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# NPG's annual letter to customers (2010)

3 August 2010

Dear Colleague,

I am writing a little earlier this year, as now seems like the right time to provide clarification on NPG's policies for 2011. We would also like to share news of our progress in 2010 and plans for the coming months.

NPG's core mission has always been to serve the interests of science and scientists. We do this best by focusing on *Nature*'s 1869 **mission** to communicate the most important and valuable scientific information to the broadest possible audience.

We recognise the pressure on library budgets, and the need for evolving business models in scholarly communication. The state of the global economy is impacting on all of us. To keep prices as low and predictable as possible, NPG is actively investing in diversifying our income sources, launching open access journals, and driving down costs. ***Nature Education*** is one example of this approach, working with sponsors to provide free science education resources to students and teachers around the world.

Two years ago we **announced** we would keep increases on NPG-owned journals below 7% for 2009, 2010 and 2011 list prices, and we have delivered on this promise. Nevertheless, there has been extensive discussion about NPG's 2010 and 2011 price increases in recent months. Unfortunately and despite our efforts, confusion has arisen between list prices and volume discounts for consortia. So let me be clear; on site licenses for NPG-owned journals there was a 3.5% increase from 2009 list price to 2010 list price. The 2011 list price increase for NPG-owned journals will be 4.5%. List prices for society journals are set independently in consultation with individual societies. Site license list pricing for academic customers will be published shortly on the **NPG Librarian Gateway**.

In 2010, prices will come into effect on 1 December for Nature-branded journals, and 1 September for academic and society journals. In 2011 and in future years, list prices will come into effect in on 1 October 2011 for all NPG titles. Therefore, 2012 list prices will come into effect on 1st October 2011, for both Nature-branded and NPG's academic journals. This synchronizes the pricing cycle for all of the journals we publish. We are announcing this change as early as possible to facilitate your budgeting process. We expect to announce 2012 list prices for NPG-owned journals in April 2011. Meanwhile, NPG will continue to quote prices locally in each of our four invoicing currencies (USD, GBP, EURO, YEN).

We believe NPG publications continue to represent excellent value for money. Our **Impact Factor results** are an indicator of the quality, relevance and usage of our journals. They reflect our editors' success at attracting, selecting and communicating the most important and valuable scientific information to the broadest possible audience, as well as the exceptional authors and referees that we are privileged to work with. ***Nature*** is the number one weekly science journal for the third consecutive year, and its 2009 Impact Factor is its highest ever (34.480). Perhaps more significantly, it is also the most highly cited science journal, with 483,039 citations in 2009. *Nature* leads a strong portfolio, with 15 journals ranking #1 in their categories, including ***Nature Geoscience***, which received its first Impact Factor this year (8.108).

In April this year we introduced ***Nature Communications***, an online-only, multidisciplinary 'hybrid' journal, with subscription and open access options. We have been delighted with the community response. *Nature Communications* celebrated its 1000th submission in July, and will publish more than 100 articles this year. To date, there has been a 40% take up of the journal's open access option

Our **open access program** continues to be the focus of our growth. Open access options are now available on 50% of the 50 academic journals we publish, including all 15 academic journals owned by NPG. Seven journals published by NPG on behalf of societies offer open access options, with more expected to follow later this year. In January we launched the open access journal ***Cell Death & Disease***. This was followed in July by ***Nutrition & Diabetes***, and ***Clinical & Translational Gastroenterology***, with more launching later this year.

We were one of the first publishers to reduce site license prices significantly to reflect open access uptake. The price reductions we **implemented in 2009** were significantly greater in monetary value than the income from article processing charges. In keeping with our open access pricing policy, **confirmed in March**, the 2012 site license prices of all NPG-owned journals with an open access option will be based only on the amount of subscription content and the selectivity and level of developmental editing of the journal.

Our liberal **self-archiving policy** and free **manuscript deposition service** remain an important part of our open access offering and service to authors. Since July 2008, NPG has deposited over 2400 manuscripts in PubMed Central (PMC) and UKPMC.

We continue to improve the services that we can provide for your users, and are delighted with the response to our **nature.com iPhone App**, released in its trial phase in February. Over 36,000 users have downloaded the app. We plan to introduce an upgraded version later this year, along with an iPad app for Nature journals. On nature.com, we've been rolling out an improved article display and functionality across our journals, with features including graphical abstracts and EPUB files.

Now that ***Scientific American*** is fully integrated into NPG, it has been a year of development and investment in the magazine's future. We have had to take some challenging and unpopular **decisions** with respect to institutional pricing, and we've had some critical feedback from the library community. Overall the magazine is now stronger, and we are investing heavily in its development. Mariette DiChristina was warmly welcomed as *Scientific American*'s **new Editor-in-Chief**, supported by **newly-appointed Executive Editor Fred Guterl** and an expanded **board of advisors**.

Our work to enhance our two flagship titles continues. Over the past year we've been gathering feedback on *Nature* and *Scientific American* from reader panels and focus groups. Their input is helping us develop these products so that they remain essential

resources for today's reader, in every medium — print, online and mobile. We look forward to sharing more news of the changes we have planned later in the year.

In 2011, two new interdisciplinary journals will join the Nature family. Launching in April, ***Nature Climate Change*** will publish exceptional original research across the physical and social sciences, and will be the first Nature journal to publish peer-reviewed content from the social sciences community. *Nature Biomedical Engineering*, launching in October 2011, will strive to become a forum to bring biologists and engineers together, publishing research covering the wide scope of biomedical engineering.

In conclusion, we are working hard to provide better quality, better value, and increased choice for authors, readers and library subscribers. We are constantly improving editorial standards, launching new open access options, and innovating with new technologies. We do this for science and scientists in collaboration with you, our partners in the library community, and we thank you for your continued support.

Yours sincerely,

Steven Inchcoombe
Managing Director, Nature Publishing Group

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