications, and we're grateful for the opportunity to work with you to do that together.

Which brings us to this year's Publisher's Report. I hope you enjoy reading it. A lot of work has gone into the activity represented in these pages, and we're very proud of that work. I also hope you'll contact me directly with any observations about how we might continue to improve our publishing service, tackle the changes and complexities facing the society publishing community, and make a difference in the world together. I'd love to hear from you.

With all the best wishes,



Andy Robinson, PhD
Senior Vice President, Society Services
Wiley
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Publisher's Report 2016: Context

Partnering for success

We're committed to providing the very best publishing partnership in the industry to support you in your ambitions.

Key to that is a deep understanding of the external trends affecting us all and an appreciation of the needs and motivations of all our partners and customers—authors and researchers, editors and

peer reviewers, funders and libraries, and you, the societies we partner with.

In the coming pages you'll find news of strategies and initiatives that we have undertaken to help you to achieve your goals.

We work with 900+ prestigious organizations globally. In 2016, 15 societies chose to partner with Wiley for the first time. 87 societies chose to renew their partnership for a further term.

Serving you and your members

We believe that we understand better than any other publisher the challenges facing societies now and the opportunities for the future.

Our 2nd Annual Membership Survey—the biggest in the industry— attracted responses from 13,000 individuals in more than 100 countries. In October 2016, we released our white paper [Engaging Your Members](#).

To encourage membership for the long term, the survey confirms what we all know already: that societies need to keep in regular contact with members. We also found that the initiatives that create a sense of shared mission are critical to long term member engagement.



Why Members Join

look at our infographics on [What Do Your Members Want?](#) and [Engaging Your Members Around the World](#). We are launching the next survey in early 2017.

Our "Voice of the Customer" program is new for 2017, comprising a series of in-depth interviews, a comprehensive annual Society Executive Survey, and quick feedback loops throughout the year that will help us to serve you better.

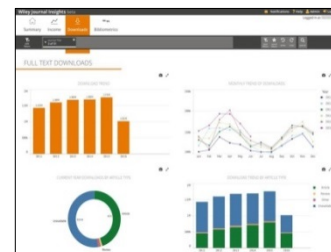
We've also developed a new tool—the "Strategic Canvas"—that we will use to define and plot your goals so that we can work more closely together on what matters to you most. We hope this will give even more focus and energy to our strategic conversations with you.

Monitoring progress towards your goals

Being able to track success and monitor progress against objectives is clearly a major part of being able to achieve your ambitions.

In 2016, we finalized the development of *Wiley Journal Insights*, our next-generation reporting service. The full rollout will be complete by mid-2017. The dashboard will provide you with anytime access to key metrics and indicators: download and citation metrics, title-level income, and article output data. Charts, maps, and tables are updated each month to show trends over time. You can access Wiley Journal Insights on your tablet and smart phone, too.

We believe this is an example of how Wiley works closely with our partners to incorporate your needs into our technological innovations. We didn't simply roll out a new tool; we developed it in partnership with our society partners who fed into its design and functionality.



We all hope that you find it a useful source of information.

Keeping up with the pace of change

You've told us that the pace of publishing is changing so quickly that it's difficult to stay on top of it all. We run a series of initiatives to help you do just that.



In 2016, we launched a new monthly Newsletter, a webinar series, and a podcast in addition to all of the resources listed below. To be sure you don't miss anything, sign up at bit.ly/WileySocietiesEmail.



Wiley Society Executive Seminars

Seminars in London, Washington DC, Tokyo, and Melbourne explored themes including [how to enhance the policy impact of research](#) and [collaborating to solve global challenges](#). You can see agendas and speakers at www.wileyexecutiveseminar.com.



Wiley Society Briefing Webinars

Our most recent webinar, exclusively for society partners, offered an insider's look at [what societies need to know about Open Access](#).



Wiley Society Newsletter

1,100 society officers already receive our digest of industry, publishing, and society news. You can see a sample issue [here](#). Sign up at bit.ly/WileySocietiesEmail



Wiley Society Podcast

The first five episodes have covered topics from transformations in publishing access to what societies can do to make sense of science for the public. [Listen to past podcasts and subscribe in iTunes](#).



Wiley Exchanges

Read the blog for researchers, librarians, and societies at [Wiley Exchanges](#) or follow [@WileyExchanges](#).



Join the conversation [@WileySocieties](#)

Publisher's Report 2016: Context

Reach

We know that reach is what helps you make the greatest impact. **Our sales strategy is designed to give you the widest possible reach in the best institutions so that your journal can achieve the high readership, high impact, and high profile it deserves.**

A team combining the expertise of colleagues across sales, government affairs, digital design and delivery, analytics, and online marketing work together to ensure maximum discoverability for your journal so that readers and researchers can find and access your research wherever they are.

Global reach is driving readership

Our sales reach is among the best in the industry: a library sales force of 90 managing over 4,000 License customers from 30 offices all over the world.

In 2016 readership of articles on Wiley Online Library increased by **14%**. Articles were downloaded **306 million** times in **over 16,000 institutions** in over **240** countries and territories.

The Wiley License makes journals available in **1,270 out of the 1,500 top institutions** by citations globally. Many more offer access via traditional subscriptions.

Open search accounts for 45.6% of all readership in Wiley Online Library. In 2016 the number of article downloads referred by Google and Google Scholar increased by over 10%, evidence of the success of our 10-year relationship with Google Scholar engineers to ensure articles in Wiley Online Library meet all criteria for inclusion in Google search engines.

Our 2015 deal with Chinese internet giant Baidu resulted in a **five-fold increase in referrals from Baidu and Baidu Scholar** in the first 6 months of 2016. Our new 2016 agreement with Baidu and the China Educational Publications Import & Export Corporation (CEPIEC) allows researchers using the new Baidu Scholar platform to access pay-per-view content.



We are negotiating on a national level

Demand is increasing for wide-ranging, state-funded deals, negotiated at the national level.



The scale of our sales team means that Wiley can work with governments and funders to secure funding and design licenses that meet their strategic needs.

In the last year alone, Wiley has signed national deals with many countries, ensuring that you can make the greatest impact possible.

Some of the outcomes of these efforts are highlighted below:

- In **Egypt**, your journal is accessible to every institution and citizen at home as a result of our new national deal funded by the government's Egypt Knowledge Bank project (worth \$6.5m in the first year alone). Readership doubled in 2016.
- Our new 4-year unified license with the **Dutch Universities Association (VSNU)** enables journal access in the 14 top research institutions and covers fees for researchers to publish accepted open access articles in 1,400 Wiley journals.
- Sudden budget cuts in **Russia** meant agreements via the Russian Foundation for Basic Science (RFBR) were cancelled, stopping access in 267 institutions. Our new 2017 deal—worth >40% more—with the prestigious Russian National Library of Science and Technology opens up access in 120 of the best research institutions.
- In **Brazil**, which saw a 38% reduction in value of the Real to USD, we have negotiated an \$8m renewal of our license with state-run consortium CAPES that secures journal revenues and availability in 358 institutions until 2018.
- In **China**, our new backfile deal, worth \$10.8m, gives researchers in all of the 2,000+ academic institutions in China access to 18 million pages across over 900 titles in all subject areas.

Ensuring sustainability in established markets

Sales of Collection Licenses continue to be highly successful. For our society partners and journals they offer wide dissemination of your research and security for your revenues, even with recent pressures on library budgets.

We expect continued low growth. According to 2016 research by the Publishers Communication Group, library budgets are forecast to grow at around 1.4% p.a., in line with low growth of the past 5 years.

The New Wiley License gives the ACCI **greater protection** than ever before, helping to safeguard your **broad reach**, so that you can build **new audiences in new areas**, and gives you the **financial stability** you need to plan for the future.

In 2016 we started offering the latest iteration of our License to mature customers in established markets; a new, simplified license offering a single Collection of all the journals we publish, including journals new to Wiley, at a single price.

For library customers, it removes barriers to access, promising higher readership, better value, and a better service. Over 750 institutions buying as part of 42 consortia in 21 countries are now offering access to journals under the new model.

Publisher's Report 2016: Context

A different approach for different areas

The map below shows how we deploy our sales strategies and resources globally. Dark orange areas show countries targeted by our International Development Team.



New, emerging, and developing markets

With low growth in established markets, our strategy for revenue growth is focused on fast-maturing markets (shaded light orange on the map above). Our top priorities are China and India, where we expect to grow revenues at between 10 – 15% p.a. over the next 5 years.

In all new markets our sales, library, author, and journal marketing teams work together to build interest and engagement. This activity supports new sales and high readership.

We see the power of our work in our results. In 2016 we signed new licenses and extended existing ones in markets as diverse as Slovenia, Germany, Lebanon, China, and Pakistan.

Occasionally local budget cuts, particularly in more volatile markets, mean that our licenses take a hit. You might see the effect of the cancelled RFBR license in Russia (see above) in your overall circulation figures. With access restored in 120 of the best institutions for 2017, you can expect rapid growth in readership. Despite the cut, readership in Russia is still up 41% 2014 – 2016.

Growing in fast maturing markets

The growth in sales of our License has resulted in a significant—and sustained—growth in reach and readership in 2016.

India

- 6% growth in revenue across the Wiley business
- Our License reaches 482 institutions
- Readership up by 12%

China

- 7% growth in revenue across the Wiley business
- Readership increased by 21% and visits to online pages by 16%
- Good evidence that extra exposure from the new backfile deal is generating interest in current articles

Brazil

- Our national, state-funded license covers 358 institutions
- Readership grew by 20% and visits by 9%

Egypt

- New national license makes journals available in all institutions and to every individual at home
- Readership in Egypt more than doubled to almost 2m downloads in 2016

Turkey

- Wiley's business in Turkey grew at approx. 18% in 2015 and a further 10% in 2016
- Journals were accessible in 100 institutions in 2016
- Readership up 7%, building on increases of 5% in 2015 and 20% in 2014
- We are working to secure a national license deal in 2018/19

Iran

- Wiley secured the return of \$3m of licensed business after the sanctions were lifted
- We offered access to Wiley-published journals throughout

Saudi Arabia

- We extended our license to 5 new institutions—40 now have access

Jordan

- A new license opened up access in 11 institutions
- Readership increased by 49% as a result

Lebanon

- A new license covers 8 institutions
- Readership up 18% in 2016 and 62% since 2014

Pakistan

- 449 institutions now have access to Wiley Journals—7% more than in 2015
- Readership increased by 9% in 2016

Poland

- Our national license has grown from 300 members in 2013 to 542 in 2016
- Readership was up 13% in 2016

Slovenia

- New license makes journals available in 11 institutions
- Readership increased by 17%

Fostering relationships in "outreach" and "watch" markets

In the Middle East, Central Africa, Russia, Colombia, Vietnam, and Indonesia, we are building relationships with government funding agencies to promote the importance of access to research content in supporting economic growth.

Publisher's Report 2016: Context

Impact

Changes in publishing and academia are making us think differently about impact.

With the move towards Open Science, researchers, funders, and institutions are increasingly interested in tracking the reach and effect of their work not just in scholarly circles, but across society as a whole.

Open Science is the present

The continued progression toward Open Science offers significant opportunities to expand your audiences and boost your impact still further. There are now more than 800 open access policies worldwide, and those policies now extend to data as well as research articles. The ethics behind the Open Source movement in technology is influencing the practice of science and scholarship. Researchers are collaborating more than ever before, both within and across disciplines.

With traditional boundaries breaking down, all of those involved in the publishing process are looking for ways to be recognized and rewarded for their involvement. ORCID is making author disambiguation a reality, while Publons is driving reviewer recognition.

It's a complex world and to simplify matters, we're organizing our Open Science strategy around the five "pillars" below. We're developing and adopting a suite of tools and services across these five pillars to address some of the major trends in research. We'll tell you about some of those tools in the pages that follow.



Investing in the industry's best technology experience

In July last year, Wiley acquired Atypon, widely considered to be the most innovative technology partner in the scientific and scholarly publishing community. All Wiley journals will move to the new Literatum platform in 2018. It offers considerable benefits for society partners, including:

- A new, flexible journal homepage focused on your brand
- Award-winning digital object tagging—the ability to tag more than just the text but also images, videos, audio, and data which means:
 - Researchers can easily find what they need
 - It's easy to bring together relevant content for virtual issues and campaigns
 - You can "push" content to specific groups such as members, authors, practitioners, or policy makers

- Auto-generated lists of the most accessed, read, and cited
- Customizable content alerts for your membership

Emerging technologies are driving collaboration

In 2016, Wiley partnered with Research Square to pilot a [video abstract service](#). Research Square simplifies the language of the paper to produce a custom video including voiceover, animation, images, and text. 35 journals are currently trialing the new service.

In 2017, we will run a pilot with Overleaf, a collaborative, cloud-based authoring tool that makes it easier for authors working together to create and edit articles pre-publication. This is a common pain-point for authors and we're excited about testing this new service.

The Wiley Content Sharing initiative makes content accessible through innovative ReadCube technology and is another step in Wiley's mission to make sharing easier. It provides authors and researchers in subscribing institutions with a simple tool for sharing free-to-read full-text articles with individuals who do not have access without infringing copyright. For authors, this builds on the existing [Wiley Article Share](#) service that is already available across all journals. We are currently piloting the service for researchers with 180 Wiley-owned journals. You can see an example by clicking on the Share link on the articles here: [http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1552-504X](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1552-504X)

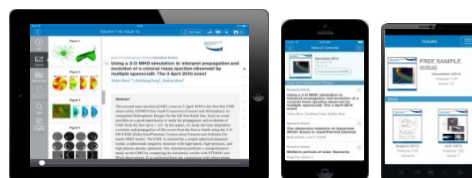
Making data more open

We are making it easier for authors to automatically archive their data in a public repository with Wiley's Data Sharing Service through Figshare. This will save time, increase discoverability, and comply with funder requests to share data. 18 journals offered this service as part of a pilot in 2016 which is expanding in early 2017.

Mobile usage is growing

Wiley continues to make significant investments in mobile optimization. In 2016, we completed full optimization of the Anywhere Article, which is now the default article view for all journals

Our app service is another example of how we design our technology with society



needs in mind. Wiley apps deliver new content to your members and readers while also integrating society feeds so that you can alert your members to conferences and events that you are running, or ask for feedback through your social media accounts. [Our Journal App Service](#) now includes iOS apps for 432 journals, with 240 related Android versions released for the first time last year. In 2016 there were 272,000 installations and articles were downloaded 395,000 times.

In 2017 our next-generation apps go into production. These bring together content from your journal, your society website, blogs, and social media in a single application. For societies with more than one journal, the new app provides one-stop access to your entire publishing portfolio.

Publisher's Report 2016: Context

Quality

Authors want to publish their work quickly, make their research known, and receive the support they need to comply with mandates and policies. You want to attract the best authors.

We have developed new services for authors to enable you to attract and retain the best

authors.

A digital-first author experience

Although we live in a digital-first world, much of the publishing process is still based around old print processes. If we were publishing now for the first time, what would we do differently?

Wiley's new, improved authoring process will deliver a new digital-first content workflow.

At Wiley, we know that authors deserve a better, faster, and more enjoyable publishing experience. We are investing in digital-first, state-of-the-art technologies that will:

- Simplify the submission process for authors so they can submit and publish journal articles that integrate text, images, data, multimedia, and code
- Speed up production times (as little as 5 days)
- Result in richer content linked to open standards
- Increase discoverability

We look forward to talking to you about new technologies and the next steps for your journal.

A more personalized author experience

ORCID iDs ensure that an author gets credit for their work. Some refer to them as the "DOI" for authors—a unique identifier of an author, no matter where they work or when they change affiliation. An increasing number of funders now require ORCID iDs. In December 2016, Wiley became the first major publisher to require ORCID iDs for submitting authors using ScholarOne manuscripts; however, we made this optional for JCA's ScholarOne site.

Our new [Author Services](#) website (AS2), also launched at the end of last year, is the first phase in the new authoring process. The site already has well over 500,000 registered users, with >45,000 visitors since launch.

The new site design was shaped by customer experience surveys and user interviews. Using both quantitative and qualitative research methods, we have divided the author community into groups based on their motivations for publishing, their key behaviors, attributes, needs, and goals:



The Experienced Author

"Anything can be published"

The Incidental Author

"I do a lot of research but don't always think about publishing it"

The Aspiring Author

"I am still learning the unwritten rules and policies"

The Emerging Author

"Collaboration is key to supporting my research"

The Applied Author

"The point of the paper is to change how people address an issue"

We are using our author insights to develop services and tools that will improve the experience authors have throughout the whole process.

Key benefits new to Author Services 2 include:



Author, Reviewer, and Editor Resource

Centers: Journal Finder, editing services, promotional toolkits, and training tools.



Author Dashboard makes it easy for authors to access key information about the progress of their paper.



Open Access/Online Open Ordering allows authors to change how they pay for open access, add a PO number, and VAT info.



Wiley Online Licensing Service: automatic, online, fast license signing, and the ability for authors to change licenses themselves.



Article Citation Metrics: For the first time, authors can see the number of citations for their article.

Helping your authors to promote their work

Authors tell us they would like more support and expert advice to help them promote their work effectively. Our [Author Promotional Toolkit](#) outlines a simple 7-step plan to increase the visibility of their work, including [five tips](#) to increase discoverability.

78% of authors listed by Thomson Reuters as "The World's Most Influential Scientific Minds" have published with Wiley.

In 2015, Wiley made Kudos available free of charge for all Wiley authors. In the first year almost 3,000 articles were "explained," enriched, and shared using Kudos tools. Today, more than 25,000 Wiley authors use Kudos across 250 countries worldwide.

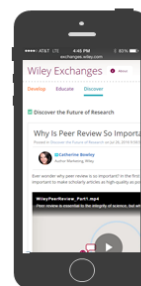
Support, training, and recognition for peer review

Key findings from a Wiley survey in 2015 highlighted a need for additional training and increased recognition for peer reviewers.

The [Reviewer Resource Center](#) was launched as a result. Other new services include the [Wiley Exchanges Reviewer blog series](#), in-person workshops for peer reviewers, and Reviewer Webinars, a program of free regional and global webinars dedicated to training peer reviewers as part of our [Wiley Author Services Channel](#).

Peer Review Blog Series

Offering practical tips and new initiatives for peer reviewers



Ask about what doesn't work: a guide for peer reviewers

Speeding up science through peer review: a Q&A with Publons

Across the desk: an editor's guide to peer review best practice

Helping early career researcher to get peer review right

How, when and why to say no to a review request

Reviewer Mentoring: We often hear that reviewers are uncertain of what editors expect from them. We have developed tools to help journals implement reviewer mentoring schemes, with the joint aims of easing the burden on editorial boards and offering access to talented researchers coming up through the system.

Recognition: Wiley has been exploring new approaches to recognition and reward for reviewers, including a successful 6-month pilot partnership with [Publons](#), which has now expanded to include a further 750 journals.

Publisher's Report 2016: Context

Sustainability

2016 brought considerable changes for many on the political landscape.

Publishing, politics, and public opinion are increasingly intertwined.

We see a future in which public opinion will shape research access and its application.

Technology will (or, in fact, already is) creating new opportunities for conversations among researchers and the public. And governments will be increasingly under pressure to show return on investment for research that is undertaken.

In this climate, you've told us that you need security and stability in order to deliver your long term goals as an organization. You've also told us that you need support in managing the constant change in publishing and government policies, particularly with current changes in the political landscape.

"Collaboration . . . in the UK . . . that's funded by the EU is under threat because of the changes in the political landscape. It's important that we remain committed in cross-border collaboration, given that national funds often stop at these borders."—Wiley CEO Mark Allin at the 2016 Melbourne Society Executive Seminar

Representing your best interests in publishing and policy matters

With the move toward Open Science, a "seat at the table" when government policy matters are being discussed is more important than ever before. We recognize that you can't be everywhere. In 2016 our dedicated team of experts focused on government affairs continued to be active on your behalf, working with policymakers and funders to shape policy favorably and ensure your voice is heard.

We meet regularly with global policy-makers and coordinate responses to consultations and surveys on policy issues. Our twice-yearly "Door-knocks" in Washington and Brussels give groups of society partners the opportunity to discuss the most pressing issues directly with policy officials.

Two key trends gathered pace in 2016

1. The shift for governments and funders from development of open access policy to implementation and building use cases
2. The proliferation of coordinated global discussions about how to advance open science (starting with open data)

The policy environment remains fluid in 2017, and government collaboration with publishers and societies will increase in importance. The key will be to remain present and engaged.

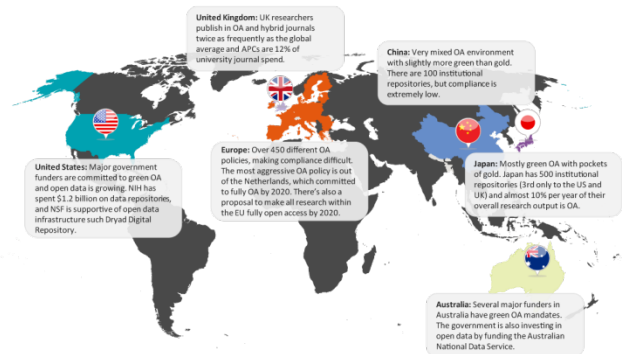
Below are highlights of the policy issues and our involvement:

In the **United States**, 19 government research agencies announced plans in response to a 2013 White House Office of Science and Technology Policy (OSTP) public access memorandum, which required federal funding agencies with R&D budgets of \$100m+ to make research articles arising from their funding publicly available. All agencies maintained green 12-month embargo policies, with a

growing number of funders delivering public access through CHORUS. In 2017 our engagement with US funders will continue to focus on supporting implementation, with a greater emphasis on reducing compliance burden and shaping data policies.

In Congress, a Senate Committee approved the Fair Access to Science and Technology Research Act (FASTR) to codify the OSTP memorandum and 12-month embargoes, though the bill originally endorsed 6-month embargoes and was amended after extensive publisher advocacy.

The map below shows headline Open Access and Open Data policies by country.

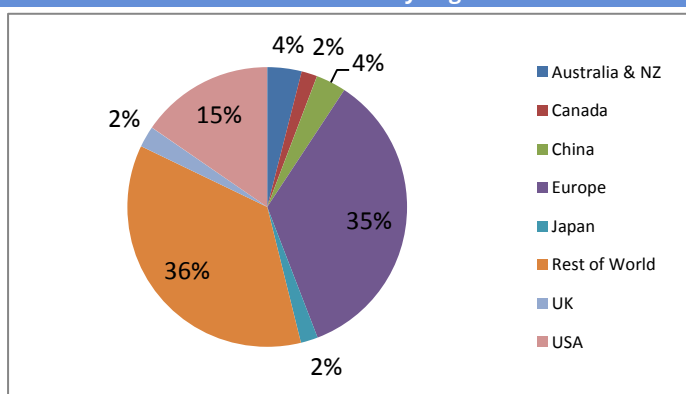


Representing your interests in the publishing industry

We continue to represent you and your interests on a number of industry boards, including CrossRef, the Society for Scholarly Publishing (SSP), CHORUS, and the Association of Learned and Professional Society Publishers (ALPSP), among others. We work with existing and emerging bodies, such as [CODATA](#), the [World Data System](#), the [Research Data Alliance](#), [DataCite](#), and [NISO](#) to advance initiatives that will ultimately enable research data to be used, re-used, cited, and accredited. Our support of organizations like the International Society for Managing & Technical Editors (ISMTE) and the Committee on Publication Ethics (COPE) provide direct benefits to our publishing partners. We are a founding member of CHORUS, a cross-publisher initiative for providing public access to US-funded research. For details, see: <http://chorusaccess.org/>.

Sales, Circulation & Readership

1. Global Reach: Institutional Reach by Region



In 2016, 4,161 institutions offered access to the latest content in *JCA* via either a Wiley License or a traditional (title-by-title) subscription. Our philanthropic initiatives extended low-cost or free access to current content to 7,766 developing world institutions.

2. Institutional Reach by Region

Region	2014	2015	2016
Australia & NZ	81	107	165
Canada	73	74	75
China	124	132	145
Europe	1,335	1,592	1,451
Japan	95	90	82
Rest of World	1,426	1,497	1,499
UK	86	99	102
USA	588	628	641
Grand Total	3,808	4,219	4,161

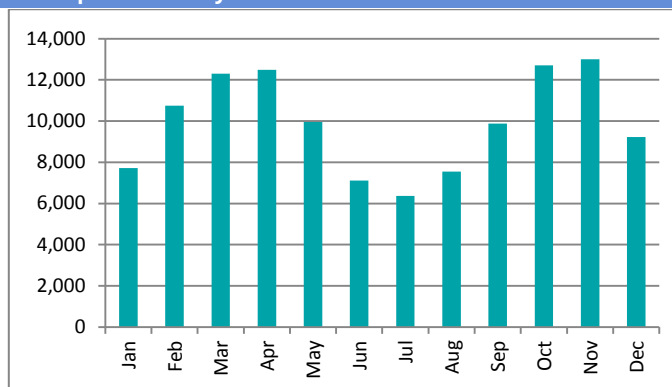
This table shows the number of institutions, by region, with access to the latest content in *JCA* via either a Wiley License or a traditional (title-by-title) subscription. 2016 figures correspond to the pie chart to the left. Key countries in the Rest of World category include Brazil, India and South Korea.

3. Institutional Reach by Type of Access

Sales Model	2014	2015	2016
Institutions with access via the Wiley License	3,777	4,197	4,138
Existing License	3,777	4,197	3,197
New License			941
Institutions with access via Traditional Subscriptions	31	22	23
Online	8	6	6
Print and Online	20	14	16
Print	3	2	1
Grand Total	3,808	4,219	4,161

In 2016, 4,138 institutions offered access to *JCA* via a Wiley License, often through a consortium. Of these 941 had access via the New License model offered from 2016 to mature library customers in established markets. In addition, 23 individual institutions offered access via traditional (Online, Print and Online or Print) subscriptions.

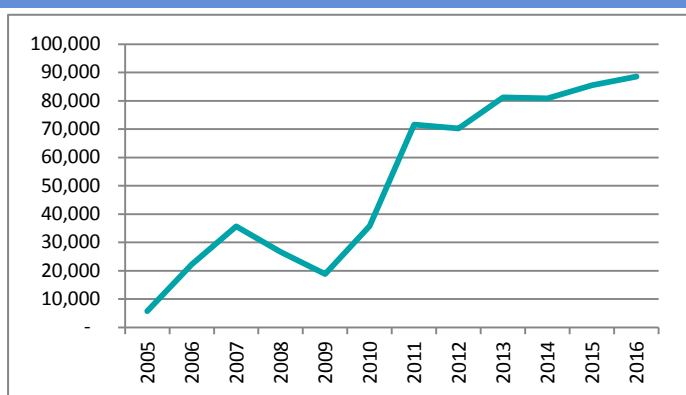
4. Unique Visitors by Month



The graph below shows the number of unique visitors to *JCA*'s Wiley Online Library page per month. Please note that each unique visitor is only counted once per month.

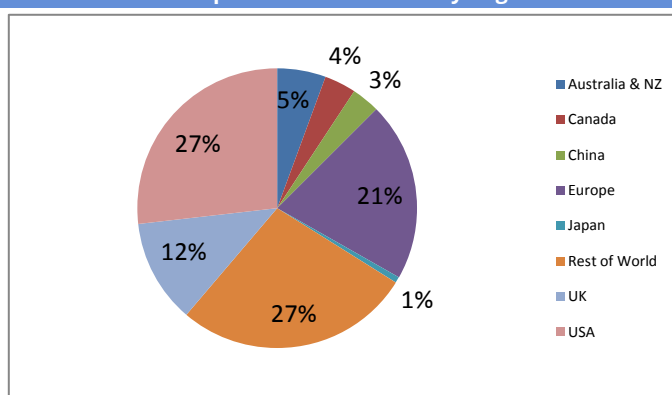
November 2016 saw the highest number of unique visitors per month with 13,004 unique visitors.

5. Article Downloads: Trends Over Time



This chart shows increase in the number of downloads to *JCA* in the period from 2005 to 2016. Downloads via Wiley Online Library increased by 3.5% in 2016, from 85,505 to 88,496.

6. Global Readership: Article Downloads by Region



The global reach of *JCA* is reflected in its readership, as evidenced by this chart showing the origin of full text downloads of *JCA* on Wiley Online Library.

Sales, Circulation & Readership

7. Most Downloaded Articles on Wiley Online Library

Rank	Author(s)	Article Title	Volume	Issue	No. of Accesses
1	PELSMACKER, P., DRIESEN, L., RAYP, G.	Do Consumers Care about Ethics? Willingness to Pay for Fair-Trade Coffee	39	2	9,435
2	HUSTON, S.	Measuring Financial Literacy	44	2	7,385
3	MOHR, L., WEBB, D., HARRIS, K.	Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate...	35	1	6,059
4	REMUND, D.	Financial Literacy Explicated: The Case for a Clearer Definition in an Increasingly...	44	2	4,141
5	Mohr, L., Webb, D.	The effects of corporate social responsibility and price on consumer responses	39	1	2,478
6	ROBERTS, J., JONES, E.	Money Attitudes, Credit Card Use, and Compulsive Buying among American College...	35	2	2,368
7	LUSARDI, A., MITCHELL, O., CURTO, V.	Financial Literacy among the Young	44	2	2,286
8	MIYAZAKI, A., FERNANDEZ, A.	Consumer Perceptions of Privacy and Security Risks for Online Shopping	35	1	1,658
9	WALSTAD, W., REBECK, K., MacDONALD, R.	The Effects of Financial Education on the Financial Knowledge of High School...	44	2	1,621
10	YOUN, S.	Determinants of Online Privacy Concern and Its Influence on Privacy Protection...	43	3	1,588

JCA articles published in 2016 average 132 downloads per article. For all journals Wiley publishes in Business, the average number of downloads per article is 107.

8. Content Alerts

At the end of 2016, 595 individuals had registered to receive automatic alerts when new JCA content appears on Wiley Online Library, up from 572 at the end of 2015.

9. Article Downloads by Country

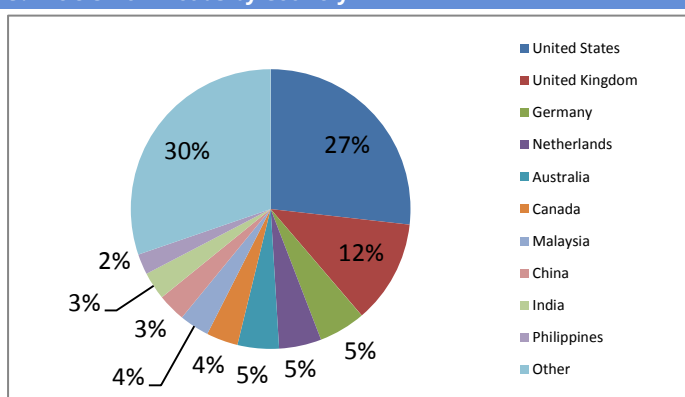
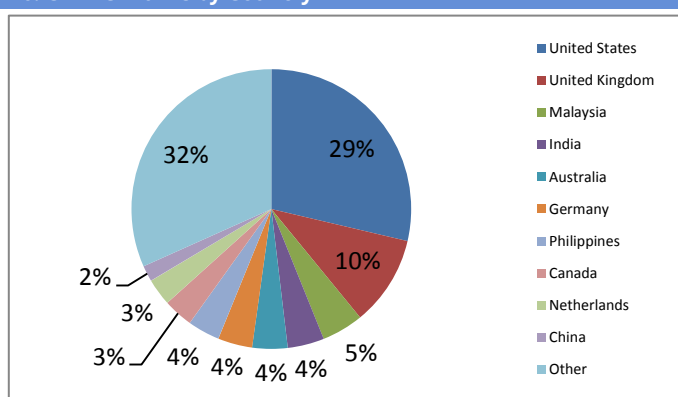


Figure 6 (previous page) illustrates downloads by region. Here, we provide a different view of the same data, listing the top countries from which articles in your journal were downloaded via Wiley Online Library in 2016 and the percentage of total usage each country contributed. All other countries are combined under **Other**.

10. Online Traffic by Country



Online traffic to your journal's pages at Wiley came from a wide range of countries in 2016. The top 10 countries are shown above, along with the percentage of overall traffic each country represents.

Marketing

Our Marketing Approach

Our activities include relevant promotional tools to ensure that we are reaching as many different readers, authors, institutions, and members as possible. With each marketing campaign, we identify a target audience and the marketing objective we aim to achieve, always keeping our campaigns focused on the goals of *Journal of Consumer Affairs*.

Visibility, Awareness and Usage

E-mail Activity

Dynamic content and news from *JCA* was strategically featured in subject outreach campaigns, across multiple subject disciplines including Nutrition and Sociology. In particular special issues or feature items have been incorporated into appropriate e-newsletters.

Business Newsletters

Throughout 2016, content from *Journal of Consumer Affairs* was included in our Business and Management biannual newsletters, sent to over 46,000 key researchers, academics and policy makers in the field. Each edition features a new curated collection from our portfolio, recently published newsworthy articles, and journal news. The featured article from *JCA* in our Business and Management Impact Factor campaign was "Financial Knowledge And Child Development Account Policy: A Test Of Financial Capability."

Free Sample Issues from 2016

Free Sample Issues of *JCA* were also included in both our Business and Management 2016 Free Sample Issue campaign, as well as the larger Social Sciences & Humanities campaign, which was deployed to over 555,800 contacts, and opened by over 13,400 individuals. The campaign was incredibly successful, and generated 48,890 full-text article downloads for Social Sciences and Humanities journals.

Food Waste & Nutrition

JCA was promoted in the themed collection promoting articles around the topics of food waste, nutrition, food demand, and food policy. This campaign was delivered to over 94,000 researchers, academics and policy makers. 12,400 recipients opened the email collection which resulted in 3,949 full text downloads. The *Journal of Consumer Affairs* articles: "Anti-consumption, Materialism, and Consumer Well-being," and "Why Do We Read On-Pack Nutrition Information so Differently? A Typology of Reading Heuristics Based on Food Consumption Goals," were highlighted.

WILEY
Wiley Business and Management Spotlight

Wiley Business and Management Spotlight on 2015 Impact Factors

Enjoy free access to the top cited articles from our highly ranked journals, click on the links below.

Agribusiness 2015 Impact Factor: 0.738 The Impact of Exchange Rate Volatility on World Broiler Trade	Asia Pacific Journal of Human Resources 2015 Impact Factor: 0.769 To what extent do line managers play a role in modern industrial relations?	AHR 2015 Impact Factor: 2.768 Data Collection in a Flat World: The Strengths and Weaknesses of Mechanical Turk Samples
Business Ethics A EUROPEAN REVIEW 2015 Impact Factor: 1.386 Global Reporting Initiative and social impact in managing corporate responsibility: a case study of three multinationals in the forest industry	BJM BRITISH JOURNAL OF MANAGEMENT 2015 Impact Factor: 2.488 Antidistress Organizational Culture, Contextual Ambidexterity and New Product Innovation: A Comparative Study of UK and Chinese High-Tech Firms	Canadian Journal of Administrative Sciences Revue canadienne des sciences de l'administration 2015 Impact Factor: 0.405 Exploring the Relationships Between Innovation and Internationalization of small and Medium-Sized Enterprises: A Nonrecursive Structural Equation Model

WILEY
Business & Management 2016
Free Sample Issue

Access to over 100 sample issues from Wiley Business & Management journals

Business Ethics <ul style="list-style-type: none">Business Ethics: A European Review	Business Policy & Strategy <ul style="list-style-type: none">Business Policy & StrategyHuman ResourcesMarketingOrganizational Behavior	Conflict Management <ul style="list-style-type: none">Industrial RelationsMultidisciplinaryTechnology and Innovation Management
Business and Society <ul style="list-style-type: none">Business and Society Review	Business Strategy and the Environment <ul style="list-style-type: none">Business Strategy Review	Corporate Governance: an International Review <ul style="list-style-type: none">Corporate Governance: an International Review
Strategic Management Journal <ul style="list-style-type: none">Strategic Management Journal	Negotiation and Conflict Management <ul style="list-style-type: none">Negotiation and Conflict Management Review	Negotiation Journal <ul style="list-style-type: none">Negotiation Journal

WILEY
Food Waste and Nutrition

There is increasing public concern about the present state of food loss and waste. Numerous studies convey the message that there is a high potential to save food in order to improve food security, efficiency of resource use and to generate positive environmental effects. Reduction of food loss and waste ranks high on the agenda of many policymakers and academics, with the objective to improve food security, resource use and sustainability.

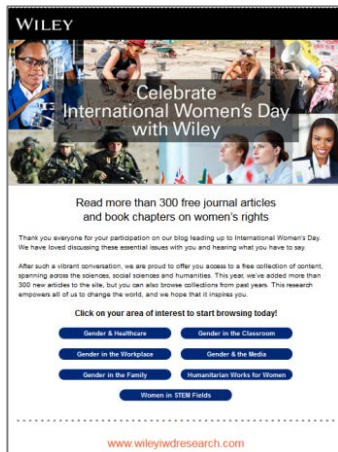
Reduction of Food Loss and Waste: An Exaggerated Agitation
Ulrich Koester Professor
EuroChoices
Volume 14, Issue 3, pages pages 34-38, December 2015

We invite you to explore an extensive collection of content based on the below topics:

Food Waste	Nutrition	Food Demand	Food Policy
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Read the full Collection here >

International Women's Day



Journal of Consumer Affairs was included in this multi-media campaign featuring a collection of themed content and a blog, along with quotes from our authors on why women's research is important to them. The campaign also included a webinar on women's rights. Delivered to over 650,000 researchers in Social Sciences & Humanities, the campaign was opened by 75,000 recipients, with 8,000 engaging further with the content featured.

The campaign featured the *JCA* article "Investigating the Disconnect between Financial Knowledge and Behavior: The Role of Parental Influence and Psychological Characteristics in Responsible Financial Behaviors." 22,600 full text downloads came directly from the campaign for the subject portfolio. The webinar received 1,222 registered attendees and the blog generated 30 posts.

Search Engine Optimization

Google and other search engines are the primary route for access to content and Wiley has marketers whose prime purpose is to work with Google and other search engines to improve accessibility and discoverability for search engines. Our team has worked with Google Scholar for over ten years to ensure articles in Wiley Online Library meet all criteria for inclusion in Google search engines. They meet the Google Scholar staff regularly to ensure our articles and platform continue to meet all Google standards for inclusion in their indexes and search results. They also ensure that we keep abreast of any algorithm changes Google may implement to determine how we can develop our online platform to continue to improve our content's discoverability. As a result of these collaborations, all articles in Wiley Online Library receive Google specific metadata tagging to allow better extraction of information by Google Scholar. In addition, all our articles are indexed by Google so allowing them to be discoverable by abstract terms, as well as terms available only within the full text.

Driving Brand Awareness of *JCA*

Conferences

Conferences provide a strong branding opportunity and take the journal and society brand to where the delegates are. We continue to seek opportunities to promote *JCA* at key conferences in the field. We have introduced a number of techniques that engage delegates and drive them to content online and extend engagement with your readers beyond the conference. Among these techniques are a suite of publicity materials that encourage delegates to engage with booth representatives such as direct sign-ups for free journal sample issues direct to their inbox from the conference.

For our digital conferences, we use a range of techniques to promote journals to encourage brand engagement with the journals, such as:

- Browsing kiosks that allow delegates to access journal content online
- iPads preloaded with journal content relevant to specific conference themes and topics
- Twitter promotion for the conference encouraging real-time conversation around key themes

Marketing

As a result, your journal was visible to over 14,000 researchers through conference promotional activities at Business and Management events in 2016, including the Academy of Management, British Academy of Management, Academy of Marketing, and European Academy of Management.

Social Media

Social media is a valuable channel for engaging with your community as well as providing brand engagement for *JCA*. Used effectively, it can expand your reach, increase engagement, generate web traffic, and drive brand engagement among members of your community. The @WileyBusiness Twitter feed grew to 3,645 followers, with an average of 28 new followers a month.



We use our community feeds to actively engage with influencers and promote the articles in your journal. We ensure article content from *JCA* is promoted when it is published online, and engage the community during conference events, making relevant content freely available.



Altmetric Impact

Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines. Below are the *JCA* articles with the highest Altmetric scores:



Foundations of Financial Well-Being: Insights into the Role of Executive Function, Financial Socialization, and Experience-Based Learning in Childhood and Youth
Journal of Consumer Affairs



Experimental Evidence on the Effects of Financial Education on Elementary School Students' Knowledge, Behavior, and Attitudes
Journal of Consumer Affairs



Do I Fear Death? The Effects of Mortality Salience on Anti-Consumption Lifestyles
Journal of Consumer Affairs



Financial Literacy among the Young
Journal of Consumer Affairs



The Impact of Warnings, Disclaimers, and Product Experience on Consumers' Perceptions of Dietary Supplements
Journal of Consumer Affairs



Consumer Risk Preferences and Higher Education Enrollment Decisions
Journal of Consumer Affairs



Like Father Like Son: How Does Parents' Financial Behavior Affect Their Children's Financial Behavior?
Journal of Consumer Affairs



Homeownership among Young Americans: A Look at Student Loan Debt and Behavioral Factors
Journal of Consumer Affairs



Do Consumers Care About Ethics? Willingness to Pay for Fair-Trade Coffee
Journal of Consumer Affairs

Marketing

Developing Journal Authors

Authors look for ease, quality, reach and impact when publishing their work. Our Wiley Author Story framework provides visual and consistent messaging around these four key benefits. We focus on supporting authors through all stages of the publishing process – from finding a journal and preparing their article to post-publication services. Our ultimate goal is to attract the best authors for the journals we publish.

Key current features include:

- Author, Reviewer and Editor Resource Centers
- Author Dashboard
- Open Access/OnlineOpen Ordering
- Wiley Author Licensing Service
- Article Citation Metrics

Marketing to Drive Reach in Mature and Emerging Markets

JCA is incorporated into our Wiley librarian marketing in the global market, including the following initiatives:

- Sales support materials highlighting the value of the journal in the Business and Management portfolios
- Journal resources website used to promote journal content to readers
- Campaigns celebrating top-cited authors to Librarians in the Asia-Pacific Region

Our International Development teams across Sales and Marketing have been working in tandem to help attract and nurture customers that are in developing and fast-maturing countries. We are implementing demand generation and nurturing programs designed to support the needs of these customers.

- In Europe, Middle East and Africa, consortia in Poland, South Africa, Saudi Arabia and Egypt have had specific marketing programs designed to support their journal packages. These support strategies include bespoke landing pages of materials, targeted and translated emails that have seen engagement rates 2-3 times higher than industry average. Customers have reported that they find this level of service valuable.
- In Asia Pacific we are supporting customers to increase their readership where they are in a maturing research environment. We have altered marketing communications to incorporate polls and quizzes to engage readers and librarians alike to use the resources in the library. These have proved to be very popular. Additionally we are identifying opportunities to support individual librarians through an awards program in India.
- In Latin America we have a strong Author Workshop program that is executed in conjunction with the Librarian at our partner institutions. This helps to build trust and a sustained relationship in fluctuating markets.

Content Management

Publication Schedule (Calendar Days) 2016

Vol: Issue	Cover month	Print pub date	Online pub date	Number of pages	Number of articles	Print run	Average days from acceptance to receipt at Wiley	Average days from receipt at Wiley to EarlyView pub	Average days from receipt at Wiley to online issue pub	Average days from receipt at Wiley to print pub
50 : 1	Spring 2016	02 Mar 2016	04 Mar 2016	260	11	375	15(*10)	65(*46)	208(*149)	176(*126)
50 : 2	Summer 2016	20 Jul 2016	15 Jul 2016	223	10	339	62(*44)	41(*30)	317(*227)	322(*230)
50 : 3	Autumn (Fall) 2016	08 Nov 2016	04 Nov 2016	181	12	314	72(*51)	69(*50)	230(*230)	234(*167)

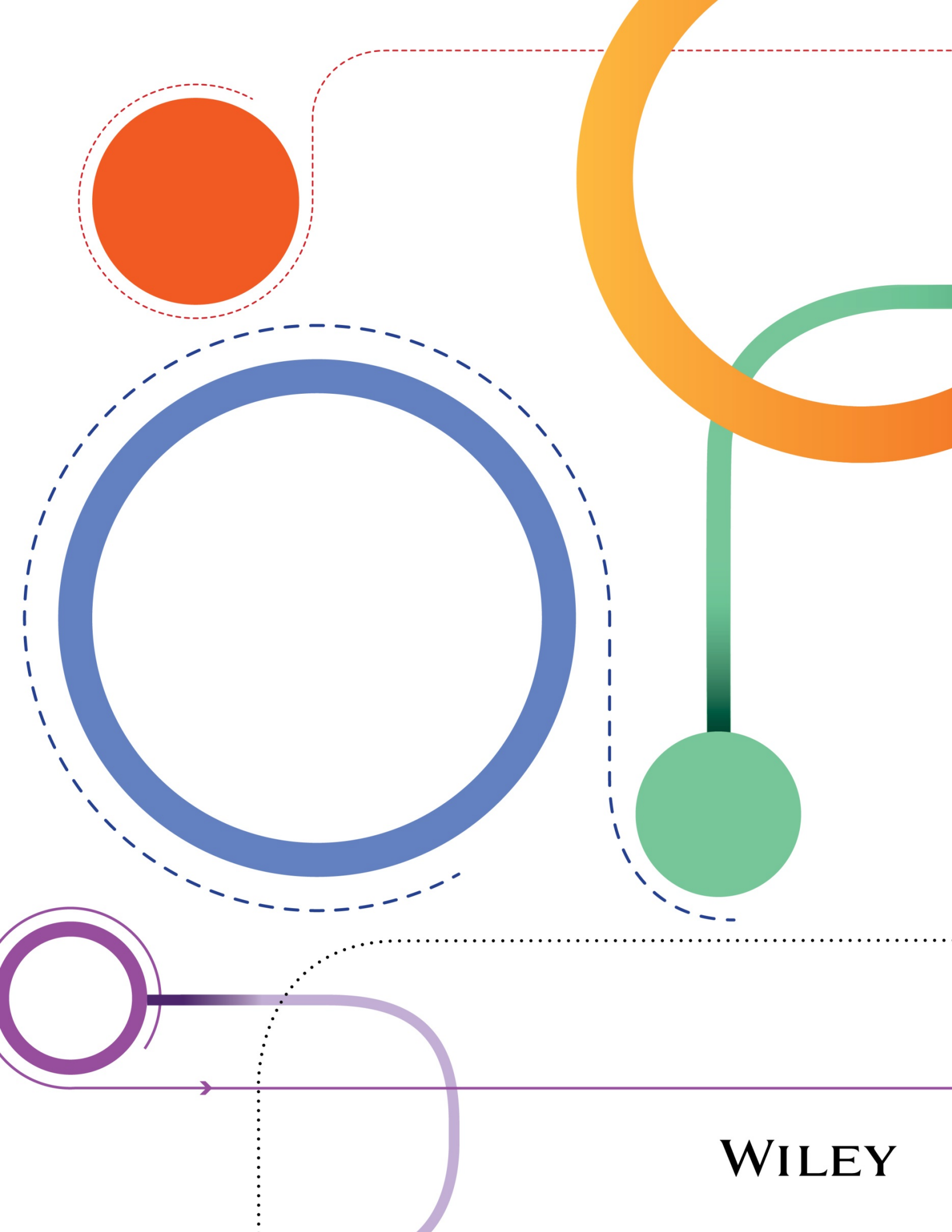
Note: Numbers in parenthesis *=5 days

Year on Year Comparison 2012-2016

Year	Volume/s	Number of issues	Number of pages	Number of articles	Average days from receipt at Wiley to Early View publication	Average days from receipt at Wiley to print publication
2016	1	3	664	33	42	174
2015	1	3	665	28	68	159
2014	1	3	651	27	44	137
2013	1	3	601	26	53	116
2012	1	3	571	25	43	87

Contributing Countries 2016

Country	Number of articles
Australia	1
Croatia	1
France	3
Germany	3
Netherlands	2
New Zealand	2
United States	19
Unknown	2



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