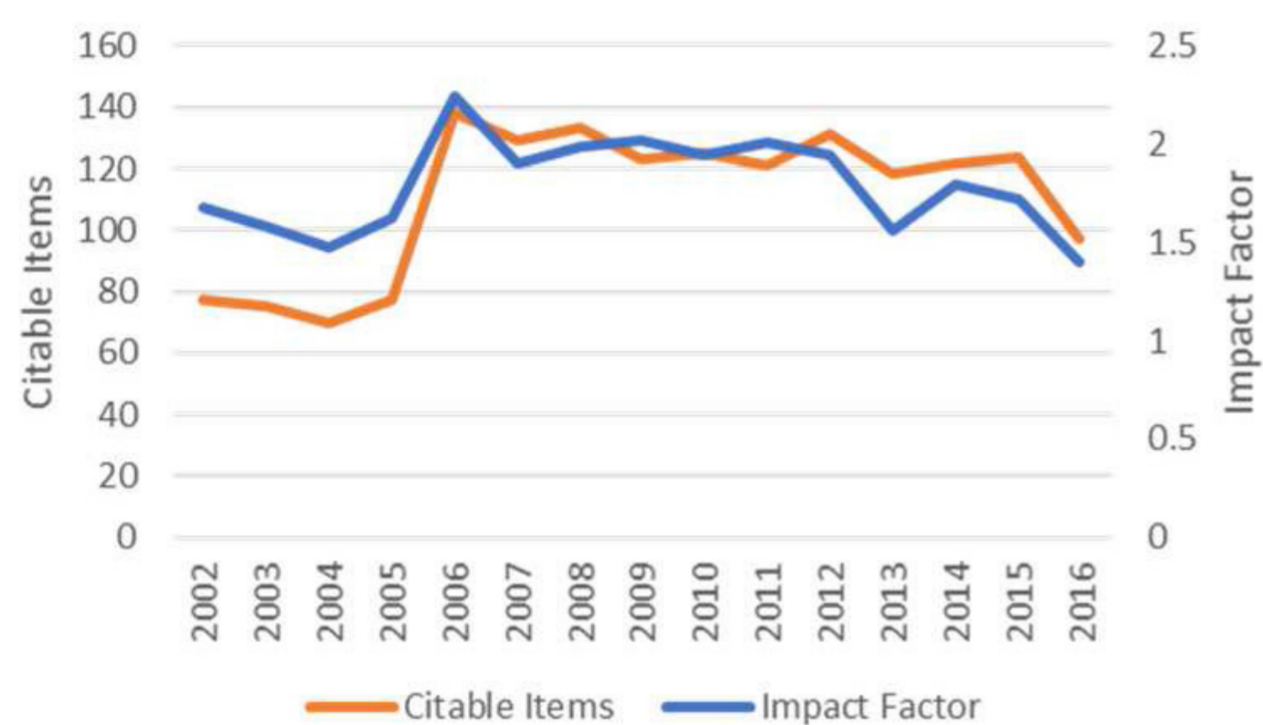


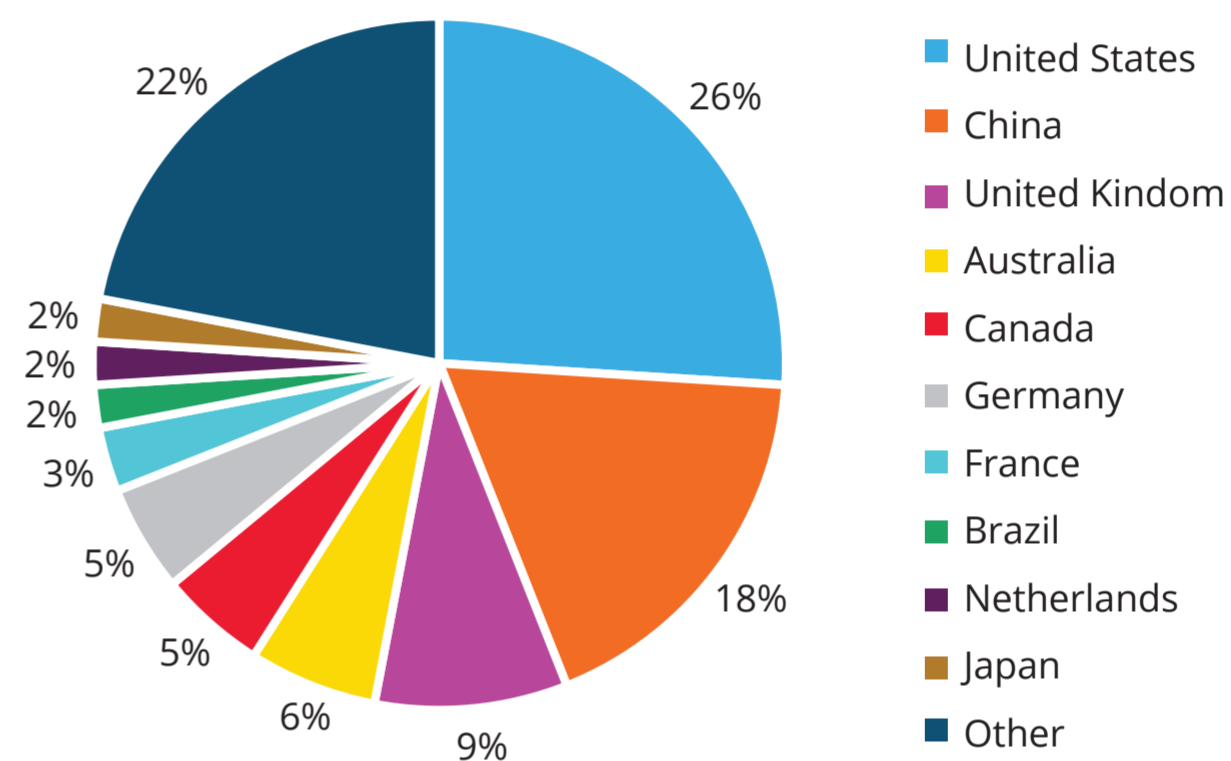
Using Metrics to Drive Journal Performance

A collaborative, proactive and results-orientated approach can facilitate journal growth whilst maintaining content quality. Editors and Journals Publishing Managers, in partnership, can use metrics to evaluate and review journal performance and devise strategies for success.

Contact David Hewes (dhewes@wiley.com) or Samantha Moore (samamoore@wiley.com), Journals Publishing Managers, for further information.



Increasing quality output is a proven strategy for ensuring the continued development of the journal.



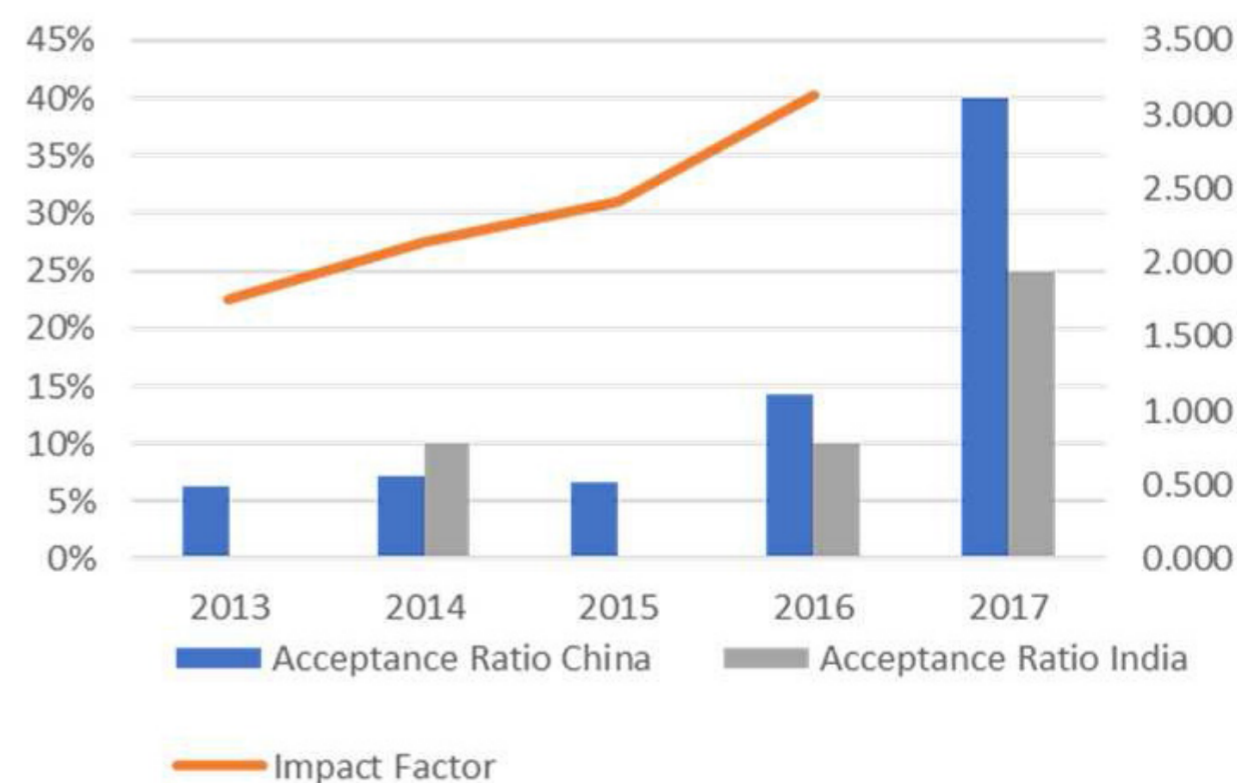
Identifying readership by geographical location: where is the research being read?

How can we work together to drive strategy? What metrics are useful for you?



Using new analytical tools:

- who is talking about the research and where are they digesting the information?
- providing accreditation can boost engagement & acceptance rate with reviewers.



Targeting emerging markets can grow the journal impact factor & improve journal performance

Journal **impact factors** are **reactive** measures and are not the only way to measure journal performance. Speak to Sam or David to discuss other useful metrics including: **review time reports**, **submissions** and **publishing data** and **article usage information**.