DE GRUYTER OPEN

Lege Artis

15
new
databases

2016
ANNUAL REVIEW
REPORT

2016

MARKETING EXTRA PLATFORM REDESIGN

MARKETING EXTRA PACKAGE

In 2016 De Gruyter Open launched the Marketing Extra package, an optional offer, designed to improve the visibility of Society Journals, highlight the latest research and raise the Journal profile in the scholarly community. This offer includes 6 different services. For more information please contact your Account Manager or Marketing Manager (the list of contacts can be found at the end of the Report).

PLATFORM REDESIGN

From January 2016, De Gruyter has been working on a complete redesign of De Gruyter Online. The objective was to make the platform responsive, and thus easily accessible for all kinds of electronic devices.

The following important steps were successfully completed:

- DG Online is now using the full width of the browser window. If the window is minimized, part of the texts will also get smaller.
- DG Online automatically adjusts itself to the size of the display of the device, so now all publications can be easily read from a tablet or a smartphone.
- The structure of the product and content pages of books and journals has been modified. We merged the previously separate pages into one. This way, the content is more accessible and clearly presented.

AUTHORS' AFFILIATIONS –
NEW REQUIREMENTS:

In 2016 De Gruyter decided to <u>unify the requirements regarding authors' affiliations</u> in order to provide more accurate and complete metadata information to abstracting and indexing services. As of now all of the affiliations except for associated institutions also contain the information about the country name.

De Gruyter implements the list of countries provided by **ISO 3166-1 code standard** published by the <u>International Organization for Standardization</u> (ISO).

❑ We would like to ask you kindly to include the country names in affiliations of your authors.

❑ **Important**: ISO 3166-1 uses the country names chosen by the **United Nations**, some of which are <u>disputed</u>.

De Gruyter also currently works on one <u>model of authors' affiliated institutions</u> that will standardize all of the publications on the platform. Application of this unified model aims to enhance their recognition by abstracting and indexing services and also accelerate the preparation of articles for online publication. The new guidelines will be provided in a separate mailing later on in 2017.

2016
AUTHORS'
AFFILIATIONS

2016 STATISTICS LEGEND

Annual Review Report 2016 presents the following statistical data:

❑ **JOURNAL PAGE USAGE** (for both English [EN] and German [DE] platform language versions):

▪ <u>Product page</u> – the main page of the journal, where the cover, description and supplementary materials are located.
▪ <u>Content pages</u> – the archive, with issues and articles.

Journal page usage presents the numbers of visitors and page impressions:

▪ <u>Page impression</u> - the total number of times a specific website has been accessed. Page impression happens anytime a page is loaded through the browser.
▪ <u>Visitor</u> - an individual user who has accessed the site; determined by the IP address of a computer or device that was used for browsing. If a visitor uses the same device each time to access a website, only one unique visit is counted.

❑ **EVENT USAGE** gives an overview about the clicks on buttons by users on journal pages: presents downloads of content, flyer, clicks on cite/export button as well as number of times users tried to register for alerts:

▪ <u>Clicks</u> - the total number of times a specific button was clicked
▪ <u>Unique clicks</u> - the total number of times a specific button was clicked by individual users (visitors).

Please note, that event usage provides data for Content Pages in English – C(EN). Data for German language version available upon request.

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JOURNAL PAGE USAGE	VISITORS	PAGE IMPRESSIONS
Product page	281 (EN), 32 (DE)	393 (EN), 44 (DE)
Content page	57 (EN), 7 (DE)	123 (EN), 9 (DE)
EN – English language version		
DE – German language version		

EVENT USAGE	CLICKS	UNIQUE CLICKS
Full-text Downloads	59	22
Flyer	1	1
eTOC Alerts	1	1

2016 USAGE STATISTICS

Issue	# articles	cover date
1(1)	9	06.2016

Journal ID	DG code
10579	LART

2016 PUBLICATION STATISTICS

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2016
ABSTRACTING AND INDEXING SERVICES

Services indexing the journal

Baidu Scholar
Celdes
CNKI Scholar (China National Knowledge Infrastructure)
CNPIEC
EBSCO Discovery Service
Google Scholar
J-Gate
KESLI-NDSL (Korean National Discovery for Science Leaders)
Naviga (Softweco)
Primo Central (ExLibris)
ReadCube
Summon (Serials Solutions/ProQuest)
TDNet
WanFang Data
WorldCat (OCLC)

New services in 2016

Baidu Scholar
Celdes
CNKI Scholar (China National Knowledge Infrastructure)
CNPIEC
EBSCO Discovery Service
Google Scholar
J-Gate
KESLI-NDSL (Korean National Discovery for Science Leaders)
Naviga (Softweco)
Primo Central (ExLibris)
ReadCube
Summon (Serials Solutions/ProQuest)
TDNet
WanFang Data
WorldCat (OCLC)