



Upon hearing that he was awarded the Nobel Prize with Brenner and Horvitz, Sir John Sulston is quoted as saying that:

"The worm [C. elegans] worked so well because the community held an ethos of sharing - just as the public genome projects have - from the beginning. We gave all our results to others as soon as we had them. From sharing, discovery is accelerated in the community. Research is hastened when people share results freely."

(The Guardian, UK, October 8, 2002)



### **Presentation Overview**

- About BioMed Central
- What is Open Access
- The Business Model
- Benefits to authors
- Choice of journals
- Where is BioMed Central now



### What is BioMed Central?

- Independent online publishing house committed to providing peer-reviewed research across all areas of biology and medicine, with immediate, barrier-free open access for all.
- Using other business models to maintain our open access policy including:
- · BioMed Central Institutional Membership
- Subscription-based content to "value-added" secondary resources



### What is Open Access?

- The article is universally and freely accessible via the Internet
- The authors retain copyright to their article
- Deposited immediately upon publication, a internationally recognized open access repository (such as PubMed Central).



### Why is Open Access needed?

- Severe disadvantages of restrictive access
  - to be useful scientific results need to be read, used, cited and extended upon
- Political argument Pay taxes, have access
- Increasing cost of subscriptions
- Increasing number of journals ( you can not have it all!)
- Transfer of copyright



# How is Open Access achieved at BioMed Central?

- Reversing the business model: removing subscription charges and introducing article processing charges, whilst allowing authors to keep the copyright to their article
- Article processing charge of \$525 per published article
  - Waivers are available
  - No colour charges or other 'hidden' charges
- Institutional Membership
  - Amount depends on the size of the biomedical research staff and students at the institution; starts at \$1500
- Further financed by finding alternative revenues through advertising, subscription products



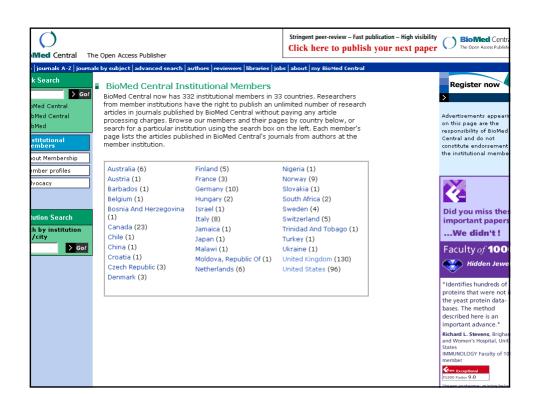
### **Institutional Membership Program**

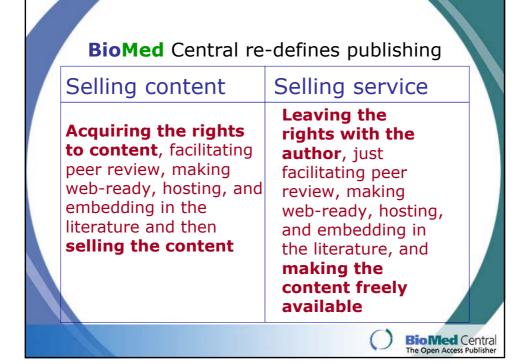
enables institutions to actively support open access in scholarly publishing

#### Benefits:

- Processing charges automatically waived
- A customised page on the BMC site
- 15% discount on BioMed Central's subscriptions







## Benefits of publishing in open access journals?

- Free Access = Maximum Visibility
- Higher chances to be cited
- Immediate publication and included in PubMed
- Authors retain copyright
- BMC promotes selected articles



### Other facts about publishing with BMC

- Peer Review: all papers are peer reviewed in the 'traditional' way
- Secure Archiving: all articles are permanently archived in PubMed Central, INIST (others to be announced)
- Searchable and retrievable: all included in PubMed,

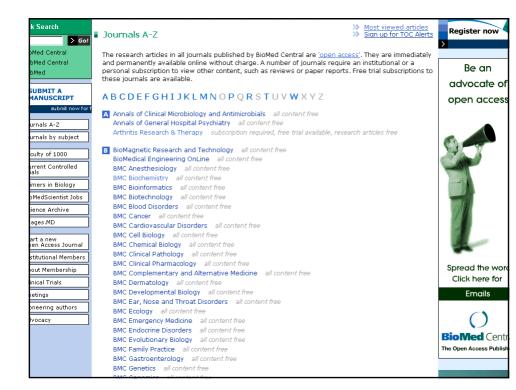
Scirus, Google, CrossRef, HINARI (some journals are indexed in MEDLINE, Biosis, CAS, an increasing number tracked by ISI for citations)



### **BioMed Central's Journals**

- Over 107 open access journals in total in all areas of biology and medicine
  - · Access to all peer-reviewed research content is free
- · Highly Selective, general interest:
  - Journal of Biology
  - · Edited by Martin Raff
  - Free access to outstanding peer-reviewed research in biology
- Selective, high community interest:
  - BMC Medicine and BMC Biology
  - Publishing peer-reviewed research articles of high quality and broad interest
  - Highlighting the best research from the BMC Series
- Sound science, range of interest:
  - 60 BMC series journals
  - 42 externally run specialist journals, varying interest and selectivity





### Starting a journal with BMC

- How?
  - Provide a scope statement
  - Assemble an editorial board must demonstrate scientific credibility
  - Select a journal title
  - · Provide lists of potential authors
- BioMed Central provides a publishing platform, a website and technical expertise for the journals



### **Examples of new journals published by BioMed Central**



BioMedical Engineering Editor-in-Chief: Alvin Wald, Columbia University



Cancer Cell International

Editor-in-Chief: Denys Wheatley, University of Aberdeen



Cardiovascular Diabetology

Editors-in-Chief: Enrique Fisman and Alexander Tenenbaum, Chaim Sheba Medical Center



<u>Cell & Chromosome</u> Editor-in-Chief: Baldev Vig, University of Nevada



<u>Filaria Journal</u>

- Editor-in-Chief: David Molyneux, Liverpool School of Tropical Medicine



Malaria Journal

Editor-in-Chief: Marcel Hommel, Liverpool School of Tropical Medicine



Microbial Cell Factories

Editor-in-Chief: Antonio Villaverde,
OO Universitat Autonoma de Barcelona



Nutrition Journal

Editor-in-Chief: Nehme Gebrayel, Leesburg Regional Medical Center



**Bio Med** Central The Open Access Publisher

### Success Story so Far

- Over 8000 submitted articles; 4400 published articles
- 107 journals; Over 42 new journals (21 tracked by ISI, 6 with impact factor)
- Over 360 Member institutions
- Funding Bodies supporting Open Access
- Author survey indicates top 2 reasons for submitting:
  - Speed of Publication
  - Free access to research



### What's next?

- Advocacy Word of Mouth http://www.biomedcentral.com/info/about/advocacy1
- Build on and improve service to authors and readers
- Lobbying government and funding organisations
- Increase in number of Open Access journals
- Increase in content



