Transition from Print to Online Publishing: view from The BMJ

CSE annual conference May 2016, Denver

Dr Trish Groves tgroves@bmj.com
Director of academic outreach, BMJ
Editor-in-chief BMJ Open, Honorary deputy editor The BMJ
Competing interests

I’m editor in chief of BMJ Open and deputy editor of The BMJ. Publishing company BMJ is a wholly owned subsidiary of the British Medical Association.

Some revenue for BMJ (the company) comes from drug & device manufacturers through advertising, reprint sales, & sponsorship. The BMJ and BMJ Open are open access journals that charge author fees for research.

I’m director of academic outreach and advocacy for BMJ; this includes work for the BMJ Research to Publication eLearning programme.

Annual bonus scheme is based on performance of both BMJ and The BMJ.
History in print

Published without interruption since 1840:
Provincial Medical and Surgical Journal (1840-52)
Association Medical Journal (1853-56)
British Medical Journal (1857-1988)
BMJ (1988-2014); now The BMJ

The BMJ now has three print editions:
• weekly edition for UK hospital doctors
• a second weekly edition for UK GPs *
• a monthly edition aimed at academics and a more international audience.

* The two weekly editions differ only in their display and job advertisements
The journey

1995 eBMJ

2005/6 some access controls

2009 BMJ Pico

1998 bmj.com
Free full text with abridged research in print

2008 continuous publication and formal OA for research

2010 author fees for OA research
Continuous publication

“The BMJ publishes its articles continuously to thebmj.com, so each day there is new content. We then select from among published content to make up a weekly print issue. When the print issue appears (every Friday/Saturday) the PDFs are available on thebmj.com together with links to the online articles that are also contained in that week’s print issue.

Each online article has a unique identifier, in place of a page number; this identifier (elocator) should be used when citing any article in The BMJ. The form of the citation - eg BMJ 2008;337:a134 - appears on all articles both online and in print, and in PubMed and other indexes.”
Freedom to slice and dice

“Continuous publication also gives readers more flexibility in the way they engage with our content: as a continuous stream or in a weekly “package,” or both. And it will allow us to tailor the print journal—which is read largely by UK readers—to their needs.

The *BMJ* is the first major medical journal to move to continuous publication, but within publishing generally it is not alone. Broadcasters have long been posting news continuously on their websites, and many newspapers now post their articles online as soon as they are written, in advance of the next morning’s paper edition.”

Online, on tablet and mobile....
...and in print:
UK weekly magazine, academic monthly print edition
Abridged research

Loder E, Chen V. Restructured abstracts for research in The BMJ. BMJ 2015; 351 :h5499
Clinical features and neuroimaging (CT and MRI) findings in presumed Zika virus related congenital infection and microcephaly: retrospective case series study

BMJ 2016; 353 doi: http://dx.doi.org/10.1136/bmj.j1901 (Published 13 April 2016)
Cite this as: BMJ 2016;353:j1901
"... We assume that the MCI implies e-journals are those that do not have a print version. This guideline would exclude many high quality journals that are published only in the electronic format, e.g. the PLoS group of journals, the Biomed Central (BMC) journals, British Journal of Clinical Pharmacology, and New Zealand Medical Journal. It might also exclude journals that publish papers in a longer e-version and a shorter print version (BMJ)...

Box 1 Guidelines for Counting Research Publications for Promotion of Teaching Faculty of Medical Colleges/Institutions in India as Laid Down in an Order by Medical Council of India in September 2015

a. Index agencies: Scopus, PubMed, Medline, Embase/Excerpta Medica, Index Medicus and Index Copernicus

b. Types of articles to be considered: Original research articles and original research papers.

c. Criteria for National/International journal: Published by a National/International – specialty journal/journal of a national/ international society provided it is included in one of the indexes mentioned above.

d. Authorship: First author, second author

e. E-journals: E-journals not included

The above would also be applicable for ‘accepted for publication’ papers/articles.

Aggarwal R et al. The revised guidelines of the Medical Council of India for academic promotions: need for a rethink. Indian Paediatrics 2016; 53: 23-26
Thank you

Trish Groves
tgroves@bmj.com

Twitter @trished
@BMJRtoP