

 **AAMSE**
Publishing Survey
September 2009

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EXECUTIVE SUMMARY

Medical societies are at the forefront of selecting, certifying, and disseminating research and scientific developments through their publications. For societies that do publish journals, publishing activities often account for one of the largest sources of revenue and expenses in their budgets. The nature and extent of publishing activities varies from society to society, as do business and editorial practices, and journal reach and revenue. Society executives have often asked how their own practices compare to other medical societies on matters such as:

- Business management and oversight
- Editorial selection, oversight, and compensation
- Business and editorial drivers – journal frequency, editorial pages, article submission volume, acceptance rates, circulation, and revenue

To answer these questions and others, AAMSE commissioned Henrichs & Associates to conduct a study about its members' publishing practices. In June 2009, AAMSE distributed the questionnaire to a sample that included all AAMSE members who are designated on the AAMSE database as a national specialty society – a total of 65. This sample was expanded to include all state medical societies, adding 51 to the sample for a total sample size of 116.

A total of 48 responses were received, for an overall response rate of 41.4%. When asked to describe their type of medical society:

- Twenty-three described themselves as state societies, representing 45.1% of the 51 state societies.
- Twenty-five listed themselves as international (8), national (2), or national specialty (15), collectively representing 38.5% of the societies in this cohort.

Membership in the 48 societies ranged from fewer than 5,000 to more than 40,000.

Over 70% (34) of the respondents reported that they publish one or more scholarly journals. Of the 14 with no journal publishing activity, ten are state societies and four are national specialty societies.

Journal Profile

- Nearly two-thirds of the journals are published monthly, including a few that are published 10 or 11 times. This supports the prevalent belief and practice that a monthly frequency is optimal for most journals, both for information and advertising purposes.
- Of the 27 societies reporting membership circulation data, 26 stated that their members receive the journal as a benefit of membership (BOM) – 21 or 80.8% of these societies provide access both in print and online, while five (19.2%) of the societies – all state societies – provide only print copies to members.

- A majority of the societies – 15 or 57.7% of 26 reporting BOM (benefit of membership) circulation – credit BOM allocation amounts to journals; 12 reported allocations ranging from \$12.88 to \$141 per member to the journal, while three stated that it varied or they did not know. Eleven of the societies either reported that there is no dollar allocation to the journal for membership copies or did not provide an answer.
- Paid circulation is the next highest contributor to circulation numbers, ranging from a low of 40 paid copies to a high of over 8,000 copies for the 23 societies reporting paid circulation numbers. All of the state societies reported paid circulation numbers of less than 1000. Paid circulation contributed from a low of nearly zero to a high of 74.6% of journal revenue, for an average of 17% for the 18 societies that reported paid circulation revenue.
- For the 27 societies providing information about the number of editorial pages published, the pages ranged from less than 100 to a high of 11,020. Not surprisingly, there is a direct correlation between editorial pages published, frequency of the journal, and journal revenue.
- A majority of the societies have no plans to discontinue publication of the print edition; however, while 80% of the national specialty societies do not plan to discontinue print, only 50% of the state societies plan to keep print.
- The number of article submissions ranged from a low of 30 to a high of 5,500. As expected, there is a direct correlation between the number of issues published and the number of submissions received.
- US acceptance rates ranged from a low of 15% to a high of 100% with a majority of the journals (65%) reporting US acceptance rates of 50% or higher.
- Of the 15 respondents that indicated receiving submissions from outside the US, acceptance rates ranged from a low of 0% to a high of 80%, with three of the journals (20% of 15) reporting international acceptance rates of 50% or higher.

Revenue

- Total society revenue from all activities (excluding subsidiaries) cover a wide range, from a low of \$0.5 million to a high of \$100 million.
- Total revenue from journal publishing range from a low of zero to a high of \$16 million. For eight (36.4%) of the societies reporting, journal publishing accounts for >20% of the total society revenue, with four stating that it accounted for more than a third of the total revenue.
- Of the 24 societies reporting net fiscal contributions of their largest (or only) journal, surprisingly, half of the journals reported that they lose money (6 journals or 25%) or

barely break even (6 journals or 25%). One of the journals reported a loss of nearly a million dollars while the other four reported losses of \$100,000 or less. Half of the journals (12 or 50%) reported a positive contribution ranging from \$12,000 to \$4.64 million. Whether the journal was published by a national specialty society or a state society made little difference to performance, except that the net contribution was directly related to journal revenue; the journal reporting nearly a million dollar loss happened to be a specialty society journal.

Business Management and Oversight

- A slim majority of the 27 responding societies (15 or 55.6%) manage publication of their journal without the services of a professional publishing company; 12 (44.4%) reported that their journal is published utilizing services of a professional publisher. Most of the national specialty societies use a professional publishing company, while most state societies manage it on their own.
- Two-thirds (66.7% of 15) of the national specialty societies had a publications committee, while approximately a third (36.4% of 11) of state societies responding said that they had one.
- Business oversight for the publishing business is typically provided by senior staff within the society – 20 (76.9% of 26) reported that the oversight for the business came from the CEO Executive/Director or Publishing Director/VP of Publishing.

Editorial

- All of the 26 societies responding have an editorial board with size ranging from a low of six to a high of 270. The majority (17 or 65.4%) reported editorial board sizes of 29 or less.
- Most (17 or 65.4%) of the editorial boards meet only once a year, four (15.4%) stated they meet twice a year, and five (19.2%) said they meet three times.
- Most of the journal editors serve in a part-time capacity – 22 (84.6%) of the journal editor positions were reported to be part-time, with only four (15.4%) stating that their editor's position was full-time.
- Of the four full-time editors, one had a two-year renewable term; two stated the editor's term was five years, and one did not answer the question. Of the 22 reporting part-time editors, the editorial terms varied from one year (renewed annually) to indefinite, with five years and indefinite providing the norm with six answers (27.3%) for each.
- Compensation for the editor's position varied widely. Of the 24 respondents responding to this question, 17 (70.8%) stated that the editor's compensation was less than \$50,000, while four (16.7%) reported compensation of over \$100,000, with one

reporting a compensation of more than \$300,000. Ninety percent of the state societies reporting said their editors were paid less than \$25,000; in one case, even for a full-time position. All of the highly compensated editors, full-time or part-time, worked on specialty society journals.

- More often than not, the journal editors do not report within the society staff structure. Of the 26 respondents, 19 (73.1%) stated that the editor either reports to the Board of Trustees (11 or 42.3%) or the Publications Committee (8 or 30.8%).
- When it comes to editorial matters, oversight is mostly provided by the editor or the editorial board. Of the 26 respondents, 80.8% stated that this was the case, with 15 (57.7%) stating that editorial oversight was the responsibility of the editor and the other six (23.1%) stating it was provided by the editorial board.
- Most of the journals reported having policies/guidelines for addressing issues of author misconduct, including plagiarism and submissions to multiple journals. Eighteen (72%) stated that they do have such policies and seven (28%) stated they do not. Again, editor and editorial functions maintain their independence, as 21 (84%) stated the responsibility for enforcing these policies rests with either the editor (18 or 72%) or editor and editorial board. Another three (12%) indicated that the responsibility rested with the editor and the publications committee.

INTRODUCTION

Medical societies are at the forefront of selecting, certifying, and disseminating research and scientific developments through their publications. Societies undertake such publishing activities to advance knowledge and practice in their discipline, foster a sense of professional community, create a non-dues source of revenue, and provide another meaningful benefit of membership.

For societies that do publish journals, publishing activities often account for one of the largest sources of revenue and expenses in their budgets. The nature and extent of publishing activities varies from society to society, as do business and editorial practices, and journal reach and revenue. Society executives have often asked how their own practices compare to other medical societies on matters such as:

- Business management and oversight
- Editorial selection, oversight, and compensation
- Business and editorial drivers – journal frequency, editorial pages, article submission volume, acceptance rates, circulation, and revenue.

In order to address these questions, the American Association of Medical Society Executives (AAMSE) commissioned Henrichs & Associates, a strategic planning and consulting firm for medical society clients, to conduct a survey of its members. Henrichs & Associates developed the survey questionnaire and carried out the research in June 2009.

Sample and Methodology

The initial sample for the survey included all AAMSE members who are designated on the AAMSE database as a national specialty society – a total of 65. This sample was expanded to include all state medical societies since some of them do publish medical journals, adding 51 to the sample (50 states plus Washington DC) for a total sample size of 116.

The survey was administered online using the Survey Monkey survey tool. Invitations to participate were sent to administrative heads of selected societies, with a link to the online survey instrument (see Appendix 1, AAMSE Publications Survey). The recipients were also provided a link to a PDF of the survey in case they wished to review it and collect any needed information prior to completing the survey online.

RESULTS

Profile of Respondents

A total of 48 responses were received, for an overall response rate of 41.4%. When asked to describe their type of medical society:

- Twenty three described themselves as state societies, representing 45.1% of the 51 state societies. Twenty five listed themselves as international (8), national (2), or national specialty (15), collectively representing 38.5% of the societies in this cohort.

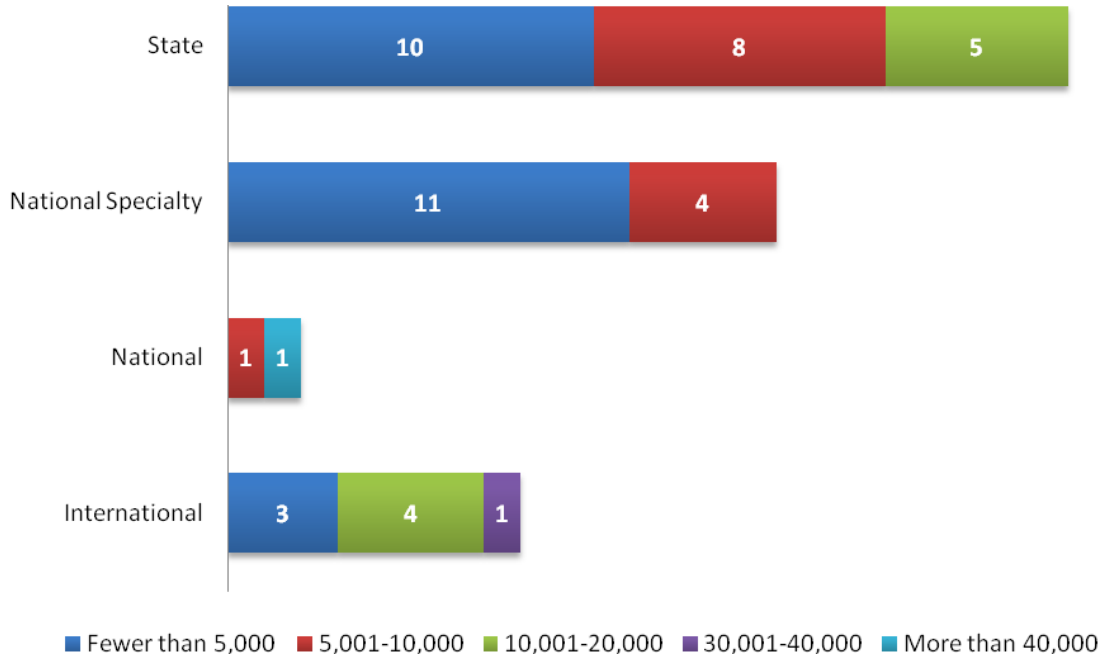


Figure 1: Type of medical society and membership; n=48

The societies who designated themselves as national specialty, national, or international are essentially all specialty societies with varying degrees of international members and activities. Henceforth, they are collectively referred to as national specialty societies.

Membership in the 48 societies ranged from fewer than 5,000 to more than 40,000:

- Reflecting the nature and size of some of the specialties, and the number of physicians in many of the less populous states, 24 societies (50%) have a membership of fewer than 5,000. Another 27% of the societies (13) have membership from 5,001 to 10,000.
- Nine societies (18.8%) have membership numbers between 10,001 and 20,000, while only two specialty societies with a broader international and national focus have membership of 30,001-40,000 and more than 40,000 respectively.

Total society revenue from all activities (excluding subsidiaries) cover a wide range, from a low of \$0.5 million to a high of \$100 million, with four of the societies (all state) not responding to this question. Both the mean and mode are at \$3 million, with one society reporting \$100 million moving the average up to \$9.15 million.

There is a direct correlation between society revenue and number of members – higher membership numbers do translate into higher revenue; the reverse is also true with few exceptions – lower membership numbers mean less revenue (see Figure 2).

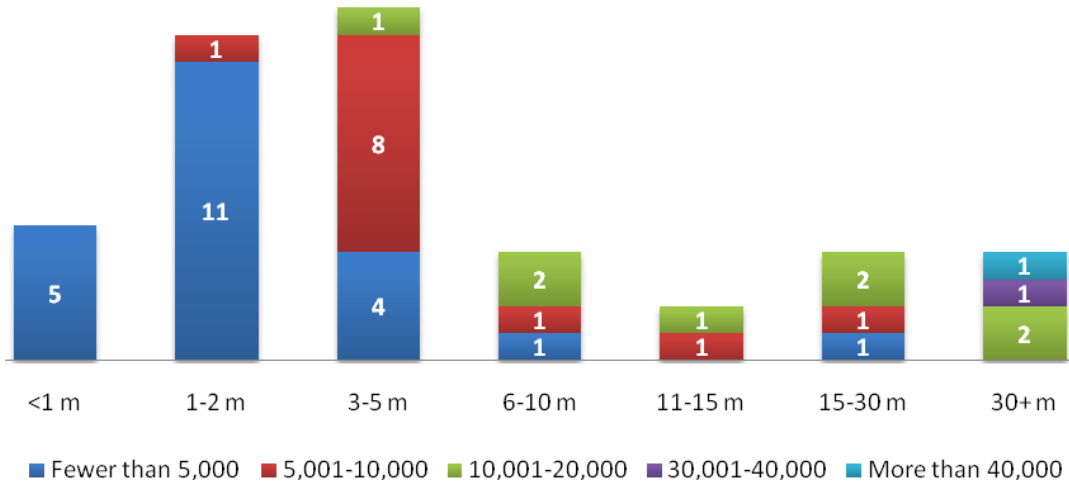


Figure 2: Total society revenue by number of members in society; n=48, 4 no responses

Of the 39 respondents who provided demographic information, the majority (22 or 56.4%) were Executive Directors or CEOs of their societies, three (7.7%) were senior executives in the society, nine (23.1%) were heads of publications, and five (12.8%) reported titles such as Director of Communications, Director of Member Services, Director of Member Communications, and Managing Editor.

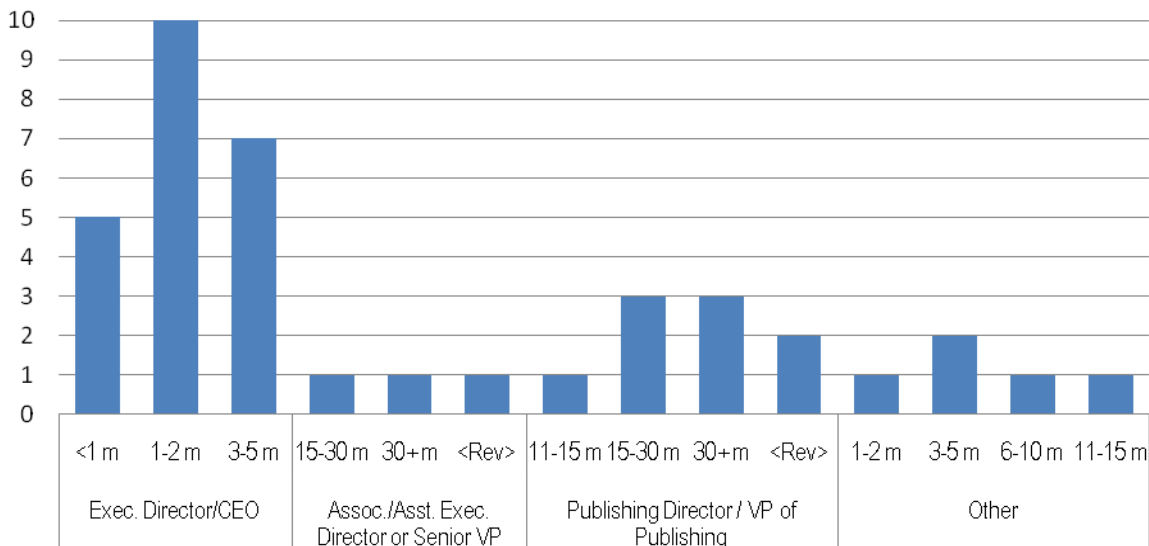


Figure 3: Titles of those responding to the survey analyzed with reported revenue of the society; n=48, 9 no responses and no revenue information (<Rev>) for 3

It is interesting to note that all of the 22 CEOs/Executive Directors responding to the survey were from societies with revenue of \$5 million or less, perhaps indicative of the scope of direct responsibility of an Executive Director position in a small-to-medium-size society.

Journal Publishing

For the purpose of analyzing journal publishing data – questions 5 through 35 in the questionnaire – the group of respondents was pared down to the 34 who publish journals. Four of the respondents who publish journals stopped answering the survey questions after question 5. Therefore, in effect, the total number of respondents providing data for journal publishing activities became 30.

Over 70% (34) of the respondents reported that they publish one or more scholarly journals. Of the 14 with no journal publishing activity, ten are state societies and four are national specialty societies (all with <5,000 members).

Nearly 80% of the societies (27 out of 34) publish only one journal, with four societies (11.8%) publishing two journals, two societies (5.9%) publishing three, and one society publishing six journals.

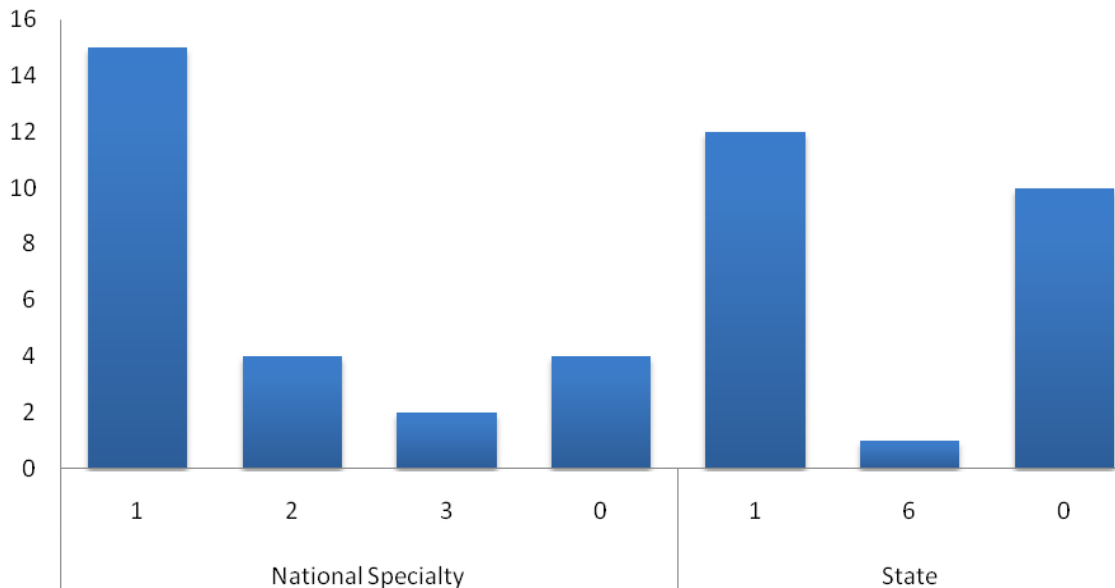


Figure 4: Number of journals published by type of societies; n=48

Total revenue from journal publishing range from a low of \$6,000 to a high of \$16 million, with two stating that it was not considered a source of revenue – nearly zero revenue - and two not answering the question. The median for the respondents was \$310,000 while the average came in around \$2.5 million, skewed due to the few with large revenue streams.



Figure 5: Total journal publishing revenue by type of society; n=30, 2 no responses

Journal publishing programs of state societies are not as robust as those of national specialty societies. Revenue for state society programs is among the lowest – all of the societies with less than \$100,000 in revenue are state societies. Of the group with revenue in the 101,000-250,000 range, half of the societies are state societies. On the other hand, societies with the highest journal publishing revenue are national specialty societies with an international focus.

For those reporting total revenue and journal publishing revenue (22 or 73.3% of 30), journal publishing revenue range from a high of 70% to a low of 0.2% of total society revenue. For eight (36.4%) of the societies reporting, journal publishing accounts for >20% of the total society revenue, with four stating that it accounted for more than a third of the total revenue.

In order to delve into a number of issues in detail relating to journal publishing, and keep the research instrument manageable, respondents were asked to answer 28 of the questions (Q 8 through Q 35) with reference to the largest journal the society publishes (or, in the case of 23 of the 30 societies, the only journal they publish).

Journal Profile

Number of Issues per Year

Of the 27 (90%) answering this question, the journals ranged from a quarterly to a weekly. A clear majority of the journals (15 or 55.6% of 27) are published monthly, with another two (published 10 or 11 times) that may be considered monthly, bringing up the monthly total to nearly two-third or 63%. This supports the prevalent belief and practice that holds a monthly

frequency to be optimal for most journals, both for information and advertising purposes. There is only one quarterly (3.7%), five bimonthlies (18.5%), two with eight issues per year (7.4%), and two weeklies (7.4%).

Circulation

Of the 30 societies providing information about their journal publishing program, 26 (86.7%) reported circulation numbers, ranging from a low of 1,600 to a high of 66,248, with national specialty societies reporting higher circulation than state societies.

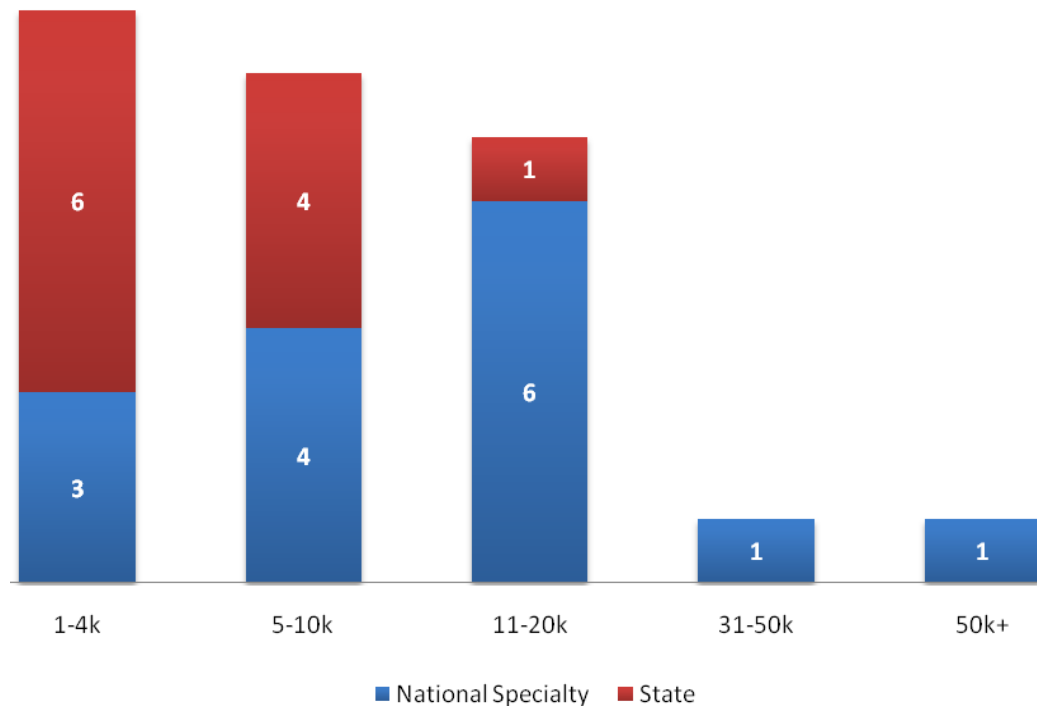


Figure 6: Total journal circulation; n=30, 4 no responses

Journals are a significant benefit of membership (BOM) in a society and a means of fostering a sense of professional community. All of the societies reporting circulation data reported membership circulation data, with all except two stating that the journal is provided as a benefit of membership (BOM). For the 26 societies reporting membership circulation numbers, member circulation ranges between 15.5% and 100% of total circulation reported, with an average of 78.7% of the total circulation accounted for by membership copies.

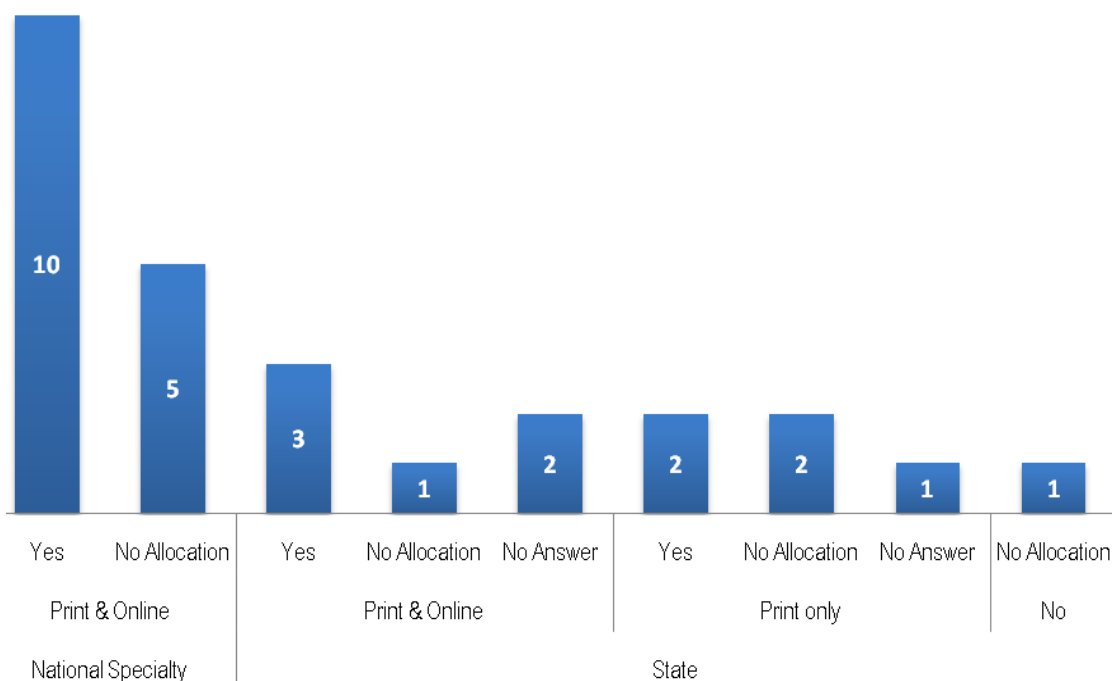


Figure 7: Access to journal print+online and crediting BOM amounts to journals; n=30, 3 no responses on both questions and 3 no answers for the BOM question

All of the national specialty society members receive access to their journal print+online, with two-thirds of specialty societies crediting BOM amounts to journals;

Of the 27 societies reporting membership circulation data, 26 stated that their members receive the journal as a benefit of membership – 80.8% of the societies (21 out of 26) providing access both in print and online while five (19.2%) of the societies – all state societies – provide only print copies to members.

The majority of the societies (15 or 57.7% of 26 reporting BOM () circulation) credit BOM allocation amounts to journals; 12 reported allocations ranging from \$12.88 to \$141 to the journal, while three stated that it varied or they did not know. Eight (30.8%) of the societies reported that there is no dollar allocation to the journal for membership copies, while three (11.5%) did not provide an answer.

Paid circulation is the next highest contributor to circulation numbers, ranging from a low of 40 paid copies to a high of over 8,000 copies for the 23 societies reporting paid circulation numbers (see Figure 8 below). All of the state societies reported paid circulation numbers of <1000. Paid circulation contributed from a low of nearly zero to a high of 74.6% of journal revenue, for an average of 17% for the 18 societies who reported paid circulation revenue.

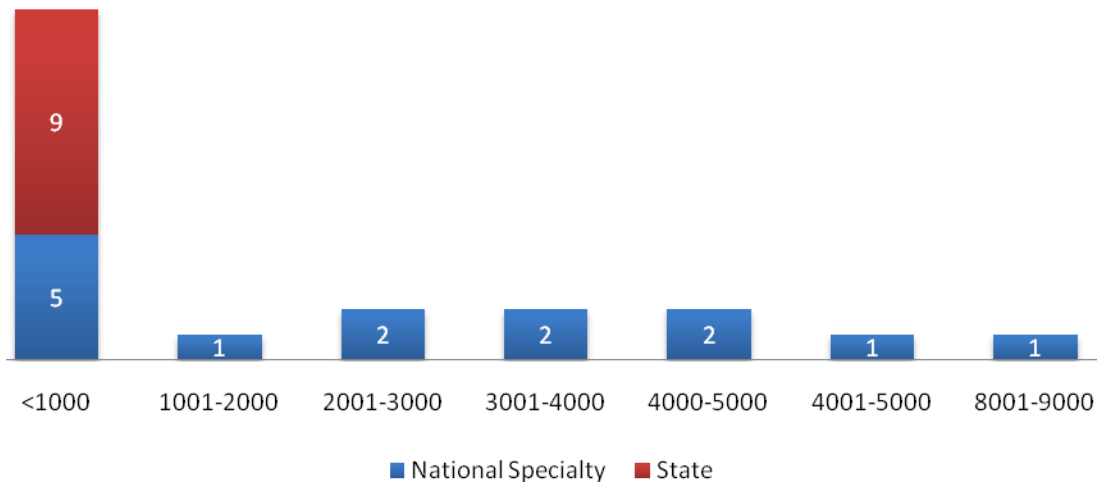


Figure 8: Paid circulation; n=30, 7 no responses

Editorial Pages Published

For the 27 societies providing information about number of editorial pages published, the pages ranged from less than 100 to a high of 11,020. Not surprisingly, there is a direct correlation between editorial pages published, frequency of the journal, and journal revenue.

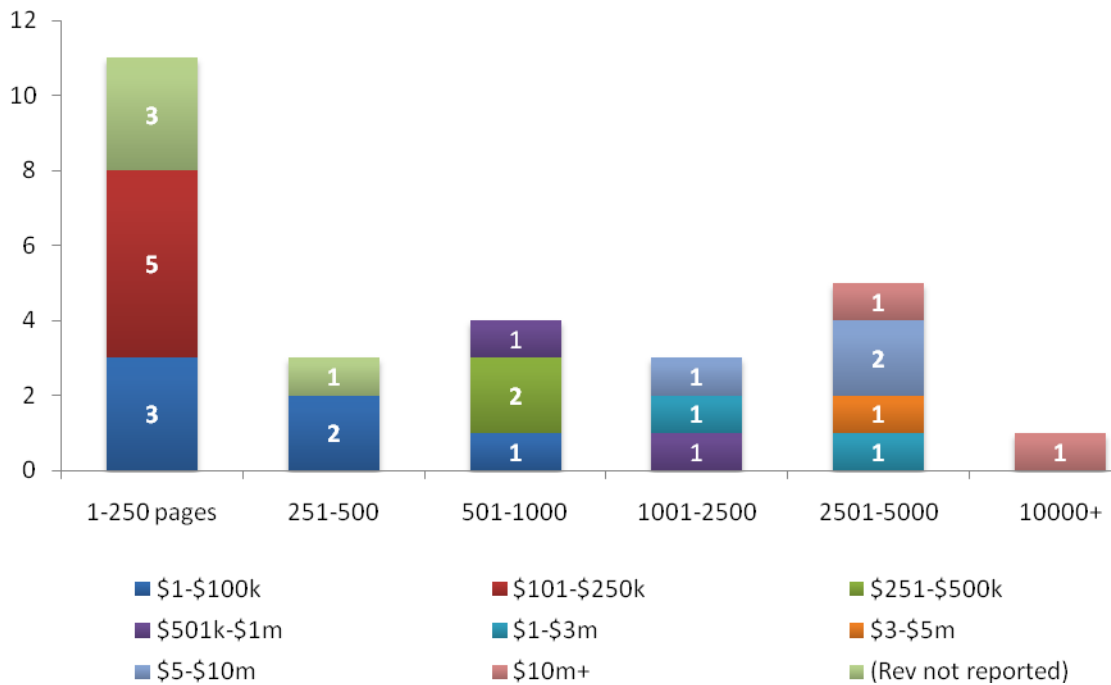


Figure 9: Number of editorial pages and journal revenue (blocks within the editorial page bars represent revenue categories); n=30, 3 no responses

Considering Discontinuation of Print Edition

The majority of the societies have no plans to discontinue publication of the print edition; however, while 80% (12 out of 15) national specialty societies do not plan to discontinue print, only 50% of the state societies plan to keep print. Part of the explanation for this may lie in the fact that the national specialty journals provide a larger revenue stream. Also, advertising revenue still remains largely print dependent. With 25 (83.3% of 30) responding, 17 of the respondents (68% of the 25 responding) stated that they have no plans to discontinue print, while 28% reported that they may discontinue print edition within four years and one reporting sometime after four years.

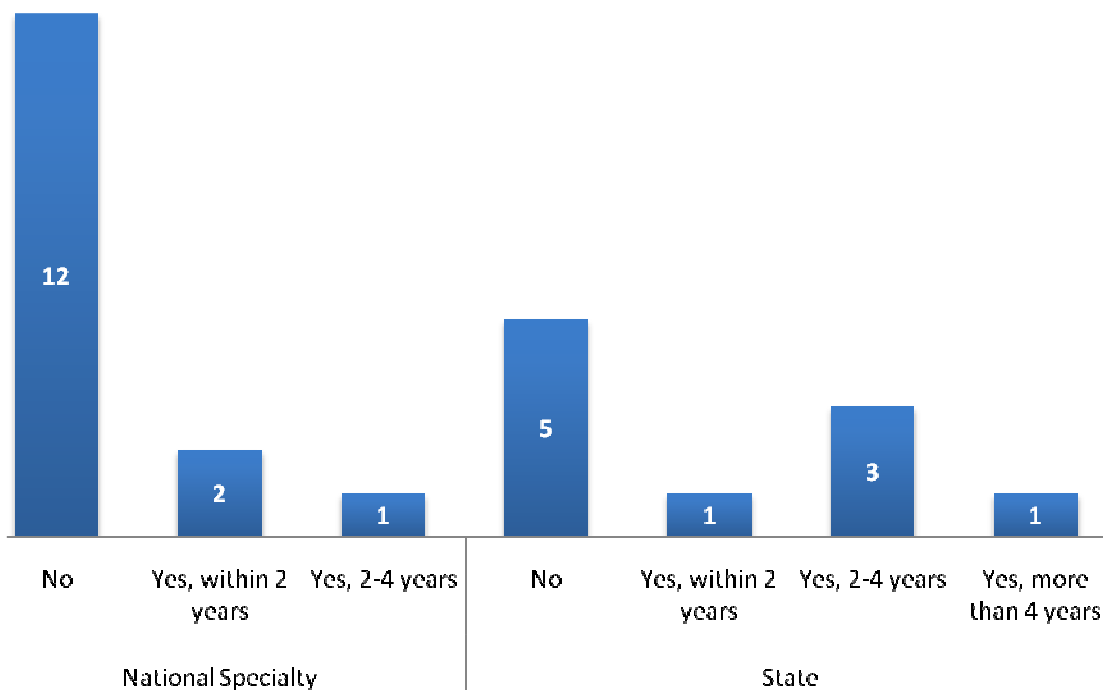


Figure 10: Considering discontinuation of the print edition; n=30, 5 no responses

Revenue & Contribution

For the 24 societies (80% of 30) reporting revenue numbers for the journal, revenue ranged from a low of \$10,000 to a high of \$15 million, with an average of \$2.2 million and median around \$250,000. Not surprisingly, state society journal revenue is less than \$250,000, with two-thirds of the state societies reporting revenue of less than \$100,000.

With two exceptions, all of the national specialty societies reported revenue of over \$250,000, with 60% of the specialty societies reporting revenue of well over \$1 million.



Figure 11: Total revenue of the largest (or the only Journal) from all sources; n=30, 6 no responses

Advertising provides one of the largest sources of journal revenue. For the 18 societies (60% of 30) providing revenue breakdown data, advertising revenue ranged from nearly zero to almost 100% of total revenue.

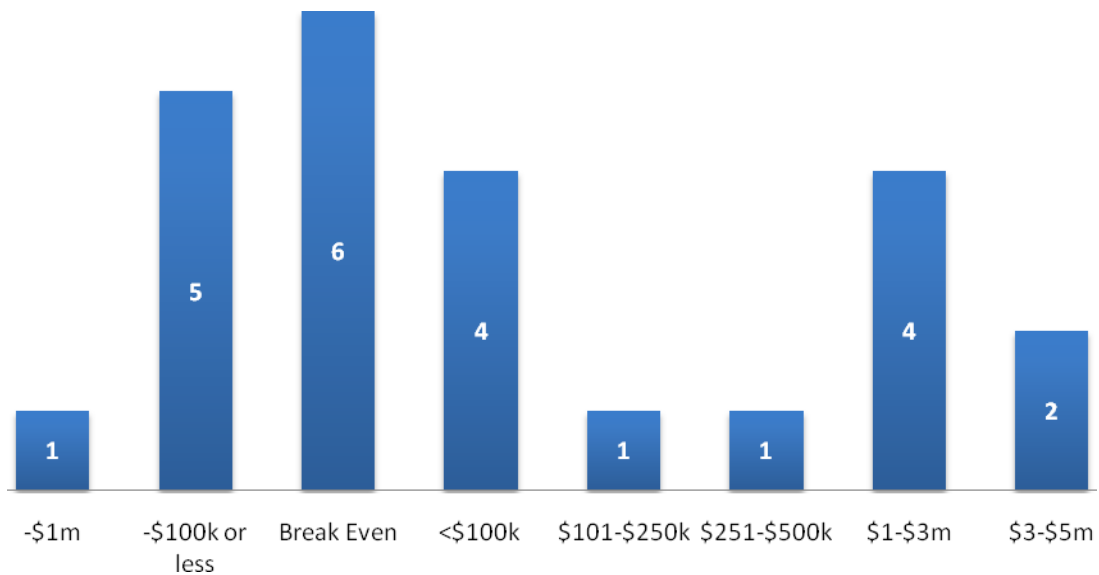


Figure 12: Net contribution of the largest (or the only Journal); n=30, 6 no responses

Of the 24 societies reporting the net fiscal contribution of their largest (or only) journal, surprisingly, half of the journals reported that they lose money (six journals or 25%) or barely break even (six journals or 25%). One of the journals reported a loss of nearly \$1 million while the other four reported losses of \$100,000 or less. Half of the journals (12 or 50%) reported a positive contribution ranging from \$12,000 to \$4.64 million. Whether the journal was published by a national specialty society or a state society made little difference to performance, except that the net contribution was directly related to journal revenue; the journal reporting nearly a million dollar loss happened to be a specialty society journal.

Article Submissions & Acceptance Rates

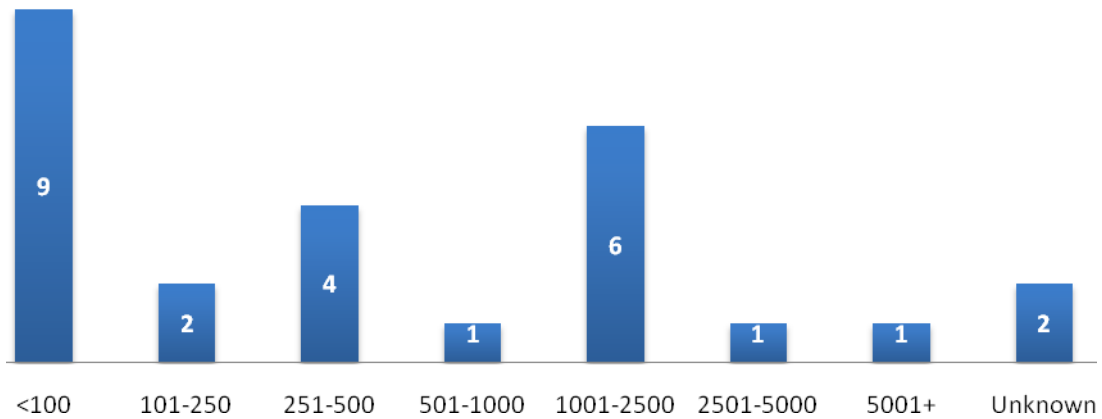


Figure 13: Total number of article submissions received; n=30, 4 no responses

With 26 (86.7%) of the respondents reporting, the number of article submissions ranged from a low of 30 to a high of 5,500, with two (7.7%) reporting it was “unknown.”

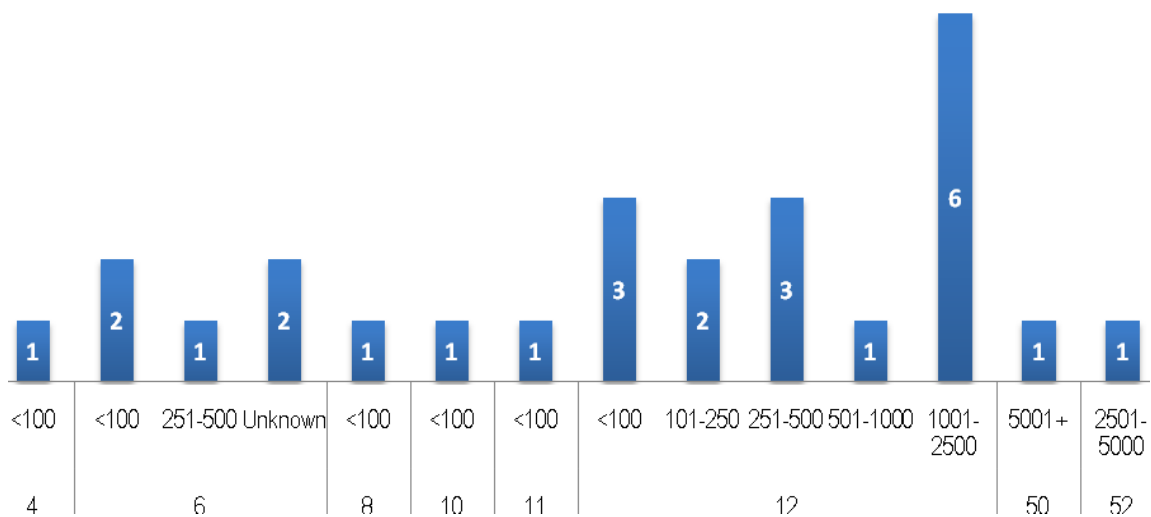


Figure 14: Number of article submissions related to journal frequency; n=26, 4 no responses

As expected, there was a direct correlation between the number of issues published and the number of submissions received; the two weeklies had the highest number of submissions (and published the highest number of editorial pages as well) with the quarterlies and bimonthlies accounting for most of the low submission numbers but, perhaps, appropriate for the frequency and editorial page counts.

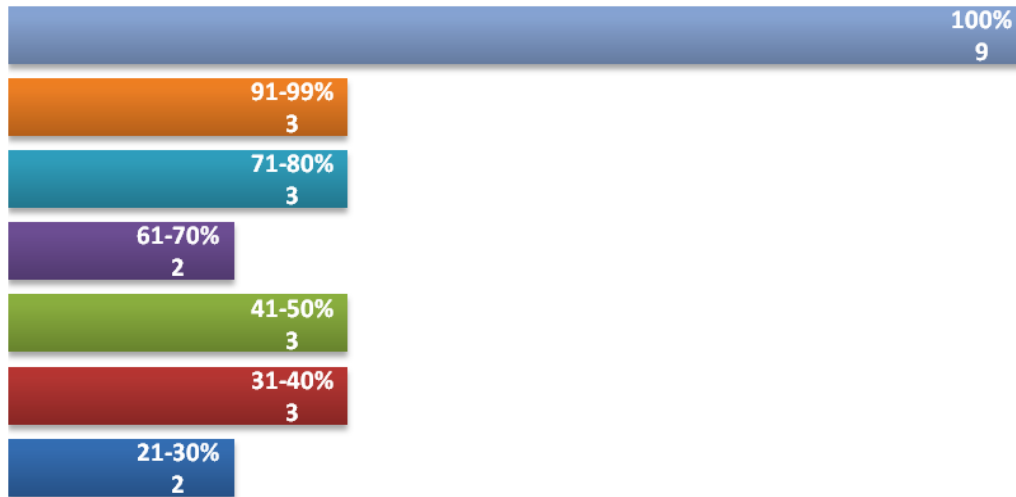


Figure 15: Percentage of article submissions from the US and the number of journals reporting the percentage; n=30, 5 no responses

Articles published in these journals come mostly from the US, with some of the state societies reporting a local state bias in submissions received. A large majority of article submissions were reported to be from the US, with nine (34% of 25) of the journals reporting 100% US submission and another three (12%) reporting US submission rates of more than 95%. The other 13 journals (52%) reported US submission rates of 28% to 80%; six of the journals (24%) reported that the majority of their article submissions came from non-US sources.

Of the 25 journals that provided article submission data, 20 (80%) reported acceptance rates for US submissions. US acceptance rates ranged from a low of 15% to a high of 100% with a majority of the journals (65%) reporting US acceptance rates of 50% or higher.

As for the international acceptance rates, only 15 of the journals reporting (60% of 25 who provided article submission data) indicated that they receive submissions from outside the US. Of these 15, 75% (12) provided international acceptance rates while one stated that it “varies by the journal” and two stated it was “unknown.” Acceptance rates for international submissions ranged from a low of 0% to a high of 80%, with three of the journals (20% of 15) reporting international acceptance rates of 50% or higher.

Research Articles Funded by Government or Nonprofit Agencies-

When asked about the percentage of articles published that resulted from research funded by government or nonprofit agencies, 46.7% of the respondents (14 out of 30) either did not

respond or stated that they did not have this information. Of the 16 (53.3%) who responded to this question, the percentage of articles funded by government or non-profit agencies ranged from a low of 3% to a high of 100%, with half of these respondents reporting less than 10% and only one at 100%.

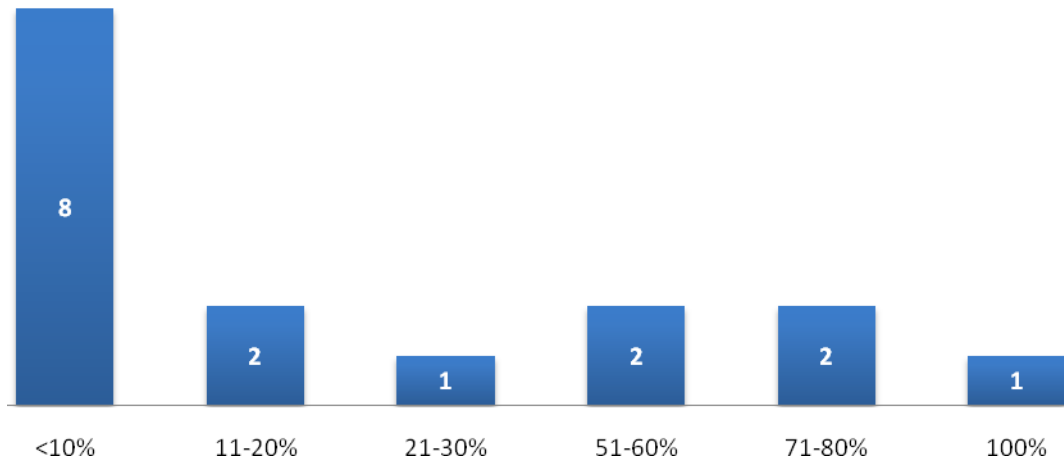


Figure 16: Percentage of articles published with funding provided by a government or nonprofit agency; n=30, 14 no responses or unknown

However, when it comes to mandated “open” access (for example, the requirement that NIH-funded research must be publicly available free of charge within 12 months after publication) most societies abide by the mandates. With 26 (86.7%) of the respondents answering this question, 10 (38.5%) indicated that their journal is open access upon publication, 2 (7.7%) provided open access six months after publication, eight (30.8%) answered 12 months after publication, and another four (15.8%) stated that they provided open access only where mandated by funding agencies.

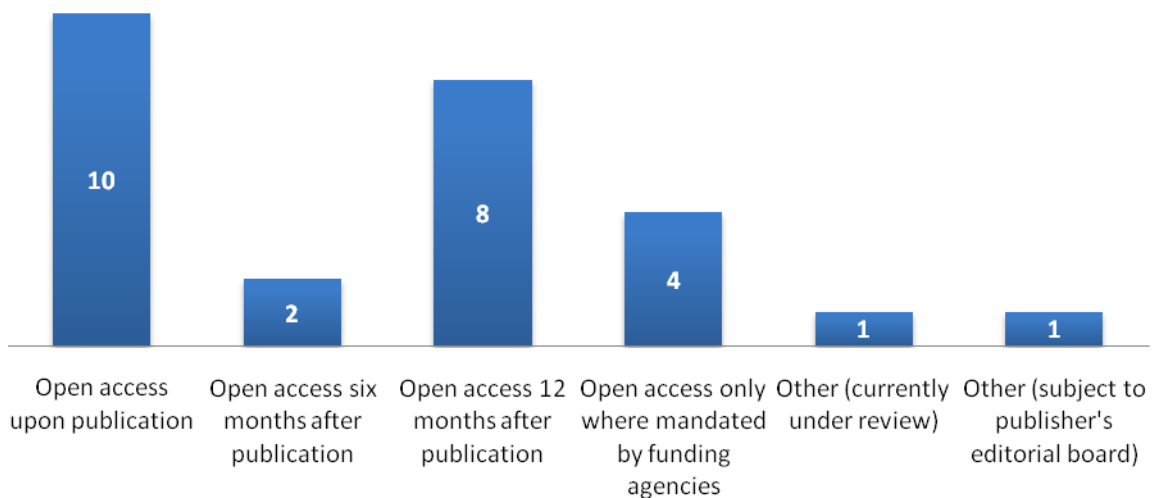


Figure 17: Journals' policy regarding “open” access; n=30, 4 no responses

Thus, 24 out of 26 (92.3%) appear to be in compliance with funding agency mandates and, considering that most agency mandates ask for open access 12 months after publication, nearly half of the journals are exceeding mandated open access. One of the respondents indicated that the policy was “currently under review” while another stated that it was “subject to publisher’s editorial board.”

Publishing Business Management and Oversight

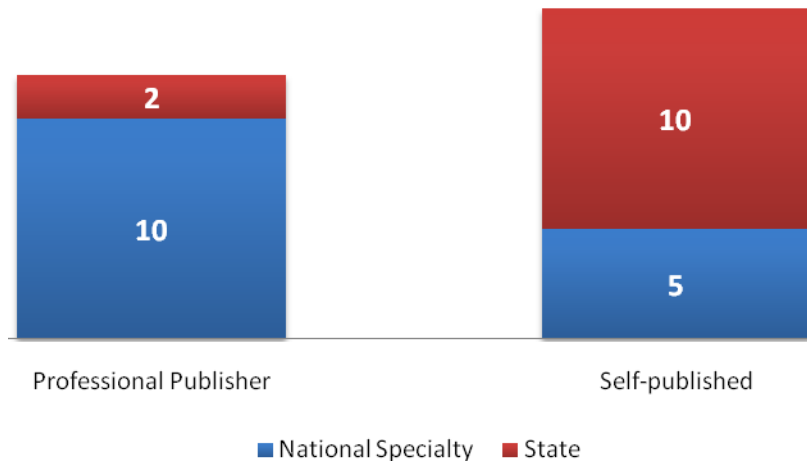


Figure 18: Use of professional publishing companies and comparison of state and specialty society; n=30, 3 no responses

Of the 30 societies, 27 (90%) responded to the question about business management. A slim majority of the societies (15 or 55.6%) manage publication of their journal without the services of a professional publishing company; 12 (44.4%) reported that their journal is published utilizing services of a professional publisher. Most of the national specialty societies use a professional publishing company, while most state societies manage it on their own.

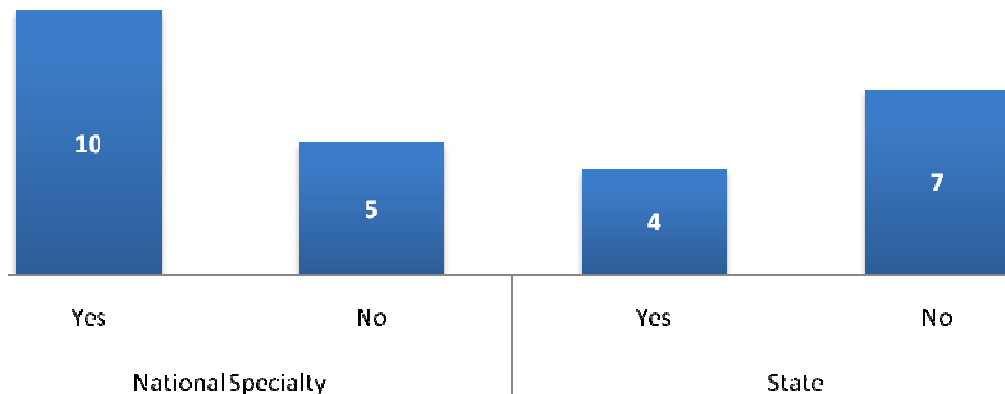


Figure 19: Society publications committee analyzed by type of society; n=30, 4 no responses

On the question of publications committee, 14 (53.8% of 26) of the respondents reported that they have such a committee, while 12 (46.2%) stated that they did not. Two-thirds (66.7% of 15) of the national specialty societies had a publications committee, while approximately a third (36.4% of 11) of state societies responding said that they had one.

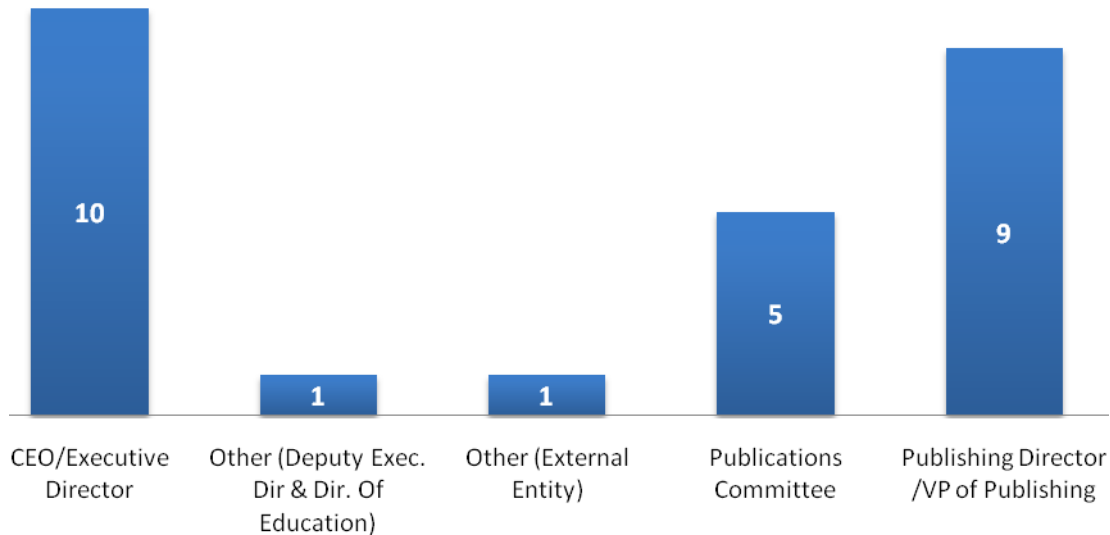


Figure 20: Responsibility for providing business management oversight for the journal; n=30, 4 no responses

Business oversight for the publishing business is typically provided by senior staff within the society. Twenty (76.9% of 26) reported that the oversight for the business came from CEO/Executive Director (38.5%), Publishing Director/VP of Publishing (34.6%), and Deputy Executive Director & Director of Education (3.8%). Five of the respondents (19.2%) stated that the oversight was provided by the publications committee and one (3.8%) said that the oversight was provided by an external, affiliated entity.

Editorial Structure, Management, and Oversight

For questions regarding editorial management and oversight, again 26 (86.7%) responded, with no responses from four (13.3%).

All of the societies have an editorial board for the journal they publish. The size of the editorial board varies from journal to journal, with a low of six to a high of 270, with one respondent stating it varies (presumably by the journals they publish). Seventeen respondents (65.4% of 26) reported editorial board sizes of 29 or less, with two (8.3%) not answering this question. It appears that six respondents (23.1%) who reported board sizes of 70 to 270 may have included members of an extended editorial advisory board.

Most (17 or 65.4%) of the editorial boards meet only once a year, four (15.4%) stated they meet twice a year, and five (19.2%) said they meet three times.

Most of the journal editor positions were reported as part-time (22 or 84.6% of 26 reporting), with only four (15.4% of 26) stating that their editor's position was full-time.

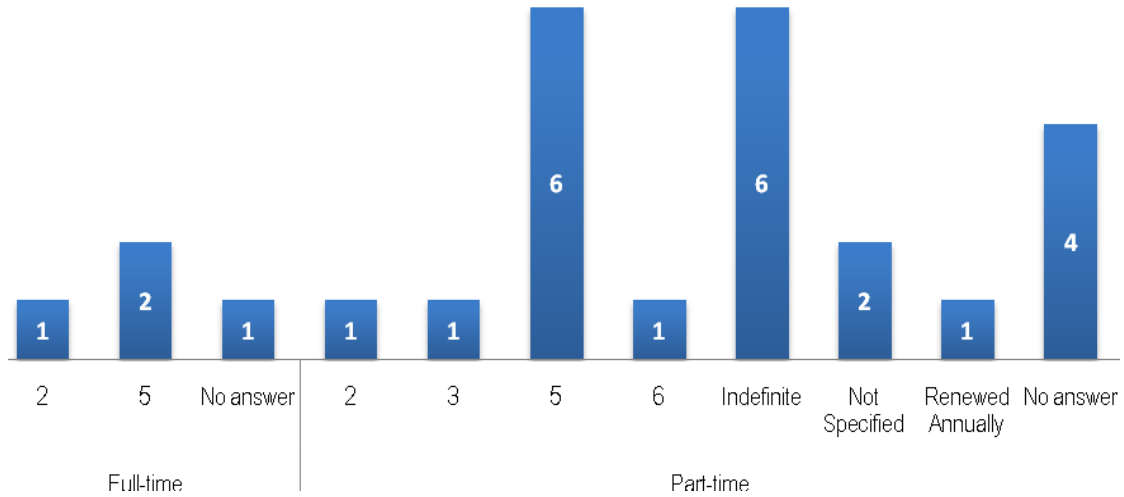


Figure 21: Position of the editor and term of appointment; n=30, 4 no responses on both questions

Of the four full-time editors, one had a two-year renewable term; two stated the editor's term was five years, and one did not answer the question. Of the 22 reporting part-time editors, the editorial terms varied from one year (renewed annually) to indefinite, with five years and indefinite providing the norm with six answers (27.3%) for each.

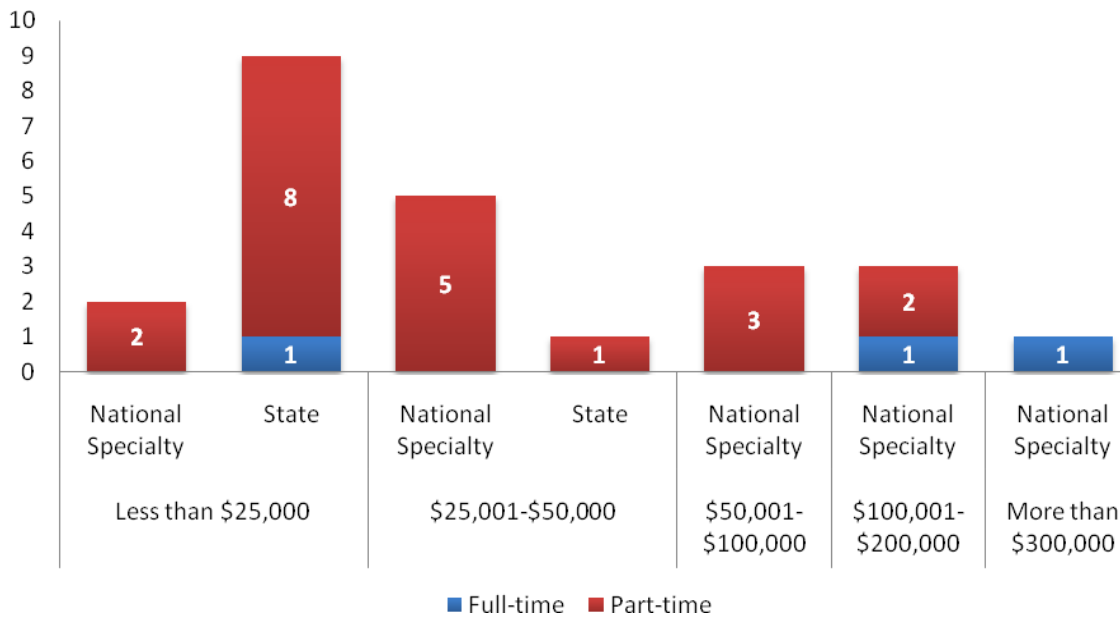


Figure 22: Compensation for journal editor position; n=30, 6 no responses

Compensation for the editor’s position varied widely. Of the 24 respondents (80% of 30) providing this information, 17 (70.8% of 24) stated that the editor’s compensation was less than \$50,000, while four (16.7% of 24) came in with compensations of over \$100,000, with one reporting a compensation of more than \$300,000. State societies paid their journal editors less than what editors of specialty society journals were paid. Ninety percent of the state societies reporting said their editors were paid less than \$25,000, in one case, even for a full-time position. All of the highly compensated editors, full-time or part-time, worked on specialty society journals.

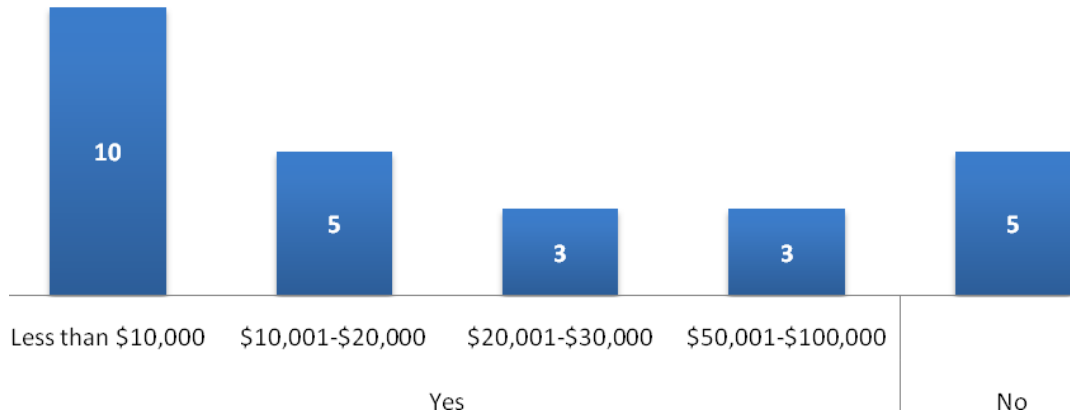


Figure 23: Compensation for Associate editor position; n=30, 4 no responses

Most of the journals have associate/assistant editors – of the 26 responding to editorial questions, 21 (80.8%) stated they do. Again, compensation for the associate/assistant editors falls within a wide range, from less than \$10,000 to \$100,000. Nearly 50% of those reporting (10 out of 21) stated that compensation for associate/assistant editors is less than \$10,000, while only three (14.2%) reported compensation in the \$50,000-\$100,000 range.

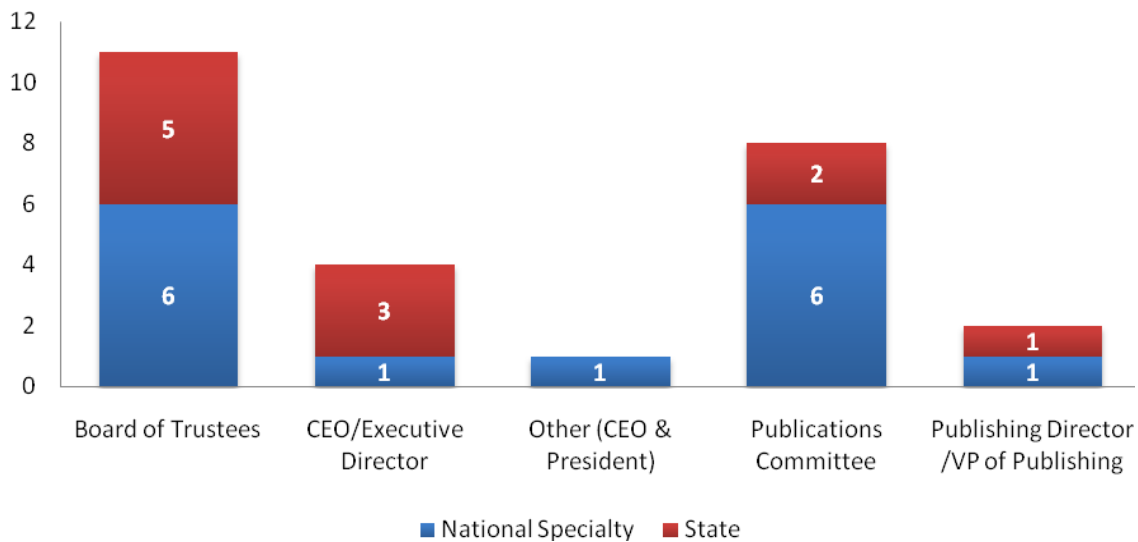


Figure 24: Editor's reporting line; n=30, 4 no responses

More often than not, the journal editors do not report within the society staff structure. Of the 26 respondents, 19 (73.1%) stated that the editor either reports to the Board of Trustees (11 or 42.3%) or the publications committee (8 or 30.8%). Five respondents (19.2%) stated that the editor reports to the Society CEO and two said the editor’s reporting line was to the Publishing Director/VP of Publishing.

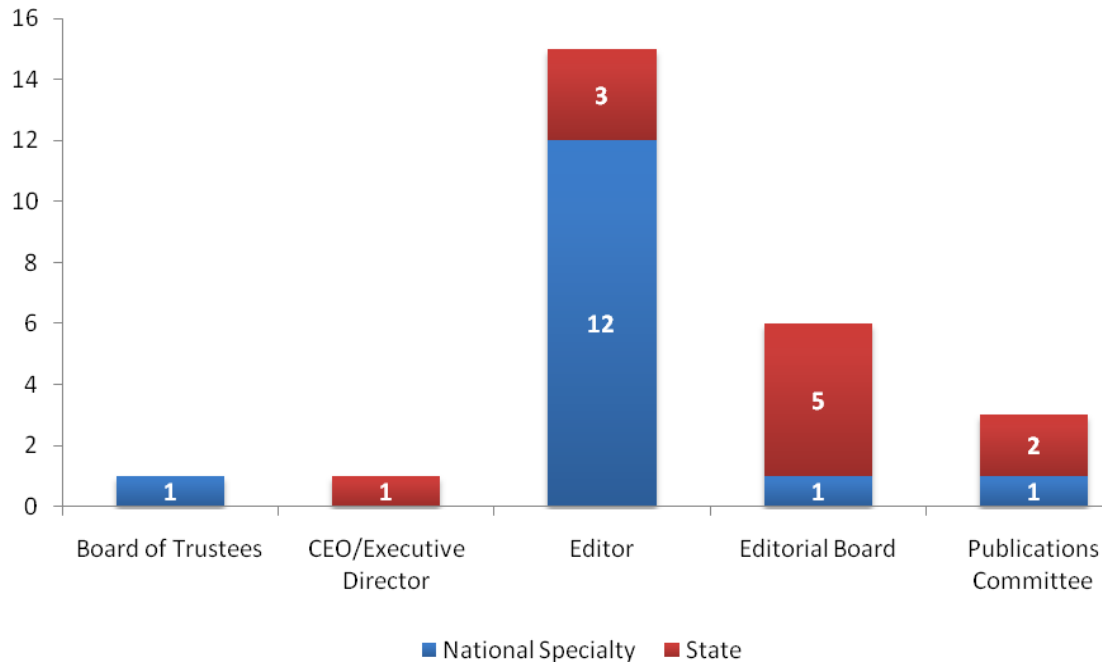


Figure 25: Accountability for providing editorial oversight; n=30, 4 no responses

The editor’s position is seldom accountable to staff within the society; in fact it is often structured to be independent. When it comes to editorial matters, oversight is mostly provided by the editor or the editorial board. Of the 26 respondents, 80.8% (21) stated that this was the case with 15 (57.7%) stating editorial oversight was the responsibility of the editor and the other six (23.1%) stating it was provided by the editorial board. Others providing editorial oversight included the publication committee (3 or 11.5%), and the Board of Trustees (1 or 3.8%); in the case of one state society, editorial oversight is provided by CEO/Executive Director (3.8%).

Most of the journals reported having policies/guidelines for addressing issues of author misconduct, including plagiarism and submissions to multiple journals. Eighteen (72% of 25 responding to this question) stated that they do have such policies and seven (28%) stated they do not. Again, editor and editorial functions maintain their independence as 21 (84% of 25 responding) stated the responsibility for providing such oversight – whether policies/guidelines exist or not – rests with either the editor (18 or 72%) or editor and editorial board (3 or 12%). Another 12% (3 out of 25) indicated that the responsibility rested with the editor and the publications committee, and one (4%) said it was the responsibility of the CEO.

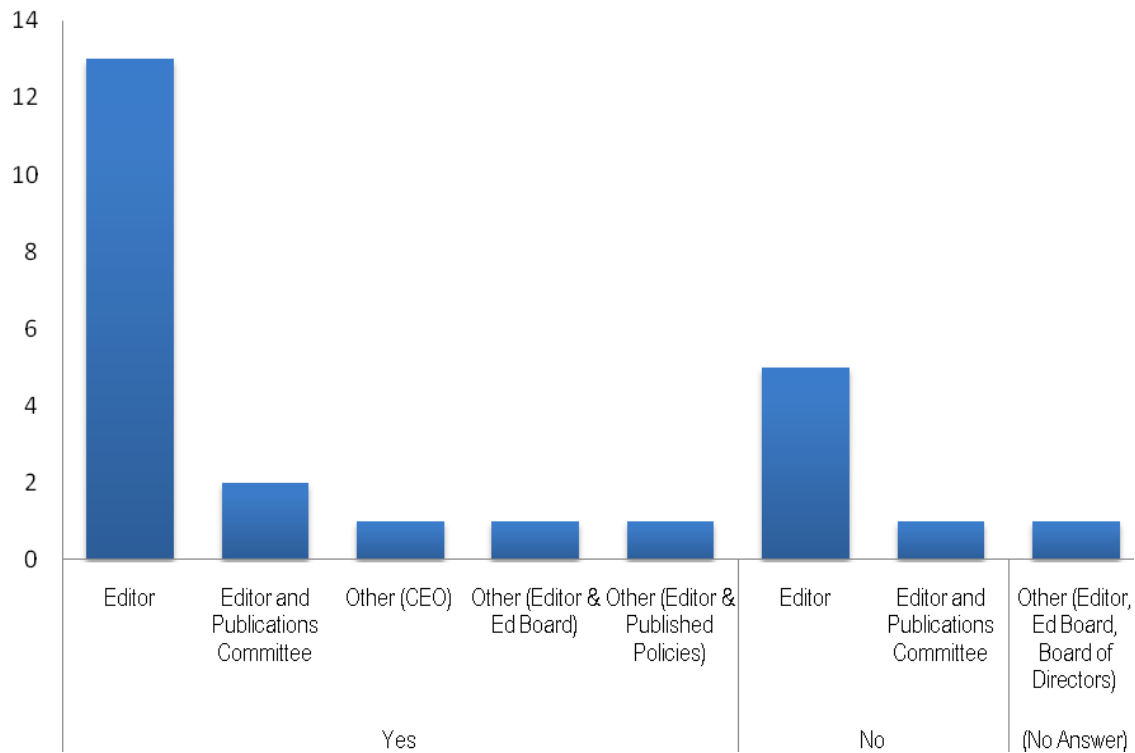


Figure 26: Policies regarding handling author misconduct/plagiarism and responsibility for handling such cases; n=30, 5 no responses

Other Publishing Activities

Scope of Activities

For the purpose of analyzing other publishing activities, the total number of respondents was pared down to 44 to account for the four who dropped out after Question 4. The sample was further pared down to account for those who did not answer any of the questions pertaining to other publishing activity – a total of seven (11.7% of the 44) – making the adjusted sample size for other publishing activity a net of 37.

Newsletters

With a few exceptions, all societies publish one (or more) newsletter to communicate with their membership and other constituencies as needed - 36 of the 37 respondents (97.3%) reported that they do publish one or more newsletters. Frequency of the newsletters ranged from quarterly (6 or 16.7% of 36) to bimonthly (8 or 22.2%) to monthly (9 or 25%) to more than 12 (13 or 36.1%), including one weekly newsletter.

The preferred medium for publishing newsletters is definitely online with 32 newsletters (88.9% of 36) published online (of which 19 are published both in print and online). Another four newsletters (11.1% of 36) are published in print only.

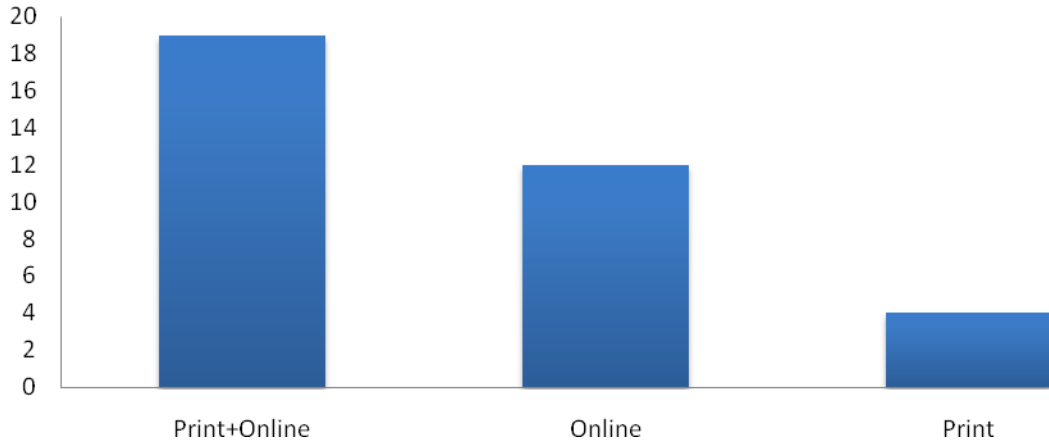


Figure 27: Preferred medium for publishing newsletters; n=37, 1 no response

Magazines

Twelve of the 37 respondents (32.4%) stated that they publish magazines. The frequency of the magazines published ranged from quarterly (4 or 33.3% of 12) to bimonthly (3 or 25%) to monthly (4 or 25%) to more than 12 (1 or 8.3%). On the question of magazine publishing media, both print and online appear to be equally preferred with nine (75% of 12) reporting print+online and one (8.3%) online only, with two (17.7%) publishing in the print media only.

Books

The publication of books is not as prevalent among medical societies as journals and newsletters. Only 10 (27% of 37) reported that they publish books, ranging from just one book to six books per year. Half of those reporting book publishing stated that they publish books both in print and online, while the other half reported publishing books in print only.

Revenue

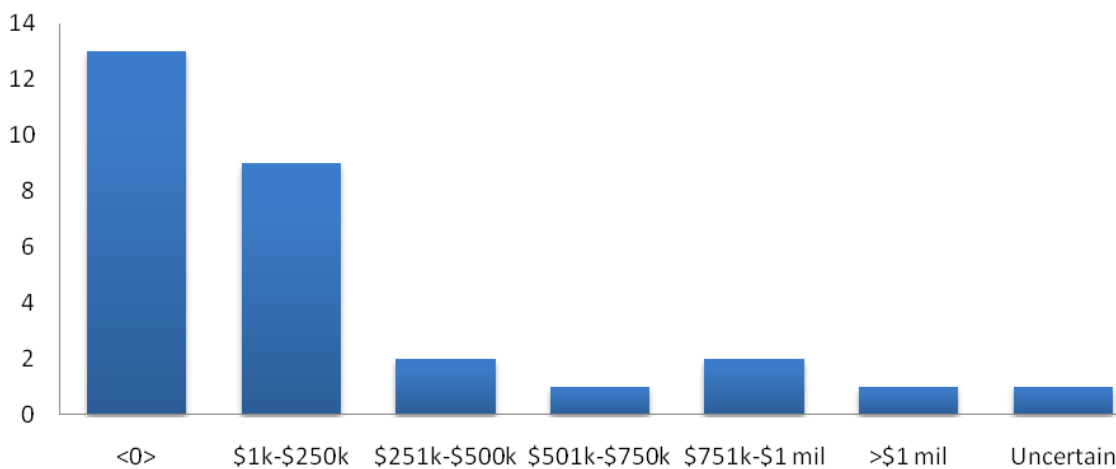


Figure 28: Revenue from other publishing activities; n=37, 8 no responses

Revenue from other publishing activities is not as lucrative as those for journal publishing. A review of the data shows that revenue from newsletter publishing is mostly zero – the purpose is mostly to communicate, not to generate revenue.

A total of 29 respondents (78.4% of 37 reporting) provided information about revenue from other publishing activities – ranging from zero revenue to \$3 million. Thirteen of the respondents (44.8% of 29) reported zero revenue and one (3.4%) was uncertain, 9 (31%) reported revenue of \$1,000 to \$250,000, two (6.9%) in the \$250,001 to \$500,000 range, one (3.4%) in the \$500,001-\$750,000, two (6.9%) in the \$750,001-\$1 million range, and one (3.4%) at \$3 million.

CONCLUSIONS

As the business of publishing – and how information is sought, delivered, and used – continues to evolve, there are opportunities for society publishing to play an increasingly important role and thrive. They may be able to boost their net revenues and profitability, enhance their brand, and provide incremental value to members by:

- increasing journal reach, readership, and revenues, particularly in international markets
- introducing new products and product enhancements
- reducing costs through publishing efficiencies

Although every society has a unique situation, some societies seem to be getting more out of their publishing endeavors than others. Based on the information collected in this survey, specialty societies appear to have more extensive and organized journal publishing programs than state societies. However, it is interesting to note that half of the journals in the survey either lost money or barely broke even.

Regarding some of the other business and editorial drivers:

- The prevalent frequency for journal is monthly.
- A majority of article submissions come from within the US, with a number of journals reporting all submissions from the US.
- Most societies credit amounts for benefit of membership circulation to journals.
- Most have no plans to discontinue publication of the print edition.
- Journals that publish articles where funding was provided by a government or nonprofit agency do abide by funding agency mandates for “open” access.

Likewise, the study yielded interesting information about business management practices. Based on majority opinion, it appears that:

- Business oversight of the journal is very typically provided by the senior staff.

- Most specialty societies use a professional publisher, while most state societies manage the journal on their own.

There were also some interesting conclusions about editorial oversight:

- Most editorial boards meet only annually.
- Most journal editors are part time, with compensation varying widely between state and specialty societies.
- Journal editors typically do not report with the society staff structure.
- On editorial matters, oversight is provided by the editor or editorial board, with the vast majority of societies reporting that the editor or editorial board enforced policies about author misconduct.

It is hoped that this publishing benchmark information will be useful to both state medical societies and national special societies to better select, certify, and disseminate research and scientific developments through their publications.

AAMSE Publications Survey

1. Which of the following describes your medical society?

- State
- National
- National Specialty
- International
- Other_____

2. How many members does your society currently have?

- Fewer than 5,000
- 5,001-10,000
- 10,001-20,000
- 20,001-30,000
- 30,001-40,000
- More than 40,000

3. What are the total annual revenues of your medical society from all sources (*not including subsidiaries*)?

\$_____ (*You may round it to nearest million*)

4. Does your society publish a scholarly journal?

- Yes • How many? 1 2 Other _____
- No • **(Please skip to Q. 37)**

5. Does your society have a publishing department to support the journals you publish?

- Yes • Total number of staff in the department? _____
- No

6. What is your society's annual budget for the publishing department, including staff?

\$_____ (*You may round it to nearest 100 thousand*)

7. For the journals your society publishes, what are the total annual revenues from all sources?

\$_____ (*You may round it to nearest million*)

In case your society publishes more than one journal, please answer questions 8-35 for the largest journal your society publishes (in terms of revenues and circulation).

8. How many issues do you publish each year?

- 4 6 12 Other_____

9. Number of article submissions received each year? _____
 What percentage of articles from the US? _____%
10. Acceptance rate for articles submitted (for all submissions)? _____%
 Acceptance rate for US submissions: _____%
 Acceptance rate for international submissions: _____%
11. What percentage of articles in your journal report on research funded by government or non-profit agencies? _____%
12. Given mandates from a number of funding agencies to make articles available free-of-charge after certain periods, what is your journal's policy regarding "open" access?
 Open access upon publication
 Open access six months after publication
 Open access 12 months after publication
 Open access only where mandated by funding agencies
 Other _____
13. How many editorial pages do you publish annually in the journal? _____
14. Do your members receive the journal as a benefit of membership?
 No
 Yes • Print only Online only Print & Online
15. Is a portion of membership dues allocated towards journal revenues/costs?
 No
 Yes • What portion of dues? _____%
16. What is the circulation of your journal (both print and online)?
- | | |
|---|-------|
| Members | _____ |
| Paid subscriptions | _____ |
| Controlled subscriptions (<i>often advertising supported</i>) | _____ |
| Other _____ | _____ |
| Total circulation (<i>all sources</i>) | _____ |
17. Are you considering options to publish the journal online only, discontinuing the print edition?
 Yes • within 2 years 2-4 years more than 4 years
 No

Journal Business Functions

18. Is your journal self-published or published in partnership with a professional publisher?

- Self-published
- Professional Publisher

19. If published by a professional publisher, please answer which roles/services are fulfilled by the professional publisher or the society (*please check both, if applicable*).

	Publisher	Society
Publisher	<input type="checkbox"/>	<input type="checkbox"/>
Circulation sales & marketing	<input type="checkbox"/>	<input type="checkbox"/>
Advertising sales & marketing	<input type="checkbox"/>	<input type="checkbox"/>
Subsidiary rights and content licensing	<input type="checkbox"/>	<input type="checkbox"/>
Editorial processing and production	<input type="checkbox"/>	<input type="checkbox"/>

Journal Editorial Functions

20. Do you have an editorial board for your journal?

- Yes • What is the size of your Editorial Board? _____
- No (*Skip to Q. 17*) go back to 17?

21. How often does the editorial board meet each year? 1 2 3+

22. Is the journal editor position full-time or part-time?

- Full-time Part-time

What is the term of office for the editor? _____ years

23. What is the total annual compensation for the journal editor?

- Less than \$25,000
- \$25,001-\$50,000
- \$50,001-\$100,000
- \$100,001-\$200,000
- \$200,001-\$300,000
- More than \$300,000

24. Does the journal have associate/deputy editor(s)?

- No (*please skip the next question*)
- Yes • How many? _____

25. What is the average annual compensation for an associate/deputy editor?

- Less than \$10,000
- \$10,001-\$20,000
- \$20,001-\$30,000

- \$30,001-\$50,000
- \$50,001-\$100,000
- More than \$100,000

26. Does the editor have a staff for editorial office functions?

- No
- Yes • How many staff? _____

27. Does editor's institution cover some of the editorial office costs (such as staffing, office space, and overhead)?

- No
- Yes • Approximately how much? \$_____

28. What is the total annual budget for the Journal editorial office (*including compensation for editor, deputy/associate editors, editorial office staff, and contributions of editor's institution*)?

\$_____ (You may round it to nearest 100 thousand)

Governance/Oversight

29. Does your society have a Publications Committee?

- Yes
- No

30. Who is responsible for providing business management oversight for the journal?

- CEO/Executive Director
- Publications Committee
- Publishing Director /VP of Publishing
- Other _____

31. Who does the editor report to?

- CEO/Executive Director
- Publications Committee
- Publishing Director /VP of Publishing
- Board of Trustees
- Other _____

32. Who is accountable for providing editorial oversight?

- CEO/Executive Director
- Publications Committee
- Board of Trustees
- Editorial Board
- Editor-in-Chief
- Other _____

33. Do you have policies/guidelines for addressing issues of author misconduct, including plagiarism and submissions to multiple journals?

- Yes
- No

34. Who is primarily accountable for addressing issues of author misconduct?

- Editor
- Publications Committee
- Editor and Publications Committee
- Other _____

Revenue & Contributions

35. What are the total revenues for your journal from all sources?

\$_____ (You may round it to nearest 100 thousand)

36. Please tell us what percentage of these total revenues comes from each of the following revenue sources:

Paid subscriptions	_____%
Member subscriptions	_____%
Advertising (all forms)	_____%
Author fees	_____%
Supplements	_____%
Reprints	_____%
Licensing & permissions	_____%

37. After all journal expenses are covered, what is the net monetary contribution of the journal to your society?

\$_____ (You may round it to nearest 100 thousand)

Other Publishing Activity

38. Other than the journal publishing activities covered above, do you have other publications (*please check all that apply and answer the follow-up questions*)?

- Magazine
- Newsletter
- Books

39. If you have other publishing activities, please enter the frequency of publication:

Magazine	<input type="checkbox"/> 4	<input type="checkbox"/> 6	<input type="checkbox"/> 12	<input type="checkbox"/> >12
Newsletter	<input type="checkbox"/> 4	<input type="checkbox"/> 6	<input type="checkbox"/> 12	<input type="checkbox"/> >12
Books	<input type="checkbox"/> 4	<input type="checkbox"/> 6	<input type="checkbox"/> 12	<input type="checkbox"/> >12

40. If you have other publishing activities, please enter the frequency of publication:

Magazine Print Online

Newsletter Print Online
Books Print Online

41. Total annual revenues from other publishing activity?
\$_____ (You may round it to nearest 100 thousand)

Demographic Information

42. What best describes your title or role?
 Executive Director, CEO (head of the society)
 Associate or Assistant Executive Director, Senior VP
 Publishing Director / VP of Publishing
 Other _____

43. Anything else you would like to tell us about your society's publishing activity, or society publishing in general?

44. Please enter the following information if we may contact you for a brief follow-up, if needed:

Name _____
Phone ___ - ___ - _____ E-mail _____

Thank you very much for taking the time to participate in this survey.

PARTICIPATING SOCIETIES

State Medical Societies n = 23

Alaska State Medical Association
Connecticut State Medical Society
Florida Medical Association
Iowa Medical Society
Kentucky Medical Association
Medical Association of the State of Alabama
Medical Society of Delaware
Medical Society of the District of Columbia
Minnesota Medical Association
Missouri State Medical Association
Mississippi State Medical Association
Nebraska Medical Association
New Mexico Medical Society
North Carolina Medical Society
North Dakota Medical Association
Oklahoma State Medical Association
Oregon Medical Association
Pennsylvania Medical Society
Rhode Island Medical Society
South Carolina Medical Association
Tennessee Medical Society
West Virginia State Medical Association
Wisconsin Medical Society

*National Specialty n = 16

American Academy of Pain Medicine
American Academy of Psychiatry and the Law
American Association for Geriatric Psychiatry
American College of Foot and Ankle Surgeons
American College of Osteopathic Surgeons
American College of Psychiatrists
American College of Rheumatology
American Society for Dermatologic Surgery
American Society for Surgery of the Hand
American Thyroid Association
Central Society for Clinical Research
Heart Rhythm Society
Renal Physicians Association

Society for the Advancement of Blood Management
Society of Critical Care Medicine
Society of Interventional Radiology

***International n = 7**

American Academy of Dermatology
American College of Cardiology
American Gastroenterological Association
American Society of Hematology
American Society of Nephrology
Society for Cardiovascular Computed Tomography
Society for Medical Decision Making also listed under national specialty

***National n = 2**

American Institute of Ultrasound in Medicine
American Osteopathic Information Association

*The three categories of National Specialty, International, and National were grouped together for these analyses.

ABOUT THE AUTHORS

Henrichs & Associates is a consulting firm specializing in medical and health organizations and issues. Kathleen R. Henrichs, PhD founded the firm after an 18-year career at the American Medical Association, where she was a Senior Vice President. In addition to authoring books on medical issues, Dr. Henrichs partners with associations to achieve high levels of excellence through strategic planning, organizational development, interim executive management, and board development. As past Executive Director of the American Medical Association Foundation, Dr. Henrichs also advises on non-profit strategies and governance issues. She can be reached at 847-869-2562 or krhenrichs@msn.com.

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