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Announcing *Scientific Reports*, a new open access publication

PRESS RELEASE FROM NATURE PUBLISHING GROUP
6 January 2011

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Nature Publishing Group (NPG) today announces the 2011 launch of *Scientific Reports*. An online, open access, peer-reviewed publication, *Scientific Reports* will publish research covering the natural sciences - biology, chemistry, earth sciences and physics. *Scientific Reports* is accepting submissions from today, and will publish its first articles in June 2011. More information is available on the *Scientific Reports* website (**www.nature.com/scientificreports**).

All articles published in *Scientific Reports* will be open access and subject to an article-processing charge (APC). The 2011 APC rate will be US$1350/GB£890/ EURO1046 per accepted manuscript*. Authors will have a choice of two non-commercial Creative Commons (CC) licenses. NPG will make an annual donation to Creative Commons equivalent to $20 per APC paid for publication in *Scientific Reports*.** Authors of the research paper concerned will be eligible for complimentary membership of the Creative Commons network, an international online community of people who support open access and open educational resources.

"Creative Commons is delighted to have NPG's support for our activities," said Cathy Casserly, CEO of Creative Commons. "We welcome the launch of *Scientific Reports*, and NPG's growing open access offering."

Scientific Reports will publish original research papers of interest to specialists within a given field in the natural sciences. It will not set a threshold of perceived importance for the papers that it publishes; rather, *Scientific Reports* will publish all papers that are judged to be technically valid and original. To enable the community to evaluate the importance of papers post-peer review, the *Scientific Reports* website will include most-downloaded, most-emailed, and most-blogged lists. All research papers will benefit from rapid peer review and publication, and will be deposited in PubMed Central.

"Our rationale is to provide authors with a choice of where to publish," said Jason Wilde, Business Development Director at NPG. "*Scientific Reports* will leverage the tools, technology and experience of NPG, bringing this knowledge and insight to a broad-based, open access publication. Through increased competition and innovation, we hope to give authors great service, functionality and visibility for their research."

Scientific Reports will be led by a team of 15 Editorial Advisory Panel members, supported by an editorial board who will make all editorial decisions. Unlike *Nature Communications*, *Scientific Reports* will not have in-house editors, and will not offer the developmental editing associated with the *Nature* titles.

"This is a completely new venture for NPG," says David Hoole, Director of Intellectual Property Policy and Licensing at NPG. "*Scientific Reports* adds to our growing portfolio of journals providing open access options, but until now NPG has not offered researchers an open access home for solid scientific research. We continue to see increasing commitment by research funders to cover the costs of open access, and interest from authors in this publishing route." *Scientific Reports* joins more than 40 titles published by NPG offering an open access option. More information about NPG's open access activities and policies is available in NPG's January 2011 open access position statement (**www.nature.com/press_releases/statement.html**).

Editorial Advisory Panel members as of 6 January 2011
(see **www.nature.com/srep/eap-ebm** for more detail and Editorial Board members)

Astrophysics, **Avi Loeb**, Harvard University, USA
Cancer, **Ronald DePinho**, Harvard University, USA
Cell Biology, **Suzanne Pfeffer**, Stanford School of Medicine, USA
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Chemistry, **Andrew Holmes**, The University of Melbourne, Australia
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Immunology, **Ronald Germain**, NIAID, USA
Molecular Biology, **Shelley L Berger**, University of Pennsylvania, USA
Molecular Biology, **John Diffley**, Cancer Research UK, UK
Neuroscience, **Trevor Robbins**, University of Cambridge, UK
Plant Cell Biology, **Ueli Grossniklaus**, Institute of Plant Biology, University of Zurich, Switzerland
Physics, **Shik Shin**, University of Tokyo, Japan
Stem Cells and Development, **Fiona Watt**, Cancer Research UK/Cambridge Research Institute, UK

**Scientific Reports* will offer a 20% discount on the APC for manuscripts accepted for publication before 31 December 2011. From January 2012, the APC will be US$1700/GB£1112/EURO1308

** Total annual donation from NPG will be up to $100,000

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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.

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 *NatureJobs* 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, Cairo, Delhi, Mumbai, 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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