The publication market

How does it work? Who are the most important players? Which are the recent developments?
Learning Aims

• You have a basic background knowledge of the publication market

• This helps you to make conscious publication decisions

• Scientists are important stakeholders in this market, they can shape it!
Scientific Publishing: Subscription Model

Publishers → Articles & Copyright → Access to articles → Libraries

© Access to articles

Subscription Costs

Paywall

Researchers

Articles & Copyright

Lib4RI Training Series · Publication Market · Fall 2017
Scientific Publishing: Open Access

- Publishers
  - Articles & APCs
  - Open Access

- Researcher
  - Publ. Costs

- Funding Agencies

- Libraries/Institutions
  - Publication Costs

Subscription Costs

Publishers Libraries/Institutions

Researcher

Scientific Publishing: Open Access

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Publisher types

- Big commercial publishers
  
  ![Elsevier](image)
  ![Springer](image)
  ![Nature](image)
  ![Taylor & Francis Online](image)
  ![Wiley](image)

- Middle-sized and small commercial publisher
  
  ![Oxford University Press](image)
  ![TTP Publications Inc.](image)
  ![World Scientific](image)
  ![De Gruyter](image)
  ![Sage](image)
  ![Wageningen Academic Publishers](image)

- Society publishers
  
  ![ACS](image)
  ![ASCE](image)
  ![American Chemical Society](image)
  ![OSA](image)
  ![IEEE Xplore](image)
  ![Lib4R](image)
Scientific Information: Exponential Increase


(From: Larsen PO & M Ins, 2010: The rate of growth in scientific publication and the decline in coverage provided by Science Citation Index. *Scientometrics* 84, 575–603, DOI: 10.1007/s11192-010-0202-z CC-BY-NC).

![Cumulative number of records for nine databases 1907–2007 (semi logarithmic scale)](Fig. 2)
How much does a journal cost?

<table>
<thead>
<tr>
<th>Costs</th>
<th></th>
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| First copy costs of an article, including profit margins | • 1’127 £  
• PNAS: 3’700 $  
• Nature: 30’000 – 40’000 $ |
| First copy costs of an article, without profit margins | • 420 – 650 $  
• 1’136 £ + 1’194 £ for Peer review |
| Cost of peer review | • 900 £ |

PNAS: 3’579 articles in 2015  
Total costs: 13’242’300 $  
Subscription: 515- 8’705 $ (Tiering)  
→ 3’500 subscriptions need to be sold

Costs for single journals are highly variable

- Differences in the numbers of articles
- Production effort
- Profit margins

Oligopoly of Academic Publishers


The Information Market

Price increases for Elsevier journals:

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Total</th>
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<td>Netherlands*</td>
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<td>3'258'747</td>
<td>3'395'511</td>
<td>3'665'246</td>
<td>3'760'993</td>
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<tr>
<td>EUR</td>
<td></td>
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<td></td>
<td></td>
<td>16.5%</td>
</tr>
<tr>
<td>Switzerland**</td>
<td>6'133'456</td>
<td>6'159'206</td>
<td>6'608'321</td>
<td>7'329'135</td>
<td>7'330'110</td>
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<tr>
<td>CHF</td>
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<td></td>
<td></td>
<td></td>
<td>19.5%</td>
</tr>
</tbody>
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**: From: [https://wisspub.net/](https://wisspub.net/) data for: UZH; ETHZ; EPFL, Uni Bern

Ongoing concentration process

- 2003: Global market shares of 8 publishers is about 66 % of the STM publication market
  (from House of Commons 2004)

- The journals market “is very far away from the ‘ideal perfectly competitive private market’”
  (from a EU study: Dewatripont et al. 2006)
The Information Market: Elsevier

- Elsevier Reed’s Scientific, Technical & Medical division has a profit margin >35%

- OA Profit per article: 15% on average (from: doi:10.1038/495426a)

Data and Graph from: http://www.londonstockexchange.com/exchange/prices-and-markets/stocks/summary/company-summary/GB00B2B0DG97GBGBXSET1.html last downloaded 03.03.2017

BMW (highest in automobile): Profit before tax: 8.5%

Profit before tax: 10%
Megajournals

- Characteristics
  - Broad coverage of different subject areas
  - Review focus is on technical soundness of a manuscript instead of perceived importance
  - Gold Open Access

- Journal examples (Publisher, APC):
  - BMJ Open (BMJ; 2’200 $)
  - IEEE Access (IEEE; 1’750 $)
  - FEBS Open (Wiley; 1’050-1’600 $)
  - Nature Communications (SpringerNature; 5’200 $)
  - PeerJ (PeerJ; 1’095 $)
  - PLoS ONE (PLoS; 1’495 $)
  - Sage OPEN (Sage; 395 $)
  - Scientific Reports (SpringerNature; 1’675 $)
Megajournals: Current trends

doi:10.3103/S0147688216040079
Reflections on the Publication Process

- What is your opinion?

- Should we stop subscribing to journals from the major publishers?

- Will open access bring a solution to the publishers oligopoly?

- What about society publishers?

- What can scientists do?
Thank you for your attention!

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