



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
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## 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
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## 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


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


 ***Cancer Cell International***  
Editor-in-Chief: Denys Wheatley, University of Aberdeen

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

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

 ***Microbial Cell Factories***  
Editor-in-Chief: Antonio Villaverde, Universitat Autònoma de Barcelona

 ***Cell & Chromosome***  
Editor-in-Chief: Baldev Vig, University of Nevada

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



## *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



**BioMed** Central

is a service to authors; not a  
science publisher in the  
conventional sense



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