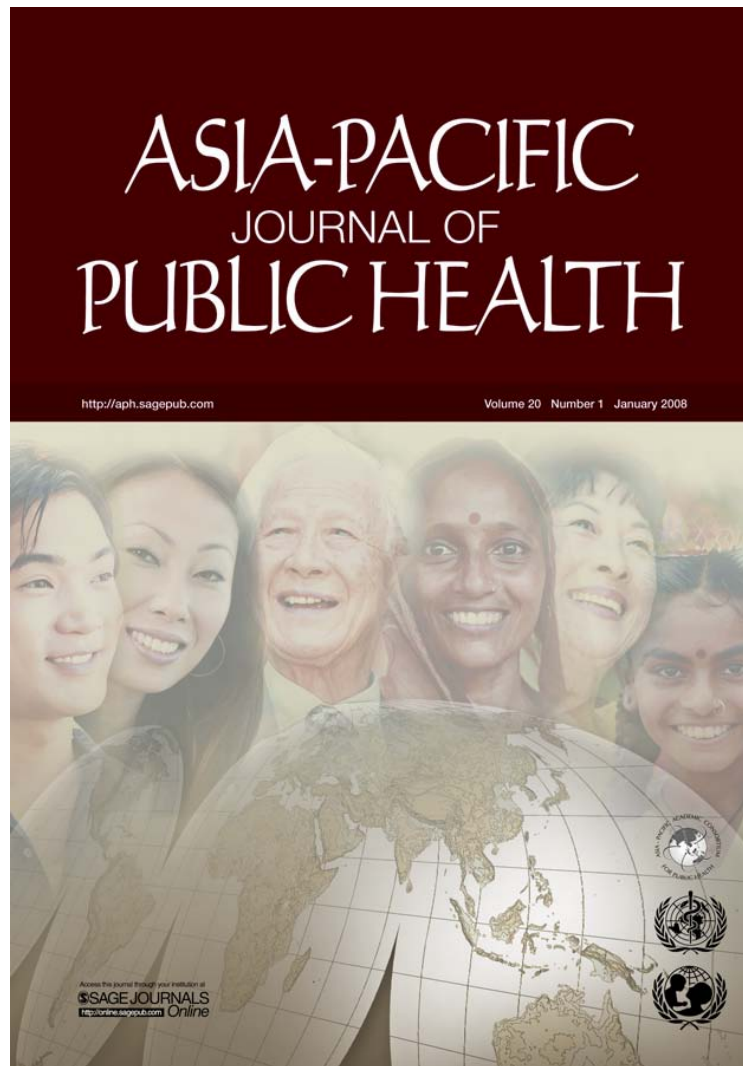


Asia-Pacific Journal of Public Health



Publisher's Report
October 2011



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Editorial Summary

SAGE believes that engaged scholarship lies at the heart of any healthy society and that education is intrinsically valuable. We are proud to work with Wah Yun Low, the Asia-Pacific Academic Consortium for Public Health, and the editorial board of *APJPH* to support your efforts to publish the best scholarship in your field. This report details the year-to-date accomplishments of *APJPH* and the strategies your team at SAGE employs to strengthen the journal.

- Institutional subscriptions for *APJPH* are up this year over last year's numbers.
- *APJPH*'s impact factor increased by 29% this year.
- SAGE is now tracking usage data for *APJPH* using Google Analytics. Using this tool, we can learn more about visitors to the site, including their location, the keywords they use to find the site, and how the traffic is being referred to the site. You'll find these and other statistics in the following pages.

Know that *APJPH* is a strong journal with a lot of potential, and SAGE is proud to be its publisher and to have a partnership with the Asia-Pacific Academic Consortium for Public Health.

The *APJPH* Editorial Board's Role in the Development of *APJPH*

We also encourage the editorial board to take an active role in the development of the journal. An active editorial board is key to the success of any journal, and we appreciate the support you provide. Here are some suggestions an active editorial board can use to effectively support the journal:

- **Promotion.** Refer to the journal whenever possible: in presentations, press releases, and professional discussions.
- **Social media.** If you're active on Facebook or Twitter, we encourage you to reference interesting or "hot topic" articles when appropriate to spread the word.
- **Strategic support.** Participate in editorial board meetings to assist the editor with journal development and planning. Inform the editor of late-breaking research, events, or potential papers for recruitment. Proactively commission articles from highly cited authors.
- **Manuscript development.** Help contributors bring their concepts to fruition as articles. Identify and recruit other potential reviewers and authors for the journal.
- **Increase usage.** Assign *APJPH* articles for course reading, if appropriate and applicable. Encourage your institution and those of your colleagues to subscribe to the journal. Cite *APJPH* articles in upcoming papers, as applicable.
- **Special issues or supplement ideas.** If you have any ideas for special issues or for supplements (generally sponsored by a company, government grant, or organization), please pass them on to the editor.
- **Reprint potential.** In reviewing articles, inform the editor if you come across an article that might have commercial interest. SAGE can follow up on these leads with potential sponsors.

Circulation and Readership

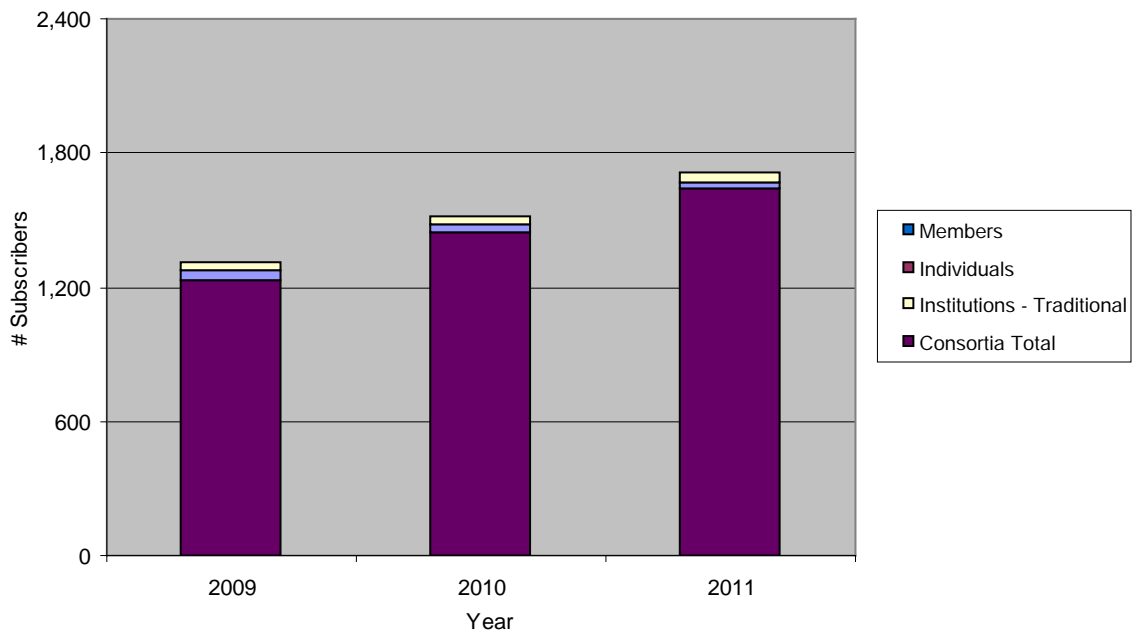
APJPH Average Circulation 2009 – 2011				
Subscriber	2009	2010	2011	'10 – '11 Change
Individuals	1	1	1	0.0%
Members	42	31	33	6.5%
Institutions - Subtotal	4,067	4,488	5,883	31.1%
Institutions – Traditional ¹	36	41	44	7.3%
Full-Text Collections	0	1	1	0.0%
Consortia Total ²	1231	1446	1638	13.3%
Developing World ³	2800	3000	4200	40.0%
Total Subscriptions	4,110	4,520	5,917	30.9%

¹Libraries purchasing *APJPH* directly from SAGE. This is a combination of print only, e-access, and combined subscriptions.

²Groups of libraries joining together to buy packages of titles, including *APJPH*. There may be a few traditional subscribers in this number, e.g., libraries which have migrated to a consortial arrangement but have not yet cancelled their original direct subscription.

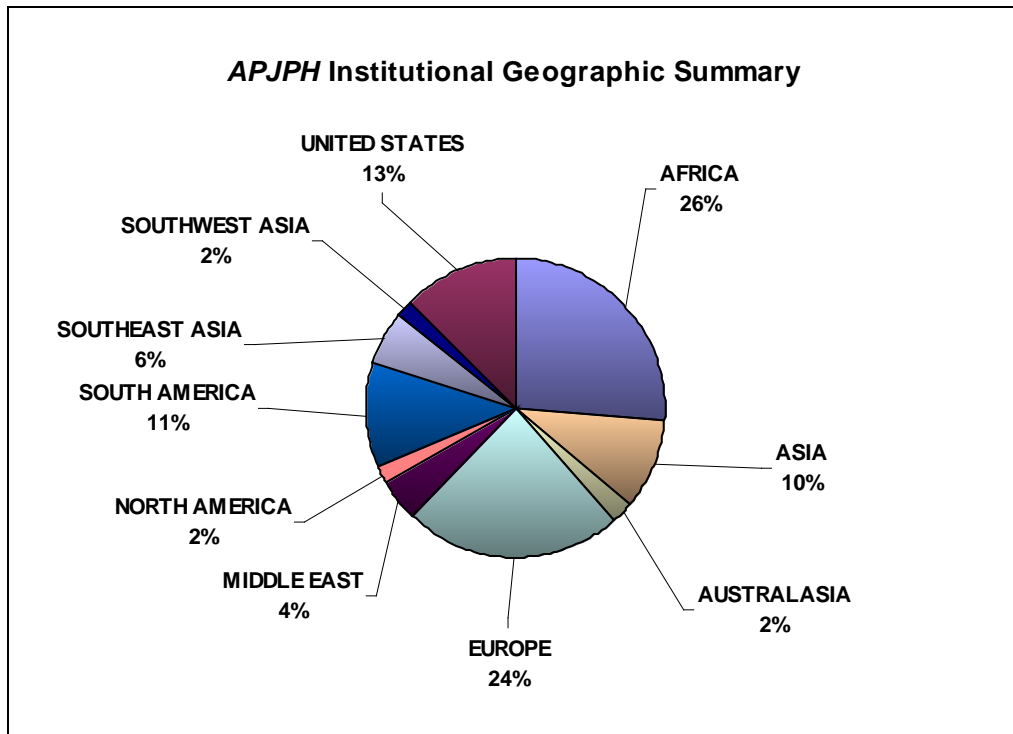
³SAGE is a sponsor of Research4Life, which provides developing countries access to a wide range of journals. For more information see Appendix A.

APJPH Circulation Trend



Geographic Distribution

The chart below shows the breakdown of all institutional subscribers, traditional, consortial and Research4Life combined, of *APJPH* by region. Please note that the total numbers of subscribers below will not necessarily match the numbers in the circulation table above, as those numbers are an average for the year across all issues, while the numbers in the geographic circulation chart below are pulled from a specific issue to give a snapshot of the geographic reach of *APJPH*.



Note: Regions with less than 1% are indicated as 0%

APJPH Online

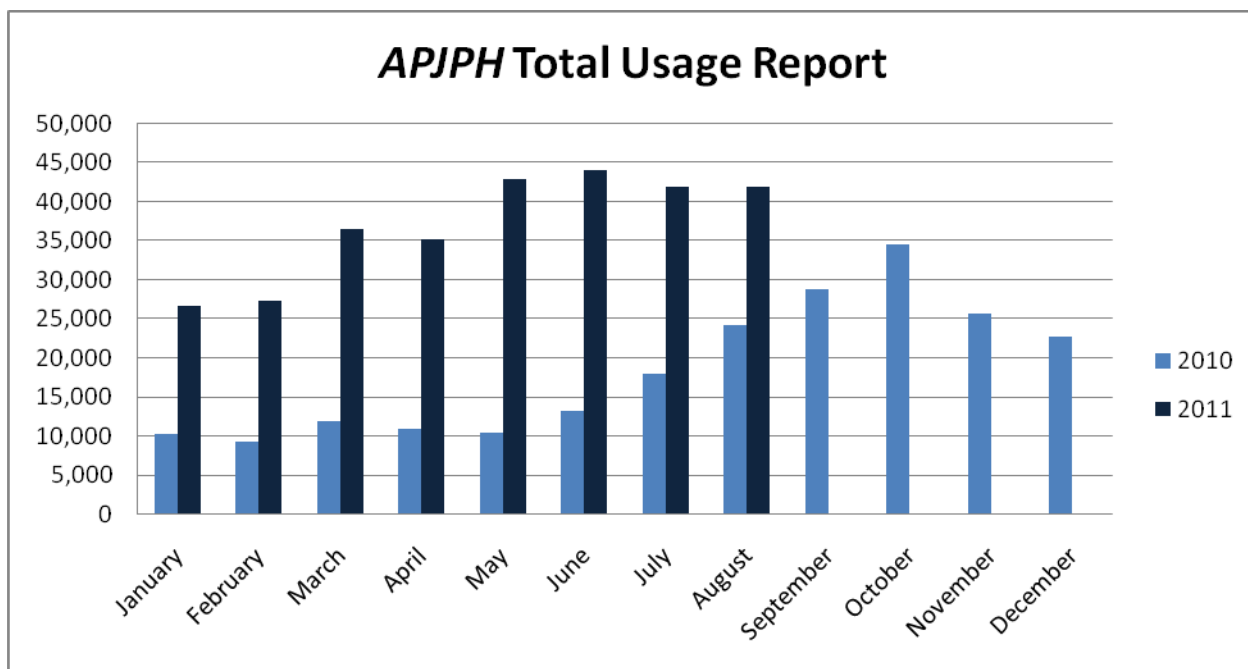
Online Summary

Online usage has become the gold standard in determining the overall health and success of a journal. Librarians measure various usage metrics to determine whether to continue subscribing to particular titles. Citation growth has shown a direct correlation between the number of article downloads and the number of citations recorded. By monitoring which articles and topics are receiving the most usage, editors can adapt the scope of a journal, this will allow the publication to continue to grow and change over time in a healthy direction.

Usage Statistics

The statistics we capture each year for *APJPH* reflect free-access trial periods we offer to targeted markets. While the usage data will begin to look more and more stable the trend across the industry is continuing to increase. By taking advantage of free-access trials, editors can leverage the increase in usage by publishing a special issue or highly impactful articles during those months that may lead to more citations and submissions.

The chart below illustrates the number of total accesses of the journal made per month since January 2010.



Article Usage Statistics

Most Full-Text Accesses by Article on SAGE Journals Online

The following table shows which articles had the most full-text accesses from September 2010 through August 2011 on SJO. The articles are ranked by total full-text accesses, which is the combined sum of reference views and PDF full-text downloads (FTDs).

Top 10 Most-Accessed APJPH Articles, Sept 2010-Aug 2011	
Total Full-Text Accesses	Articles
722	Susan P. Phillips Sex, Gender and Condom Use Jun 01, 2007 19: 1-2
654	V. Joshi, J. Lim, M. Nandkumar Prevalence and Risk Factors of Undetected Elevated Blood Pressure in an Elderly Southeast Asian Population Jun 01, 2007 19: 3-9
650	N. Sharma, R. Malhotra, D.K. Taneja, R. Saha, G.K. Ingle Awareness and Perception about Tuberculosis in the General Population of Delhi Jun 01, 2007 19: 10-15
609	Ravneet Kaur, Suneela Garg Domestic Violence Against Women: A Qualitative Study in a Rural Community Apr 01, 2010 22: 242-251
527	A. Sohn, S.S. Chun Gender Differences in Sexual Behavior and Condom-related Behaviours and Attitudes among Korean Youths Jun 01, 2007 19: 45-52
457	Olga Anikeeva, Peng Bi, Janet E. Hiller, Philip Ryan, David Roder, Gil-Soo Han ReviewPaper: The Health Status of Migrants in Australia: A Review Apr 01, 2010 22: 159-193
445	A.A. Hyder, H. Waters, T. Phillips, J. Rehwinkel Exploring the Economics of Motorcycle Helmet Laws Implications for Low and Middle-Income Countries Jun 01, 2007 19: 16-22
404	Nurdan Sakin Ozen, Ilker Ercan, Emel Irgil, Deniz Sigirli Anxiety Prevalence and Affecting Factors Among University Students Jan 01, 2010 22: 127-133
385	R. Hong, V. Mishra, J. Michael Economic Disparity and Child Survival in Cambodia Jun 01, 2007 19: 37-44
383	Andrew K. G. Tan, Richard A. Dunn, Mohamed Ismail Abdul Samad, Mustapha Idzwan Feisul Sociodemographic and Health-Lifestyle Determinants of Obesity Risks in Malaysia Mar 01, 2011 23: 192-202

Top 10 Most-Accessed <i>APJPH</i> Articles, Sept 2010-Aug 2011	
Total Full-Text Accesses	Articles
5,236	Totals for Top 10 Articles Sept 2010-Aug 2011

General Online Usage Data

Institutional Access to APJPH

On SAGE Journals Online, we can track the institutional subscribers with the highest usage of *APJPH*. They appear in the list below in order of PDF downloads, from September 2010 through August 2011.


- | | |
|------------------------------|-----------------------------|
| 1. WORLD HEALTH ORGANISATION | 11. CURTIN UNIVERSITY |
| 2. UNIVERSITI PUTRA MALAYSIA | 12. QUEENSLAND UNIVERSITY |
| 3. JOHNS HOPKINS UNIVERSITY | 13. GRIFFITH UNIVERSITY |
| 4. WELCH MEDICAL LIBRARY | 14. UNIVERSITY OF MALAYA |
| 5. UNIVERSITI SAINS MALAYSIA | 15. LA TROBE UNIVERSITY |
| 6. MONASH UNIVERSITY | 16. UNIVERSITY OF MELBOURNE |
| 7. NATIONAL CHENG KUNG UNIV | 17. UNIV OF NEW SOUTH WALES |
| 8. UNIVERSITY OF SYDNEY | 18. UNIVERSITY OF AUCKLAND |
| 9. AUSTRALIAN NATIONAL UNIV | 19. WALDEN UNIVERSITY |
| 10. MAHIDOL UNIVERSITY | 20. UNIVERSITY OF ADELAIDE |


APJPH Online Usage via Google Analytics


In mid-2010, SAGE began tracking *APJPH* on Google Analytics, which provides additional Web analytics to those available on the SJO platform. This more in-depth data can help SAGE and the Asia-Pacific Academic Consortium for Public Health improve our understanding of the traffic activity on the *APJPH* site, thereby allowing us to develop better analysis of how the content is being used. This data is fed into our Sales, Marketing, and Editorial programs and is used to help us identify and revise campaigns and initiatives. It essentially allows us to provide a deeper level of reporting. As this is a pilot for SAGE, we are still determining benchmarks to help compare *APJPH*'s activity to other journals.


There are many statistics available through Google Analytics, and we have included a few below that give a useful general overview of the traffic to the site. The data below reflect traffic on the site from January 2011 through September 2011. Number of visitors to the site, new/returning visitors, page views, length of time spent on the site, visitor bounce rate, visitor geographic location, keywords, and traffic sources are but a few examples of metrics SAGE can provide upon request.


Site Usage


 **86,182** Visits

 **57.85%** Bounce Rate

 **211,043** Pageviews

 **00:02:04** Avg. Time on Site


 **2.45** Pages/Visit


 **77.59%** % New Visits


Traffic Sources and Keywords

The following chart and table shows which keywords and sources individuals are using to locate content in *APJPH* from January 2011 through September 2011. As you can see, about half of the traffic coming to the site originates from a Google search about 4% coming in from PubMed.

All traffic sources sent a total of 86,182 visits

 **14.43%** Direct Traffic

 **25.72%** Referring Sites

 **59.81%** Search Engines



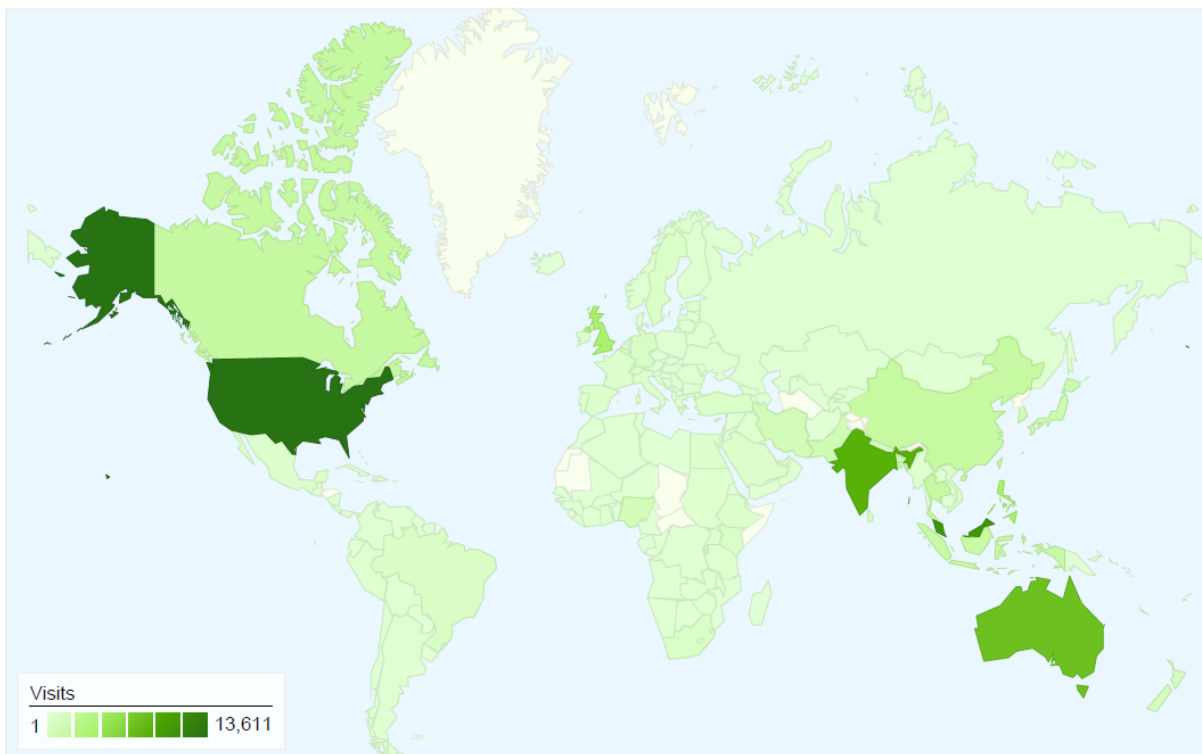
- **Search Engines**
51,543.00 (59.81%)
- **Referring Sites**
22,168.00 (25.72%)
- **Direct Traffic**
12,435.00 (14.43%)
- **Other**
36 (0.04%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	48,186	55.91%	asia pacific journal of public	3,516	6.82%
(direct) ((none))	12,435	14.43%	asia-pacific journal of public	1,550	3.01%
ncbi.nlm.nih.gov (referral)	3,610	4.19%	apjph	360	0.70%
online.sagepub.com (referral)	1,716	1.99%	asian pacific journal of public	253	0.49%
yahoo (organic)	1,595	1.85%	asia pac j public health	247	0.48%

Geographic Distribution of Online Usage

The following chart and table shows which countries had the most full-text accesses from January 2011 through September 2011 on the *APJPH* website.



86,182 visits came from 197 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site		% New Visits	Bounce Rate	
86,182 % of Site Total: 100.00%	2.45 Site Avg: 2.45 (0.00%)	00:02:04 Site Avg: 00:02:04 (0.00%)		77.55% Site Avg: 77.59% (-0.06%)	57.85% Site Avg: 57.85% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	13,611	2.25	00:01:19	83.08%	62.01%	
Malaysia	10,814	2.40	00:02:35	72.31%	54.74%	
India	8,671	2.45	00:02:11	78.46%	58.56%	
Australia	7,622	2.71	00:02:19	78.69%	52.09%	
Philippines	4,240	1.89	00:01:42	88.51%	67.78%	
United Kingdom	4,114	2.25	00:01:36	77.81%	62.03%	
Canada	2,035	2.27	00:01:20	86.68%	61.03%	
China	1,970	2.50	00:02:17	63.35%	58.93%	
Thailand	1,962	3.16	00:02:50	66.87%	49.85%	
Indonesia	1,894	2.33	00:02:22	79.30%	58.24%	

Thomson Reuters® Ranking and Impact Factor

The *Journal Citation Reports*® (*JCR*), published by Thomson Reuters (formerly ISI), is a comprehensive and unique resource for journal evaluation, using citation data drawn from over 9,100 journals from over 2,200 publishers in approximately 230 disciplines from 78 countries. Coverage is both multidisciplinary and international and allows journals to be compared and ranked based on their discipline. Being included among the journals in the *JCR* is a great accomplishment.

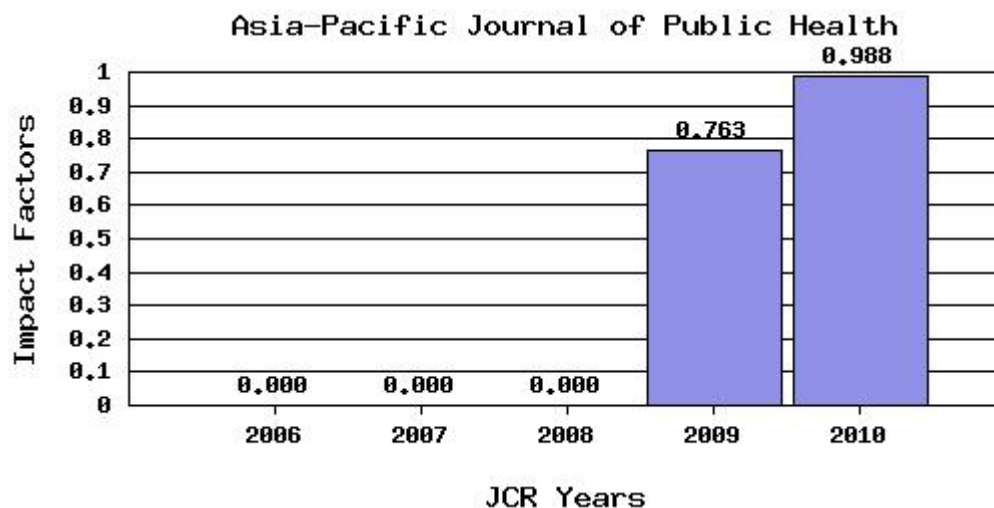
A journal's impact factor is a measure of the frequency with which the "average article" in the journal has been cited in a particular year. The impact factor is calculated as follows:

$$\frac{(\text{2010 Citations to 2008 articles} + \text{2010 Citations to 2009 articles})}{\text{Total number of articles published in 2008 and 2009}}$$

APJPH's 2010 Impact Factor

With an impact factor of 0.763 in 2009, the most recent year available, *APJPH* is ranked 77/114 in Public Environmental & Occupational Health. A full listing of journals ranked in this category is available in Appendix B.

APJPH Impact Factor		
Year	Impact Factor	Public, Environmental & Occupational Health
2010	0.988	77/114
2009	0.763	105/122



The key areas Thomson Reuters reviews in maintaining a journal in its index are:

- **Timeliness.** Maintain on-time publication. Publishing on time implies a healthy backlog of manuscripts, which is essential for ongoing viability. Thomson will sometimes remove late journals from the *JCR*.
- **International diversity.** Improve the number of international authors and editorial board members to reflect a global approach and coverage—Thomson Reuters looks for journals that will meet the needs of its international subscriber base.
- **Uniqueness.** Help differentiate *APJPH* from its competition. Thomson Reuters looks for content that will enrich their databases. If your journal covers topics not currently covered by any journals indexed by Thomson Reuters, the journal will be more likely to continue to be indexed. Make sure *APJPH*'s Aims & Scope reflect *APJPH*'s goals and what the journal actually publishes.

SAGE offers several suggestions to editors on proactive ways to increase discoverability and citations for the journal:

- **Articles on emerging topics**—New and emerging disciplines of research are a great way to increase “buzz” around your journal; the increase in visibility can lead to an increase in citations.
- **Review articles**—According to Thomson Reuters, “Review articles generally are cited more frequently than typical research articles because they often serve as surrogates for earlier literature, especially in journals that discourage extensive bibliographies.” (Thomson Reuters, “The ISI Impact Factor,” <http://scientific.thomson.com/free/essays/journalcitationreports/impactfactor/>).
- **Special issues**—Publishing special issues around a particular theme or a conference symposium providing strong marketing potential to promote the entire issue in our discipline newsletters, via banner ads, and potentially press releases.
- **Methodologies**—Articles with a methodological section tend to have higher citations due to their applicability and potentially wider appeal.
- **Editor-selected articles**—At the editor’s discretion, a number of articles on highly emerging research that have been published in the 2 years that will be influencing the impact factor can be made openly available to boost citations. Please see the following example: <http://oto.sagepub.com/cgi/collection>
- **Press releases**—Taking advantage of the news media and highly important/interesting research can generate not only great exposure for the article itself, but also for *APJPH* and Asia-Pacific Academic Consortium for Public Health. We can make select articles freely available for a period of 30-90 days to help broaden awareness of the content and the journal, which can help increase citations.
- **Social media**—With the widespread use of Facebook, Blogs, Twitter, Delicious, and other social media websites, important research can be quickly and easily disseminated across the world. We encourage our editors to start blogs, journal Facebook pages, or even Twitter accounts to increase journal exposure, thereby increasing citations.
- **Podcasts**—Editors interviewing authors about their research and engaging in a roundtable discussion have led to tangible increases in usage which can lead to an increase in citations.

Marketing

SAGE's global journals marketing plan for *APJPH* works toward the following key objectives:

- Build worldwide exposure of *APJPH* and its content
- Maximize institutional circulation
- Increase online access and usage
- Attract high quality manuscripts
- Increase article citations
- Support the mission and goals of *APJPH* and the Asia-Pacific Academic Consortium for Public Health

Online Marketing Strategies

We continuously review the marketing strategies that are most effective in meeting the objectives for our journals. We have continued to shift from print to online marketing which provides a number of advantages over traditional direct mail. Internet marketing is “green” and statistics can be easily and inexpensively measured. It's also fast, cost effective and more responsive. Social media has also become a key element of our efforts.

Our online marketing strategies include:

- SAGE Journals Online attracts millions of page views each year and it's one of our primary marketing tools. Campaigns include free online trials offers, banner ads, and promoting Email Alerts registrations.
- Email campaigns allow us to be extremely targeted.
- Social Media Marketing is a growing new marketing channel.
- Increasing online discoverability using Search Engine Optimization techniques to make your content more discoverable via Google and other search engines.
- E-Publicity to promote newsworthy articles.

In addition to this robust online marketing strategy, SAGE also displays journals at conventions and provides manuscript business cards for editors. We also have a dedicated staff member working to ensure your journal is fully covered in all of the major abstracting and indexing services.

Information on how we use each of the above-mentioned marketing channels follows.

Free Trials on SAGE Journals Online

Free online trials are designed to **drive online usage** and to capture customer data for future marketing and sales efforts. Individuals must register for the trial which allows us to follow up with them later to promote membership or a library recommendation. We exclude access to backfile content (pre-1999 articles) to protect backfile sales but also to promote citations of newer content which is considered in the annual calculation of Impact Factors in the *Thomson Reuters Journal Citation Reports*®.



Results from previous trials are below.

SAGE Journal Online Free Trials			
Month	Total Article Downloads on SJO	Total Trial Registrations	Total Email Alerts Registrations
April 2009	6.9 million	94,840	149,575
October 2009	6.3 million	90,431	167,608
September/October 2010	8.1 million	91,183	101,577

Web Advertising on SAGE Journals Online

Due to the high traffic on SAGE Journals Online, banner ads have become one of our most powerful marketing channels. These web ads from promoting various services and run in various locations throughout the *APJPH* web site:

The image displays four distinct web advertising banners:

- Sign Up for Alerts:** A light blue box with a play button icon. Text includes "Receive alerts for" followed by a list: "New issues", "OnlineFirst articles", "Custom search results", "Citations of selected articles", and "Special announcements".
- Sign up for SAGE Journal Email Alerts:** A light blue box with a play button icon.
- SAGE track:** A light blue box with the SAGE logo and text: "Track your article's progress from start to finish" and "Submit your Manuscripts Online Now" with a play button icon.
- SAGE online first:** A light blue box with the SAGE logo and text: "Forthcoming articles published ahead of print" and "Sign up for alerts" with a play button icon.

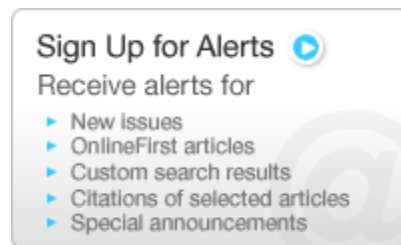
If you would like to promote additional initiatives or events, banner ads can be created by SAGE and hosted on *APJPH*'s homepage or on related SAGE journals' homepages. We can also provide you the ad specs if you have ads you want to create and send to us. Just let us know how we can help. Some examples of types of banner ads we can create are shown below.



Journal Email Alerts

To bolster retention and growth of subscribers, as well as increase online usage, we promote the *APJPH* Email Alerts service. We run banner ads in both of our email campaigns and on the *APJPH* homepage.

To register, customers access the journal's homepage at <http://apjph.sagepub.com> and click on "Email Alerts."



Social Media Marketing

Social Media Marketing (SMM) presents opportunities to expand online readership, manuscript submission, and citations of journal articles. SMM does not replace all traditional marketing efforts, but additional marketing channel that we can use to enhance our overall marketing strategy for *APJPH*.

Blogs, Twitter, and Facebook are excellent tools to promote journal articles. The creation of these sites also aid in increasing online discoverability for the journal. They not only promote the content, but they also enrich articles by adding author interviews, user feedback and the editor's perspective on the article. Below are a few social media activities from our journals.

We'll be promoting APACPH's new member option for individuals on our SAGE Health and Nursing Twitter account over the next few weeks.

SAGE can help you set up a *APJPH* blog, Twitter, or Facebook page and provide guidance in developing and maintaining them so you can use them as part of your own marketing efforts. We have also created best practice guidelines for blogging and using Twitter for use by our partners. Please let your SAGE Editor know if you are interested in receiving the guidelines we have created or if you would like to collaborate on building any social media sites for your journal.

Increasing Online Discoverability/Search Engine Optimization

Google and Google Scholar (along with other major search engines like Yahoo and Bing) are the principal ways in which people will find journal articles online today. Between them they account for 60-70% of referral traffic to the SAGE Journals Online platform.

We send quarterly emails to all recently published journal authors encouraging them to post a link to their article on social media networks and relevant web sites. Authors have been receptive and thanked us for the tips and have also shared some of the unique ways they have used social media sites to promote their work.

One of the easiest ways to make the journal appear higher in search results is to create an entry for it on **Wikipedia**. We encourage our journal editors to do this as Wikipedia frowns upon commercial organizations adding content for marketing purposes. Information on how to create a new page on Wikipedia is available at http://en.wikipedia.org/wiki/Wikipedia:Starting_an_article.

E-Publicity

Press coverage is an effective way to increase global exposure and online usage of the research published in *APJPH*. We reach out to the media using a variety of methods.

We can create and post a formal **e-press release** to the EurekaAlert news service and the SAGE Press Room web page as well as email it to our proprietary media contact list. Our PR team only prepares full press releases if the research is deemed highly newsworthy. A press-worthy paper should present new research and appeal to a general as well as a specialist audience, have a message that can be explained in lay terms, and reflect well on the research field and the journal.

SAGE recently promoted APACPH's new membership option for individuals through a press release. More than 2,500 people opened the email, with 556 people clicking through:



Join the Asia-Pacific Academic Consortium for Public Health and receive the society journal as a benefit of membership!

Dear Kathryn Journey,

The [Asia-Pacific Academic Consortium for Public Health \(APACPH\)](#) is an international non-profit organization comprising many of the largest and most influential schools of Public Health in the Asia-Pacific region and dedicated to improving professional education for public health. Through its activities, the members aim to tackle the unique public health challenges of the Asia-Pacific region, for example specific health issues of workers within the growing economies of the region.

APACPH is now offering you an opportunity to [join as an individual member](#). As a benefit to membership, you will receive E-access to its official journal, the [Asia-Pacific Journal of Public Health \(APJPH\)](#).

APJPH is a peer-reviewed, bimonthly journal that focuses on health issues in the Asia-Pacific Region. It publishes original articles on public health related issues, including implications for practical applications to professional education and services for public health and primary health care that are of concern and relevance to the Asia-Pacific region.

Other benefits of membership to APACPH include:

- Writing and editing assistance
- Discount on APACPH conference fees
- Networking, collaboration, and sharing of knowledge and skills among APACPH universities, faculty, and students
- Opportunity to participate in APACPH workshops and trainings, such as those provided by the Early Career Network and ICUH or pre-conference
- Opportunity for leadership positions
- Partnership for advocating for global health concerns



Asia-Pacific Journal of Public Health

Impact Factor: 0.988
Ranked: 105/140 in Public, Environmental & Occupational Health

Source: 2010 Journal Citation Reports®
(Thomson Reuters, 2011)

- [Submit a Manuscript](#)
- [Free Sample Copy](#)
- [Email alerts](#)
- [RSS Feed](#)

SAGE will also post a link to the article on one of our related **PR Twitter accounts** aimed at journalists:

- **SAGE Medical News** - <http://twitter.com/SAGEmednews>
- **SAGE Science & Technology News** - <http://twitter.com/SAGEscitechnews>
- **SAGE Social Science News** - <http://twitter.com/SAGESocialsci>

If *APJPH* published an article that provides a fresh perspective on a major public policy issue, we can feature the article on our new **SAGE Insight** blog.

Please contact your SAGE Editor or Marketing Manager about any papers coming up for publication in *APJPH* that may be good candidates for e-publicity efforts.

Conferences

We display our journals at more than 200 domestic and international scholarly meetings throughout the year. We provide sample issues of journals and disseminate flyers promoting a special 20% subscription discount for conference attendees. We also promote our discipline free trials and calls for papers.

With advance notice, SAGE can provide the Editor or editorial board members with sample journal copies for conferences where SAGE does not have a presence. Such supplemental marketing activity, often overlooked, can be a powerful avenue for paper recruitment and general awareness of the journal.

Institutional Marketing

SAGE dedicates considerable resources to maintain a high profile and good relationship with the global library community. The SAGE Library marketing team focuses on increasing usage of our journal packages so they are renewed, creating leads for the sales team to support new sales, and working closely with our current consortia customers to ensure their member libraries are aware of the quality of SAGE journals and that they have access to them.

The SAGE Library marketing team maintains close ties with the library and consortia communities through a variety of marketing, PR and sales support activities such as The Librarian Resource Center and Librarian e-Newsletters.

Consortia e-Newsletters

We also send a more customized quarterly e-newsletter to our consortia customers. This additional level of service provides updates on new SAGE journals and changes, electronic product offerings, and resources to help promote SAGE content at their member libraries.

Discipline Email Campaigns to Faculty at Subscribing Institutions

In order to retain institutional subscriptions, we email faculty at subscribing institutions featuring our high-quality journal content. This encourages **usage** at those institutions, an important metric that librarians use when making renewal and other subscription decisions.

Library Conferences

SAGE has a high-profile presence at all major national and international library meetings, including American Library Association, Canadian Library Association, Medical Library Association, Public Library Association, Special Libraries Association, Association of College and Research Libraries, International Federation of Library Associations, China Academic Library and Information System, and Electronic Resources and Libraries.



SAGE solicits advice from our two **Library Advisory Boards**, one in the U.S. and one in the U.K. Each board meets annually to discuss developments in the industry, difficulties facing librarians, and their opinions on SAGE. The SAGE Library team also engages with the library community and the scholarly publishing community-at-large on Twitter and Facebook. Please visit www.twitter.com/SAGELibraryNews and www.facebook.com/SAGELibraryNews.

Industry Update

SAGE recommends to all of our editorial and society partners to keep up with publishing industry news that addresses the latest advancements in technology, government policies, and librarian news. Below are a few “recommended reading” lists for you all to consider following, we have provided a snapshot of some recent news pieces.

SAGE News

Reviewer Rewards

SAGE now offers a global reviewer rewards program providing those who review papers for its journals with free electronic access to the entire list of SAGE journals (630+). Reviewers are offered free 30-day access to all titles on the SAGE Journals Online platform, as well as a 25% discount on all SAGE books. This is a nice way to thank reviewers for their time and incentivize them to continue to review for the journal. Maintaining an active peer review pool is a common challenge for most journal editors.

SAGE Choice vs. SAGE Open

Formerly known as SAGE Open, the new open access model that allows authors to pay a \$3,000 fee to make their article openly available has now been named SAGE Choice. In 2011, SAGE will be launching an online only, open-access journal in the social sciences discipline known as SAGE Open.

SAGE Blogs

- **SAGE Connection:** The SAGE Connection blog keeps our societies, associations, and editors informed and up-to-date on important industry trends and news. We hope you’ll join us and chime in when you have an insight or observation.
- **SAGE Insight** puts the spotlight on research published in our more than 560 journals. All the articles we highlight on this site are free to read for a limited period.



Other News

The Scholarly Kitchen (from the Society for Scholarly Publishing)

<http://scholarlykitchen.sspnet.org>

This moderated blog was created, among other reasons, to keep SSP members and other interested parties aware of new developments in publishing and to create a space to discuss them. Here is a recent, interesting post on their site:



- “Researchers and Social Media: Uptake Increases When Obvious Benefits Result”
<http://scholarlykitchen.sspnet.org/2011/03/01/researchers-and-social-media-uptake-increases-when-obvious-benefits-result/>

KnowledgeSpeak

<http://www.knowledgespeak.com/>

This website provides daily news from across the STM publishing industry; it combines updates of new journal launches and appointed editors to new technologies being offered to subscribers to new mandates on copyright laws. Below are some recent stories making headlines:

- Oxford University scientists launch free software for researchers to collaborate more efficiently and quickly with peers
- US Supreme Court to review constitutionality of restoring copyrights in foreign works
- Future Medicine Ltd launches new journal - *Neurodegenerative Disease Management*

Professional Scholarly Publishing:

<http://www.pspcentral.org/>

The Professional/Scholarly Publishing Division, part of the Association of American Publishers, represents the common interests of those who publish for professional, scholarly, research and commercial markets. Information regarding events, the current status of publishing, and publishing in general can be found here.

STM: International Association of Scientific, Technical & Medical Publishers:

<http://www.stm-assoc.org/>

STM is a broad organization which includes companies, not for profits, organizations, societies, and publishers. The mission is to create a platform for exchanging ideas and information and to represent the interest of the STM publishing community in the fields of copyright, technology developments, and end user / library relations. This site has good information on what is happening in the world of STM publishing.

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Appendix A: Frequently-Asked Questions

What is HINARI, and does SAGE participate?

SAGE is proud to sponsor *APJPH*'s inclusion in the Health InterNetwork Access Research Initiative (HINARI). This service, run by the World Health Organization, allows developing countries access to journals across a wide range of subjects. Those countries with a GDP less than \$1,000 per capita are eligible for free access, while those with GDP between \$1,000 and \$3,000 pay nominal fees which are then used for infrastructure development, technological development, and other enhancement programs. No fees are paid to SAGE for this endeavor.

According to HINARI, 108 countries have registered for access. In 2009, HINARI partnered with AGORA and OARE under the heading "Research4Life" to continue to broaden information distribution to developing countries.

What are the benefits/features of Editors Choice on SJO?

The SJO Editor's Choice feature allows direct editorial access to create custom article collections for journal sites. This feature provides readers with an option to browse articles by a specific subject or theme, selected specifically for a given journal, which transcend the objectives of traditional issue curation. Editor's Choice lists can be used to promote articles by a key author or leader in a field, for example, or recommended course readings. These lists can then either be accessed via the journal home page or in special promotional materials.

Appendix B: 2010 Category Ranking(s)

Category: Public, Environmental, & Occupational Health

Rank	Abbreviated Journal Title	Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-Life	Eigenfactor Score	Article Influence Score
1	ANNU REV PUBL HEALTH	3144	8.609	11.07	1	30	7.8	0.00988	4.449
2	EPIDEMIOLOGY	8076	5.866	6.249	1.464	110	7.7	0.02536	2.679
3	AM J PUBLIC HEALTH	24154	3.85	4.792	0.77	330	9.2	0.05185	1.867
4	SCAND J WORK ENV HEA	3527	3.54	3.586	1.395	43	>10.0	0.00584	1.033
5	AIDS BEHAV	2392	3.195	3.282	0.729	170	3.7	0.0119	1.179
6	J ADOLESCENT HEALTH	7416	3.116	3.925	0.705	176	6	0.02337	1.318
7	TOB CONTROL	3632	3.077	4.378	0.663	101	6.3	0.01145	1.556
8	PUBLIC HEALTH GENOM	199	3.049	3.098	0.967	61	1.3	0.00069	0.866
9	J EPIDEMIOL COMMUN H	8674	2.983	3.787	0.74	169	7.3	0.02419	1.418
10	NICOTINE TOB RES	3814	2.801	3.103	0.285	186	5	0.01493	1.117
11	PREV SCI	1107	2.754	3.473	0.297	37	6.2	0.00364	1.262
12	SOC SCI MED	23033	2.742	3.484	0.573	485	7.7	0.05353	1.177
13	HEALTH PLACE	1726	2.694	3.181	0.291	151	3.9	0.00682	0.934
14	ADM POLICY MENT HLTH	717	2.451	2.038	1.378	45	3.8	0.00285	0.619
15	ECON HUM BIOL	504	2.438		0.25	40	3.9	0.0021	
16	PSYCHIAT SERV	6613	2.388	3.004	0.506	174	6.7	0.0177	0.954
17	J OCCUP HEALTH PSYCH	1073	2.355	4.115	0.132	38	5.4	0.00496	1.631
18	ACCIDENT ANAL PREV	5333	2.35	2.717	0.263	270	6.8	0.01453	0.886
19	INT J HEALTH GEOGR	906	2.341		0.23	61	3.7	0.00441	
20	AIDS PATIENT CARE ST	1782	2.333	2.481	0.326	89	4.2	0.00773	0.799
21	HEALTH EXPECT	795	2.315	2.636	0.444	36	5.3	0.00264	0.837
22	EUR J PUBLIC HEALTH	2217	2.267	2.747	0.442	104	5	0.00951	0.951
23	INT J PUBLIC HEALTH	362	2.241		0.27	74	2	0.00159	
24	J HEALTH SOC BEHAV	4766	2.18	4.135	0.214	42	>10.0	0.00442	1.611
25	MATERN CHILD HLTH J	1538	2.133	2.288	0.327	110	4.5	0.00636	0.784
26	RISK ANAL	4012	2.096	2.344	0.3	130	7.6	0.00917	0.787
27	AM J HEALTH PROMOT	2119	2.02	2.642	0.264	53	7.9	0.00447	0.883
28	HEALTH EDUC RES	2640	1.889	2.633	0.237	93	7.1	0.00717	0.866
29	J PUBLIC HEALTH-UK	775	1.878	1.927	0.785	65	3.8	0.00456	0.717
30	SOCIOLOG HEALTH ILL	1974	1.856	2.459	0.172	64	8.4	0.00446	0.847
31	STUD FAMILY PLANN	954	1.778	1.818	0.259	27	>10.0	0.0015	0.7
32	HEALTH	695	1.754	2.162	0.351	37	6.7	0.00164	0.648
33	DISASTER MED PUBLIC	244	1.747	1.706	0.6	45	2.2	0.00107	0.436
34	HEALTH EDUC BEHAV	1758	1.742	2.206	0.167	54	7.2	0.00386	0.757
35	HEALTH PROMOT INT	1157	1.737	2.137	0.208	48	6.8	0.00268	0.61
36	AM J COMMUN PSYCHOL	2721	1.722	2.087	0.761	67	>10.0	0.00392	0.727
37	ANN HUM BIOL	1558	1.713	1.575	0.246	61	9.7	0.00257	0.46
38	J PUBLIC HEALTH POL	417	1.635	1.484	0.138	29	6.6	0.00167	0.691
39	AIDS CARE	3223	1.593	2.147	0.166	211	5.5	0.01107	0.696
40	PSYCHOL HEALTH	2080	1.591	2.22	0.384	73	8.3	0.00373	0.691
41	J AM COLL HEALTH	1593	1.572	2.228	0.104	48	7.1	0.00396	0.673

Rank	Abbreviated Journal Title	Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-Life	Eigenfactor Score	Article Influence Score
42	AUST NZ J PUBL HEAL	1962	1.529	1.722	0.162	111	7.5	0.00453	0.543
43	INJURY PREV	1922	1.504	2.18	0.237	76	6.6	0.00578	0.785
44	J IMMIGR MINOR HEALT	363	1.492		0.068	117	2.9	0.0019	
45	SCAND J PUBLIC HEALT	1592	1.487	1.748	0.309	139	5.1	0.00553	0.563
46	J WOMENS HEALTH	1968	1.454	2.051	0.211	247	4.1	0.009	0.68
47	J SCHOOL HEALTH	1667	1.422	1.911	0.151	86	7	0.00392	0.545
48	J COMMUN HEALTH	844	1.419	1.574	0.167	84	7.4	0.00217	0.532
49	J RURAL HEALTH	924	1.41	1.693	0.157	51	5.6	0.00301	0.521
50	TRAFFIC INJ PREV	602	1.401		0.202	84	3.8	0.00324	
51	CAN J PUBLIC HEALTH	2039	1.385	1.829	0.17	106	6.9	0.00523	0.58
52	AIDS EDUC PREV	1347	1.361	1.715	0.167	42	7.4	0.00295	0.567
52	SEX HEALTH	435	1.361		0.829	70	3.1	0.00199	
54	J SAFETY RES	1401	1.336	1.853	0.154	65	6.6	0.00491	0.773
55	J PUBLIC HEALTH MAN	864	1.307	1.2	0.702	84	4.8	0.00287	0.378
56	INT J EQUITY HEALTH	274	1.306		0.107	28	3.8	0.00159	
57	AM J HEALTH BEHAV	988	1.295	1.572			5.4	0.00358	0.566
58	WOMEN HEALTH ISS	786	1.287	1.968	0.327	55	5.2	0.0025	0.585
59	MEDICC REV	51	1.286		0	15		0.00014	
60	REPROD HEALTH MATTER	648	1.268	1.437	0.061	33	6.1	0.00226	0.539
61	PUBLIC HEALTH	1956	1.267	1.493	0.765	102	5	0.00713	0.481
62	BIOSECUR BIOTERROR	238	1.26	1.265	0.238	21	4.5	0.00135	0.525
63	AM J MENS HEALTH	111	1.238	1.052	0.2	35	2.4	0.00071	0.375
64	J BEHAV HEALTH SER R	588	1.157	1.462	0.205	39	6.7	0.00163	0.49
65	GAC SANIT	827	1.114		0.519	77	5	0.0019	
66	HEALTH RISK SOC	448	1.103	1.475	0.676	37	5.9	0.00098	0.361
67	J PRIM PREV	570	1.09		0.13	23	6.9	0.00151	
68	PUBLIC HEALTH REP	3602	1.083	1.52	0.621	161	>10.0	0.00645	0.604
69	AUST J RURAL HEALTH	690	1.07		0.268	41	5.8	0.00157	
70	INT J CIRCUMPOL HEAL	502	1.065		0.25	44	5.8	0.00149	
71	INT J INJ CONTROL SA	199	1.047		0.267	30	4	0.00126	
72	J HEALTH CARE POOR U	882	1.033	1.198	0.174	109	4.6	0.00399	0.46
73	COMMUNITY MENT HLT J	1139	1.028	1.627	0.164	73	8.5	0.00236	0.513
74	INT J HEALTH PLAN M	305	1.022	1.097	0.167	24	6.8	0.00097	0.482
75	HEALTH SOC CARE COMM	871	1.008	1.352	0.162	68	6.2	0.00225	0.387
76	INT J OCCUP ENV HEAL	714	1	1.342	0.289	45	6.3	0.002	0.445
77	ASIA-PAC J PUBLIC HE	289	0.988		0.104	77	5.1	0.00066	
78	CAD SAUDE PUBLICA	3516	0.987		0.108	212	6	0.00712	
79	RURAL REMOTE HEALTH	481	0.931		0.348	115	3.7	0.00169	
80	WOMEN HEALTH	1051	0.895	1.241	0.106	47	8.7	0.00168	0.358
81	PUBLIC HEALTH NURS	1042	0.873	1.239	0.154	65	7.3	0.00189	0.314
82	REV SAUDE PUBL	2721	0.862	1.363	0.095	126	7.3	0.00442	0.284
83	SALUD PUBLICA MEXICO	1041	0.852	1.073	0.368	95	6	0.00215	0.244
84	HERD-HEALTH ENV RES	50	0.843	0.77	0.13	23		0.00015	0.122
85	PERSPECT PUBLIC HEAL	22	0.833	0.833	0.259	27		0.00008	0.235

Rank	Abbreviated Journal Title	Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-Life	Eigenfactor Score	Article Influence Score
86	INT PERSPECT SEX R H	27	0.806	0.806	0.056	36		0.00025	0.422
87	J COMMUNITY PSYCHOL	1474	0.792	1.468	0.154	65	9.9	0.00283	0.512
88	REV ESP SALUD PUBLIC	412	0.774		0.183	60	6	0.00081	
89	HEALTH CARE WOMEN IN	871	0.763		0.097	72	7.9	0.00152	
90	REV PANAM SALUD PUBL	1118	0.762	1.045	0.074	121	6.1	0.00294	0.294
91	WORK	924	0.747		0.008	126	6.1	0.00163	
92	J PALLIAT CARE	706	0.746	1.194			9.9	0.00122	0.403
93	SAHARA J-J SOC ASP H	118	0.714		0	22	4.4	0.00047	
94	RES SOC ADMIN PHARM	144	0.695		0.812	16	3.7	0.0007	
95	HEALTH EDUC J	408	0.679		0.048	42	8.2	0.00076	
95	J RELIG HEALTH	184	0.679	0.53	0.045	44	5.6	0.00046	0.13
97	FAM COMMUNITY HEALTH	483	0.667	1.178	0.129	31	6.2	0.00147	0.382
98	GESUNDHEITSWESEN	700	0.66	0.78	0.202	94	5.6	0.00221	0.228
99	EPIDEMIOLOG PREV	282	0.636		0.085	47	4.5	0.00075	
100	J R SOC PROMO HEALTH	261	0.615	0.758		0	6.3	0.0006	0.205
101	CHILD HEALTH CARE	297	0.61	1.019	0.1	20	7.4	0.00074	0.358
101	INT J SEX HEALTH	39	0.61		0.125	24		0.00016	
103	AAOHN J	468	0.56		0.17	53	6	0.00091	
104	ENVIRON RISQUE SANTE	71	0.538		0.161	31		0.00021	
105	HEALTH PROMOT J AUST	226	0.514		0.12	25	5.3	0.00083	
106	CIENC SAUDE COLETIVA	1076	0.438		0.04	348	5.4	0.00198	
107	AJAR-AFR J AIDS RES	127	0.425		0.095	21	4.6	0.00057	
108	AUST J PRIM HEALTH	163	0.408		0.627	51	4.1	0.00028	
109	J MENS HEALTH	40	0.39		0.059	34		0.00016	
110	IRAN J PUBLIC HEALTH	256	0.321		0.03	67	4.6	0.00054	
111	SALUD COLECT	36	0.316		0.059	17		0.00009	
112	INT J OCCUP SAF ERGO	175	0.262		0.025	40	6.4	0.00041	
113	AN SIST SANIT NAVAR	173	0.252		0.135	52	4.4	0.0003	
114	SAUDE SOC	125	0.171		0	89	5.1	0.00011	