



**WILEY**

**Balancing Revenue Streams and Editorial Integrity: Advertising in Scholarly  
Publishing** ⋮

**Council of Science Editors**

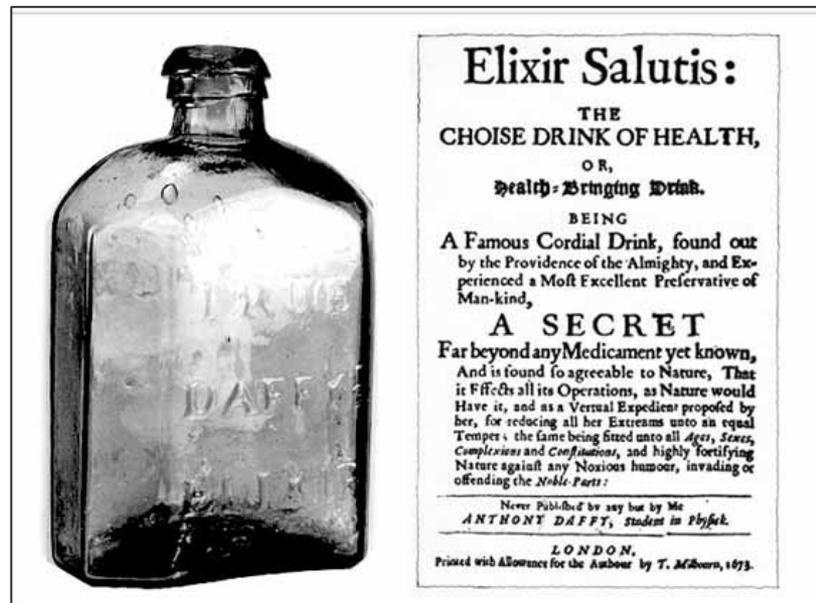
**May 23, 2017**

# Agenda

- Advertising overview
- New opportunities
- Current environment
- Working with industry

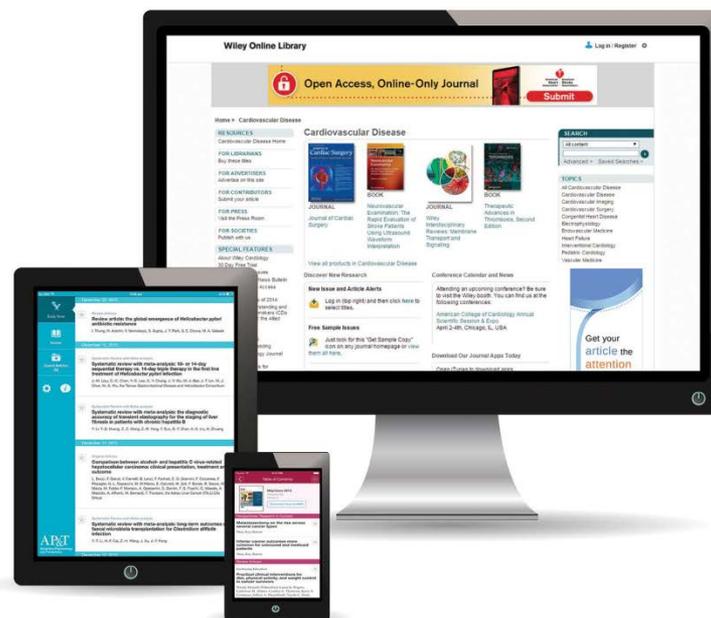
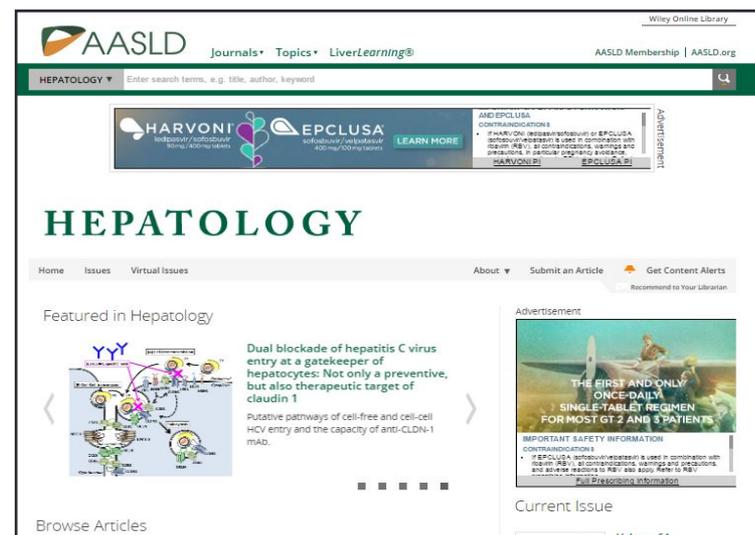
## Advertising fun facts

- Pharmaceutical advertising in the US began in 1708 with the Boston News-Letter Daffy's Elixir Salutis, a treatment for a variety of ailments offered at the stiff price of 4 shillings and 6 pence for a half-pint bottle.
- The US is one of only two countries that allows direct-to-consumer (DTC) advertising. Can you name the other country?



# Advertising and B2B

- Advertising comes in a broad range of print and digital solutions to increase brand exposure and recognition.



# Components of a successful advertising campaign

- **Good creative**

Clear, clean brand messaging

Type and format of message

- **Reach and Frequency**

How often does the brand's message need to be conveyed

Over what period of time

- **Relevance**

Serving the right message to the right person

- **Multiple channel outlets**

Channel and medium neutral

- **Variance by media**

# Our customers



abbvie



AMGEN



# Advertising

- Researchers, clinicians, and academicians still rely on trusted publication to keep current with new products, procedures, and best practices. The change is all about how audiences access and consume the information.
- Advertisers are in business of connecting their brand with their target audiences. The challenge is how to make the connections while addressing the rapid changes in content consumption. It is not as simple as placing a print or digital advertisement — more and constant exposure through a variety of media is required.
- Publishers cannot remain static. It is essential to create new and innovative products that deliver content in any formats and by whatever vehicle that readers require.

## Advertising – new opportunities

Publishers such as Wiley are developing new products that serve the needs of both readers and advertisers.

### Issue Alerts:

- The issue alert highlights articles in an easy-to-read mobile-optimized format.
- The issue alerts increase the stickiness of the journal site
- Industry supporters can use the latest ad units to promote their products

The screenshot displays the mobile-optimized website for the journal *Arthritis & Rheumatology*. The header features the journal's logo and the issue information: "MARCH 2017 | VOL. 59 | ISSUE 3". A prominent announcement states, "The Latest Issue of A&R is Now Available Online!". Below this, a text block explains that American College of Rheumatology members can access the full journal content on Wiley Online Library. A "Click to Access" button is provided. To the right is a thumbnail of the journal cover, which features a blue lizard illustration.

The main content area is divided into two sections. The left section, titled "EDITORIAL PICK", highlights an editorial titled "Do Not Let Gout Apathy Lead to Gouty Arthropathy". It notes that the American College of Physicians recently published its version of Guidelines for the Management of Gout, which are controversial due to disagreements with prior specialty recommendations. A "Read More" link is included. The right section, titled "Objective Assessment of RA: Expanding the Horizons", features a photo of a female doctor and lists bullet points: "Hear from key opinion leaders in rheumatology", "Learn about the latest in disease activity assessment", and "Earn CME credit". A "Click to Earn CME credit" button is present. Below this is a "Powered by" logo for Elsevier and the Arthritis Foundation logo.

At the bottom, a section titled "RHEUMATOID ARTHRITIS" features the headline "Comparative Assessment of the Different American College of Rheumatology/European League Against Rheumatism Remission Definitions for Rheumatoid Arthritis for Their".

# Advertising – new opportunities

This is an example of a cover advert that is downloaded with each issue's articles during the period purchased.

Enhanced PDFs:

- An exclusive advert on a cover page added to each PDF article downloaded.
- High visibility for advertisers – excellent click through level on ads
- Does not interrupt content and has no relationship to article



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**REtroSpective Evaluation of Cerebral Tumors (RESECT): A clinical database of pre-operative MRI and intra-operative ultrasound in low-grade glioma surgeries**

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(Received 11 October 2010; revised 9 March 2011; accepted for publication 9 April 2011; published online 2011)

Purpose: The advancement of medical image processing techniques, such as image registration, can effectively help improve the accuracy and efficiency of brain tumor surgeries. However, it is often challenging to validate these techniques with real clinical data due to the rarity of such publicly available repositories. Acquisition and validation methods: Preoperative magnetic resonance images (MRI), and intra-operative ultrasound (IUS) scans were acquired from 23 patients with low-grade gliomas who underwent tumor resection at St. Charles University Hospital between 2001 and 2009. Each patient was assigned to

## Our values and approach

Protecting the society or journal brand is our primary consideration

- All advertising must be compliant with the regulations in that country
- All advertising must be compliant with the advertising policy of the journal — advertising vs. advertorials, interspersed vs. welled
- In the instance of a society publication, all advertising must approved by either the EiC or designated officer of the society.
- All prescription pharmaceutical advertising must be FDA compliant and include risks (side effects), dosing, and prescribing information
- Editorial independence means no industry influence at any point in the process -- ad positions separate from content
- Digital advertising should be Interactive Advertising Bureau regulations compliant – privacy, regulatory, brand safety, etc.

# Ethics

- Ethics apply to everyone (!) – publishers, authors, editors, industry, researchers, societies, etc.
- Increasingly important to our business
  - Advertising vs. advertorials
  - Supplements and digest editions
  - Sponsorships and sponsored content
    - Microsites
    - Webinars, podcasts
    - Content feeds
- Wiley is on the forefront of this topic and is an actively involved in the following organizations:
  - International Society for Medical Publication Planners (ISMPP)
  - Committee on Publications Ethics (COPE)
  - International Society of Managing and Technical Editors (ISTME)

## The current environment for industry

- Consolidation
- Restricted access to HCPs
- Fewer blockbuster drugs--more niche specialized focus combined with lower marketing budgets
- Regulatory environment—Sunshine Act
- High development and market entry costs
- Internal focus on expense management, cost reduction, and ROI
- Competitive environment

## What this means for industry

- Increasingly defined and targeted audiences
- Changes in the way HCPs interact with and consume content
- Need for increased engagement with HCPs through new and non-traditional methods
- Focus on value added educational vs. promotional activities
- Differentiate and demonstrate the efficacy of their brands
- Regulatory compliance

# What this means for publishers and their society partners

Traditional sales streams and revenue are under pressure

- There is increased demand for:
  - Bundling of products
  - Value added services
  - Added technology capabilities to create greater engagement and awareness of end users
- New non-standard offerings - webinars, microsites, content collections, content feeds, etc., are becoming the norm
- Increased competition for budgets and market share
- Need to stay competitive in this changing environment

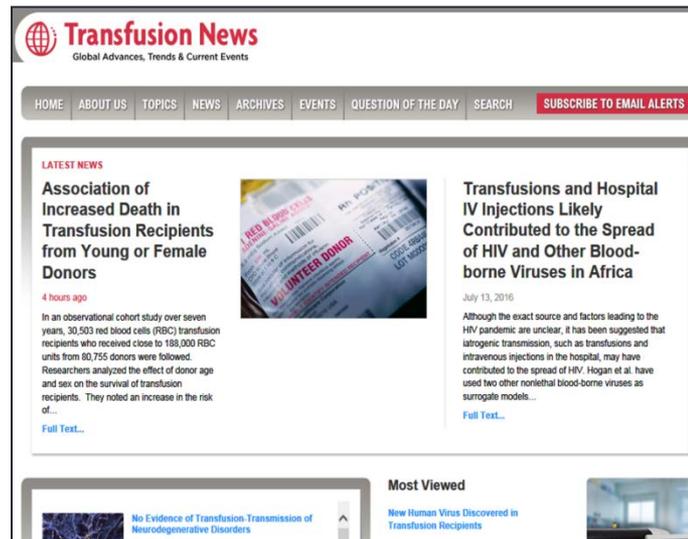
## Why work with Industry

- To educate professionals on the latest research
- To provide content in formats best accepted in each market environment
  - Media: Print, digital, video, audio, in-person workshop
  - Language: Translations
- Generate revenue
- Enable our society partners to fund their mission and vision for the future
- Help industry clients achieve their marketing objectives in a responsible and ethical manner.

## Working together – how other societies work with industry

### American Association of Blood Banks and Transfusion News

- AABB appointed editorial board and all content vetted by the EiC and board.
- Features include: Articles, Events, Videos, Question of the day
- Sponsored by Bio-Rad
- Created and conceptualized from an advertising meeting



## Working together – how other societies work with industry

### International Parkinson and Movement Disorder Society and Motor Fluctuations Content Collection

- Guest editor selected by Movement Disorders EiC
- Content selected by guest editor (not sponsor)
- Educational site on particular topic, not promotional to sponsor's product
- Sponsored by Cynapsus

**Motor Fluctuations**  
ARTICLES COLLECTION

**Movement Disorders** Movement Disorders CLINICAL PRACTICE

HOME COLLECTION RESOURCES ABOUT CONTACT Search...

This article collection was made possible by Cynapsus. **CYNAPSUS**

**Editorial**

**Pharmacological insights into L-DOPA-induced motor fluctuations of patients with Parkinson disease**  
By Olivier Rascol

Clinical Investigation Center INSERM 1436, Department of Clinical Pharmacology and Neurosciences, University Hospital of Toulouse and University of Toulouse III, UMR Tonic 1214, NS-Park/FCRIN Network and NeuroToul COEN Center of Excellence in Neurodegeneration, Toulouse, France

The discovery 50 years ago of the spectacular efficacy of L-DOPA has revolutionized the treatment of Parkinson disease (PD), and indeed all modern Clinical Pharmacology. However, within a few years, PD patients on chronic L-DOPA therapy almost inevitably face disabling periods of reduced benefit, known as motor and non-motor "fluctuations" 1. In 2016, adequate management...

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**Featured Articles**

[levodopa-carbidopa intestinal gel in advanced](#)

**Movement Disorders** is the leading journal on Parkinson's disease, neurodegenerative & neurodevelopmental disorders & abnormalities in motor control.  
Edited By: Jose A. Obeso, MD, PhD

**Movement Disorders Clinical Practice** is an online-only journal committed to publishing high quality peer reviewed articles related to clinical aspects of movement disorders.  
Edited By: Kailash Bhatia, MD, DM, FRCP  
Marcelo Merello, MD, PhD

Thank you