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NPG details 2011 open access pricing policy

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Nature Publishing Group (NPG) today announces details of its 2011 pricing policy for *Nature Communications* and other NPG journals offering an open access (OA) option.

"We now have complete data on the uptake in 2009 of open access publishing options for NPG journals, and we can predict the likely impact on pricing for 2011," said David Hoole, Director, Intellectual Property Policy and Licensing, NPG.

NPG currently sets a threshold of 10% OA content in a journal in a given year, at which point site license prices will be reviewed. NPG currently publishes fifteen journals with an OA option, of which three have published more than 10% OA content in 2009. These are: *The EMBO Journal* and *EMBO reports*, the *International Journal of Impotence Research* (IJIR), and *Prostate Cancer* (PCan). The percentage of EMBO Open content has actually decreased, and so this will lead to a small increase in price, following the 9% reduction for 2010. IJIR and PCan should see decreases in site license prices of between 5 and 10%, depending on the annual inflationary increase, which will be announced in Q2 of 2010. This change only applies to site license prices; personal and print subscriptions remain subject to NPG's usual pricing structure.

In 2012, NPG's intention is that site license pricing for journals with an OA option will be determined by the percentage change in the amount of subscription access articles. This means the subscription price will be based on only the amount of subscribed content, independent of the OA content. This provides a more straightforward calculation from which to price journals, especially for journals that are growing, or new hybrid titles that don't have a base level of content. Annual inflationary increases will still apply. Again, this change in pricing structure only applies to site license access; personal and print subscriptions remain subject to NPG's usual pricing structure.

In April, NPG launches *Nature Communications*. This is a born digital journal with an immediate OA option. Therefore it has no existing price to reduce, and NPG can only set a site license access price based on the amount of subscription content and the quality of the journal.

All content published in *Nature Communications* will be freely available until October 2010, after which time subscribed access content will be put behind a paywall. Site license access and pay-per-view options will be available from October. Based on current submissions, *Nature Communications* will publish significantly more subscribed access research papers than a Nature research journal. NPG have therefore set a base site license price of GBP 1,500/USD 2,400/ EURO 1,875 for a small academic institution. Early subscribers will be offered 15 months for the price of 12, providing access from October 2010 through to December 2011 (subscriptions must be confirmed by August 31st 2010).

The Article Processing Charge (APC) for *Nature Communications* has been set at $5000, with a 20% launch discount. Authors who opt to pay the APC will benefit from: a choice of licenses, including one that allows derivative works; immediate and permanent access for all to the final published version of their paper on nature.com and in PubMed Central; the rights to self-archive the final published version of their paper for public access immediately on publication. Regardless of which option authors choose, publication in *Nature Communications* will enable authors to comply with funder mandates for public access. Early indications suggest a high rate of submissions, with approximately 25% of authors interested in choosing open access publication.

Nature Communications memberships will also be available, offering discounted APCs. Memberships will be offered at discounted rates when combined with site licences, generating further savings. Details are still being confirmed and will be announced later in 2010.

"We are confident this range of pricing options for *Nature Communications* will ensure value for authors, librarians and funders, whether authors choose subscription access or open access for their paper", said David Hoole.

NPG is committed to value and excellence in scientific and medical publishing, and to achieving this through a variety of sustainable business models. This spread of activities shows NPG's commitment to ongoing experimentation with gold open access models, with the objective of reducing library costs. The gold open access model is still inappropriate for highly selective, high impact journals, such as Nature and the Nature research journals, as high rejection rates and editorial investment make APCs prohibitively high in the current market. Here green open access models make more sense and NPG's licensing terms meet or exceed all major funder mandates. NPG's free Manuscript Deposition Service is now depositing thousands of manuscripts annually into PMC and UK PMC (the authors accepted version, subject to a six month embargo) contributing to an explosion of OA content from across NPG titles.

-ENDS-

Links

Nature Communications: **www.nature.com/ncomms**
NPG Librarian Gateway: **www.nature.com/libraries**

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

NPG Nature Asia-Pacific is the Asia-Pacific wing of NPG, set up to serve the growing needs of the scientific and medical communities in the region, and has offices in Tokyo, Hong Kong, Seoul, Delhi and Melbourne. For more information, please visit **www.natureasia.com**.

Focusing on the needs of scientists, ***Nature*** (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *Nature Jobs* plus access to *Nature Network* and Nature Education's **Scitable.com.**

Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, ***Scientific American*** is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

Throughout all its businesses NPG is dedicated to serving the scientific and medical communities and the wider scientifically interested general public. Part of Macmillan Publishers Limited, NPG is a global company with principal offices in London, New York and Tokyo, and offices in cities worldwide including Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Barcelona, Munich, Heidelberg, Basingstoke, Melbourne, Paris, San Francisco, Seoul and Washington DC. For more information, please go to **www.nature.com**.

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