JOSPT: Independent and Growing

STM US Conference Society Day
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Edith Holmes, Executive Director/Publisher, JOSPT
What Is JOSPT?

- A nonprofit science journal published since 1979
- Outsourced to commercial publishers (Williams & Wilkins, Allen Press) until 2001
- Separately incorporated as a 501(c)3 organization and self-published since then with the initial goals of:
  - Realizing significant advertising income
  - Reducing to zero the annual outlay of its member societies—the Orthopaedic and Sports Physical Therapy Sections of the American Physical Therapy Association
JOSPT’s Publishing Program

• **Audience:** Orthopaedic and sports physical therapists; 90% clinicians; print circulation 22,500; online 36,000

• **Primary product:** Peer-reviewed journal publishing clinically applicable research; official journal of APTA’s Orthopaedic and Sports Sections; recognized journal of international partners

• **Frequency:** Monthly in print; monthly and continuously for ahead-of-print articles online

• **Ancillary products:** Web-based continuing education program based on published research, webinars with outside publishing partner
Results Since JOSPT Declared Independence

• Stature and status in the profession of musculoskeletal rehabilitation and in STM publishing
  – Record impact factor: 3.011 in 2015 / 5-year factor: 3.627
  – Steady increase in manuscript submissions: 1000+ annually
  – Significant international presence: 37 partners in 26 countries
  – Growing web traffic: 120,000+ sessions per month
  – Partnerships beyond JOSPT’s target audience

• Breakeven budget nearly tripled

• Generated net income of more than $125K in 5 years

• Staff has grown, but remains relatively small
What Didn’t Happen? What Didn’t Change?

• Advertising income has not eliminated the need for APTA’s Sections to pay JOSPT to deliver content in print and online to their members.

• The loyalty readers have always exhibited toward JOSPT remains and has strengthened.

• Content remains focused.
Dedicated Audience

JOSPT Ranks #1 in Usefulness Among 15 Journals in the Field

On a scale of 1 (not at all) to 5 (extremely) useful, survey participants ranked JOSPT 4.29 in usefulness. (n=1,392; 2015 Survey)
How Does JOSPT Make Money?
Income Distribution

Challenge: Maintain and grow subscriptions and advertising while expanding “other”—continuing education, publishing services (2014, 2015 distribution)
Keys to JOSPT’s Success

• Create and deliver value
• Marry content excellence with publishing excellence
• Balance the needs of readers—clinicians/practitioners—with those of authors—researchers
• Innovate continuously, but avoid the temptation to be an early adopter of:
  – Technology: Apps!
  – Policies: Open access
• Develop partnerships
  – With like societies in other countries
  – With publishers in related disciplines
Additional Management Keys

- Strive for reasonable—or at least stable—governance
- Practice disciplined strategic planning and plan execution
- Leverage lessons from annual financial audits
- Pay attention to fundamentals
  - Provide exceptional customer service
  - Treat employees well
  - Communicate with the Board
Specific Strategies: Custom Print Layout

- Professionally developed; addresses the challenge type presents for STM journals: Shostak Studios
Specific Strategies: Robust Website

• An innovative, yet disciplined web platform: *Atypon*

### Average Monthly Sessions, Users, Mobile Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Sessions</th>
<th>Unique Users</th>
<th>Mobile Sessions</th>
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<tr>
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<tr>
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<td>2016</td>
<td>116,024</td>
<td>100,000</td>
<td>50,000</td>
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Specific Strategies: Expanded Audience

- Multi-site subscriptions: Aggregators, consultants
- Global presence: Individual members of international partners + outside individual and institutional subscribers constitute 38% of JOSPT’s total audience
Specific Strategies: Ancillary Products

- Continuing education program based on the research JOSPT publishes: Read for Credit
- Webinars and an article exchange with a related journal: JBJS
Pain Points

• Maintain/grow institutional subscriptions
  – Continuously market value
  – Assess benefits of working with aggregators

• Sustain/expand advertising income
  – Market dominated by Moms and Pops; no RX companies

• Navigating open access
  – Balance responsiveness to OA demand with current subscription-based business model

• Pros/cons of scale
  – Tailored products and services; more nimble response versus economies of scale, power internally and externally
The Way Forward

• More effectively leverage the power of JOSPT’s web platform to generate income
• Execute a comprehensive marketing plan across all stakeholder groups
• Monetize content innovations: Clinical Practice Guidelines, webinars
• Provide publishing services to other, related STM journals and organizations