Deciding Where to Publish

What are your goals as an author?

• Change practice of clinicians or scientists
• Earn citations in others’ work you influence
• Be recognized for your research by clients, donors, or professional associations

AUDIENCE

Who are you trying to get to read your article?

• Researchers in your specialized domain
• Specialty clinicians
• General practitioners
• The public

Consider how your target journal is disseminated. Open Access (total or embargoed) is important if you desire an audience beyond academic peer institutions.

UlrichsWeb (see Libraries Databases) provides the number of subscribers for many journals. This information about the reach of the journal may be on the journal website under information for Advertisers.

General journals from national associations reach a large audience of general practitioners and attract news media. Do you need the journal’s PR/social media support or do you have a following on Social Media?

Specialty journals required for board exams are likely to be read by specialists in that domain.

DISCOVERABILITY

If you expect people to find your article when they search, you need it to be discoverable online.

Indexing in PubMed is crucial for biomedical content discovery. New journals take 1+ years to be evaluated for inclusion – visit go.ncsu.edu/pubmedindexing

For other domains, Web of Science or Engineering Village (Compendex, INSPEC) may be as important.

REPUTATION

Journal Impact Factor is one well-known metric for scientific journals indexed by Web of Science WITHIN a discipline. Impact factors can be found in Journal Citation Reports (see Libraries Databases)

It is calculated using 2 years of data, e.g.:

# of 2014 citations / # of eligible articles in 2012-2013

Journals not indexed by Web of Science do not have an impact factor in Journal Citation Reports. They may be in SciMago www.scimagojr.com/journalrank.php.

For NCSU CVM faculty publications (2014), the median IF was 2.641 and the highest IF was 12.996 (American Journal of Respiratory and Critical Care Medicine).

The 2014 IF of Journal of Veterinary Internal Medicine was 1.879, e.g. the average paper 1-2 years old has earned about 2 citations. It can be helpful for looking at article level metrics--did your paper get more citations in the past two years than the impact factor?

More tips at www.lib.ncsu.edu/do/research-impact

The top journals by 2015 impact factor in the Veterinary Science category and a few others are on the reverse side and following pages.

OTHER CONSIDERATIONS

Time to Publication - Check submission, acceptance and actual release dates on similar articles. Less important if the journal offers Early Release/View of accepted articles.

Author Copyright Agreement – Read it. Does it permit you to deposit your article in a repository, especially if required by your funder?

Talk to Authors - Ask NC State authors in your target journals about their authorship experiences.

Ask your librarian or the Copyright & Digital Scholarship Center - www.lib.ncsu.edu/do/publishing-and-copyright
Note the small number of total cites for the #1 journal. Annual Reviews titles only publish a small number of review papers. Review papers tend to be more cited as background to other papers but aren’t changing practice.

The #2 title has a lot more citations, but the topic is much more basic science (immunology) than veterinary medicine. This is the #67 title in Immunology where the highest non-review journal (Immunity) has an IF of 24.082.

The Eigenfactor score is based on the number of times articles from the journal published in the past five years have been cited in the JCR year, but adjusts these so that highly cited journals influence the score more. It does not include citations to the same journal. The highest Eigenfactor score in Veterinary Sciences belongs to Veterinary Microbiology.