

**‘Broadening our Horizons’**  
让我们的化学更丰富!  
**Royal Society of Chemistry**

*Stephen Hawthorne*  
*Global Sales Director*

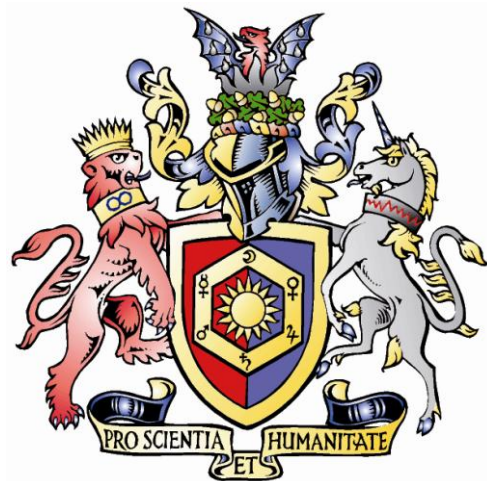
*Henry Liu*  
*Regional Sales Manager, Asia*

RSC Publishing

*May 16, Changsha, China*

# Royal Charter Objective

“ To foster the chemical sciences by the dissemination of chemical knowledge ... ”



All surplus invested in charitable RSC activities

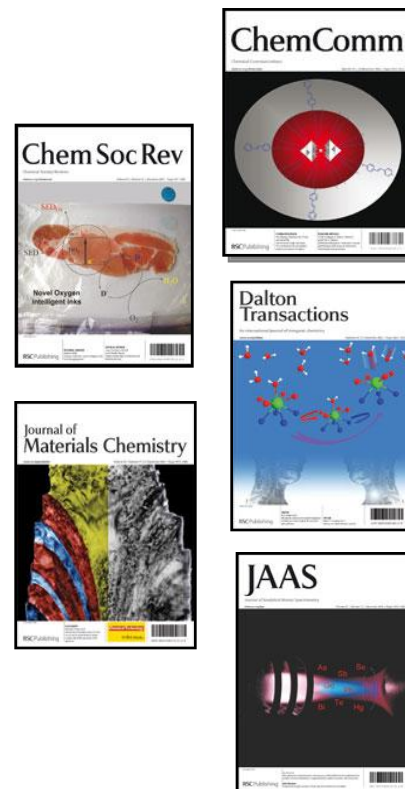
# RSC Publishing Strategy

- Grow & Develop the Publishing Portfolio
- Build Trust, Reputation and Quality
- Innovate in Products and Services
- Increase Usage & Discoverability

# RSC Publishing Portfolio

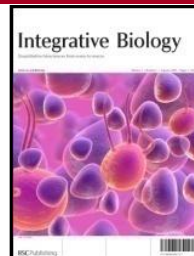
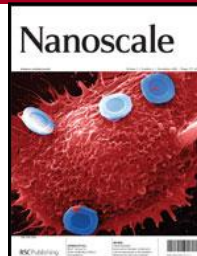
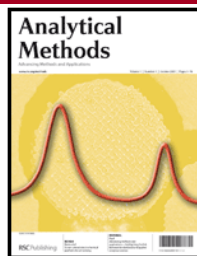
- RSC publishing activity dates back to 1841
- International Publisher: 90% of authors outside UK
- 32 Journals
- 90+ Books published per year
- 1,000+ eBooks available
- 6 Specialist Databases (e.g. Analytical Abstracts)
- 2 Magazines (*Chemistry World* and *Education in Chemistry*)
- Events, Awards, Accreditation
- ChemSpider

RSC Publishing

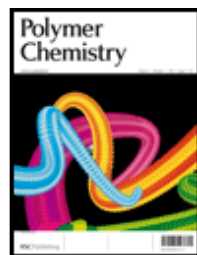


# New RSC Journals – Meeting Your Researchers Needs

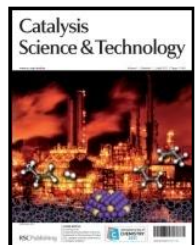
2009



2010



2011



**Free in 2011 and 2012**

2012



**Free in 2012 and 2013**

RSC Publishing

# Journal Growth - Achievements

7,000 articles in 2008 (+30 % on 2007)

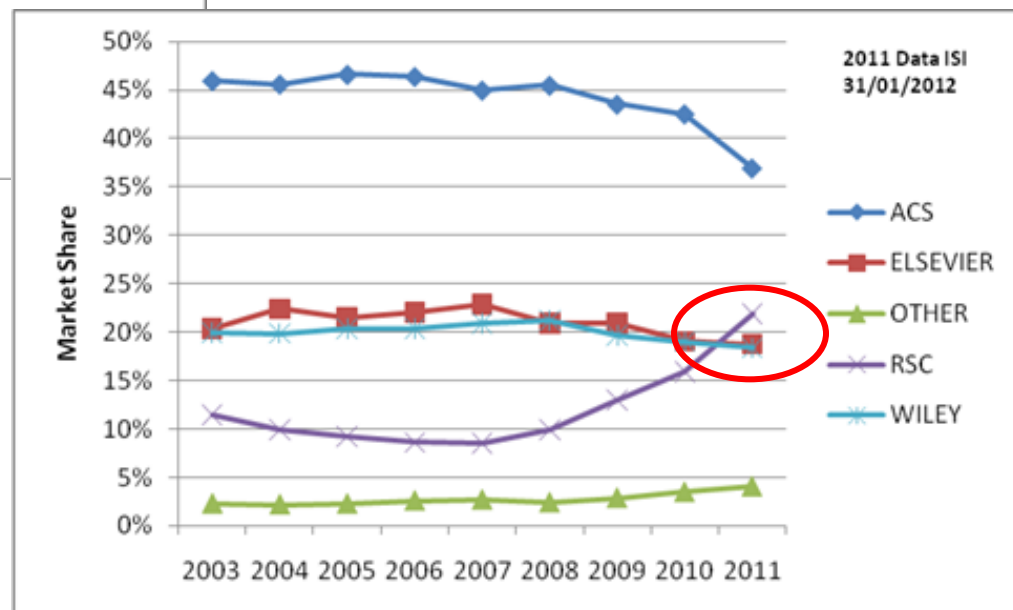
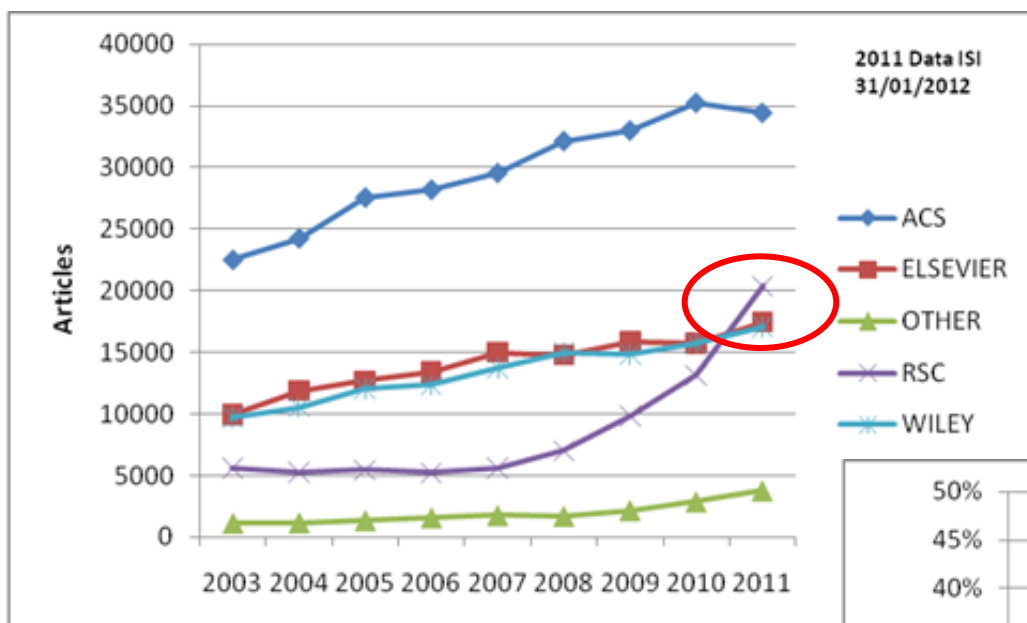
10,000 articles in 2009 (+40% on 2008)

13,400 articles in 2010 (+30% on 2009)

20,400 articles in 2011 (+34% on 2010)

25,000 articles in 2012 (+22%)

# Journals: Progress 'v' Competitors



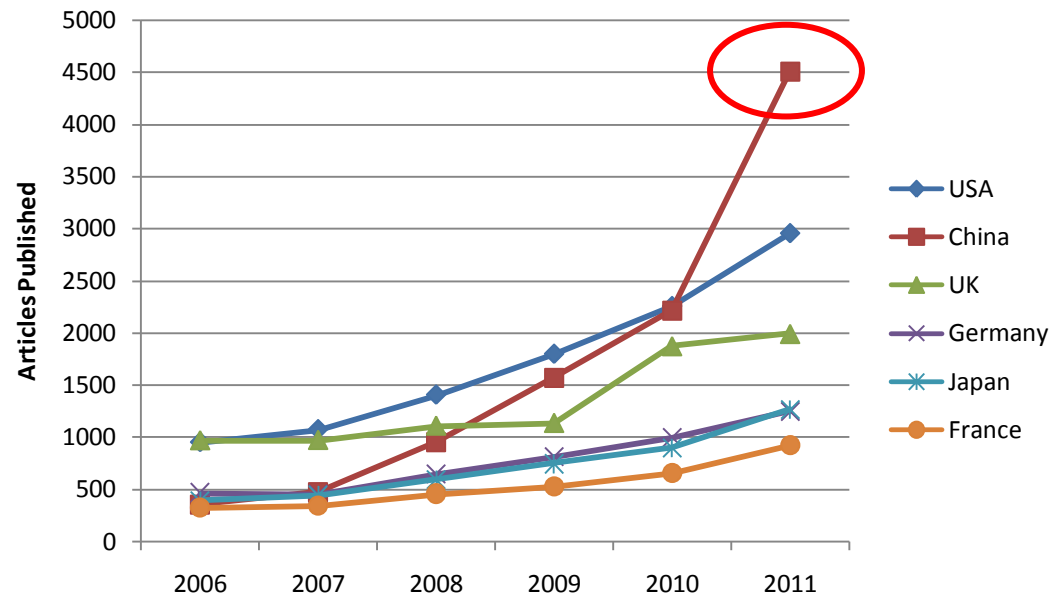
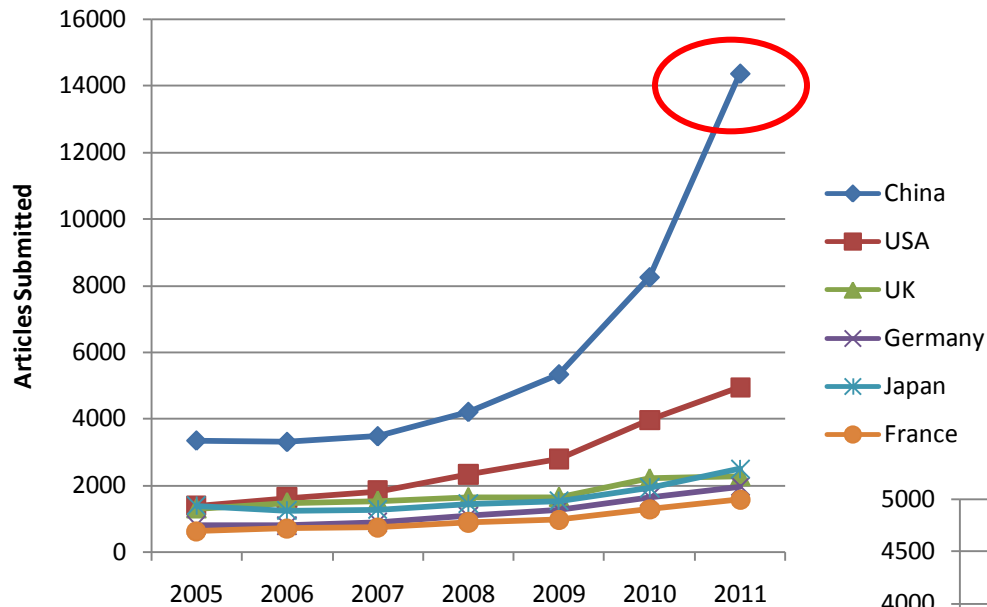
Thomson Reuters Web of Science data: Number of articles published in RSC, ACS, Wiley, Elsevier, other publishers in 7 core chemistry ISI categories with IF>3

RSC Publishing



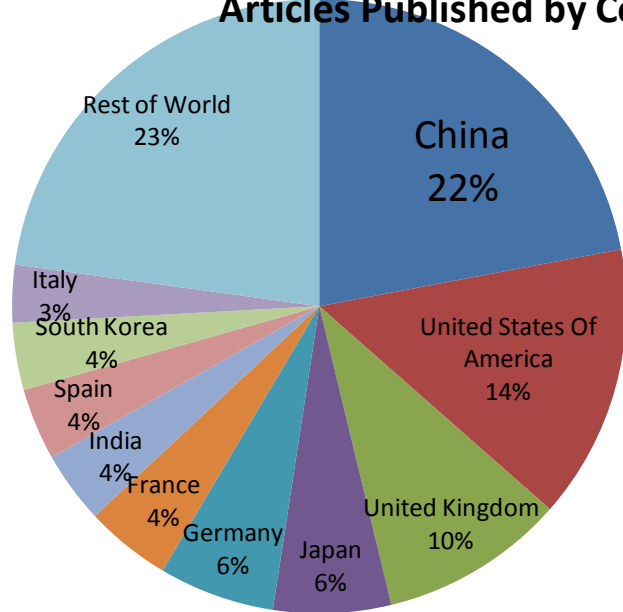


# Journals: International authors

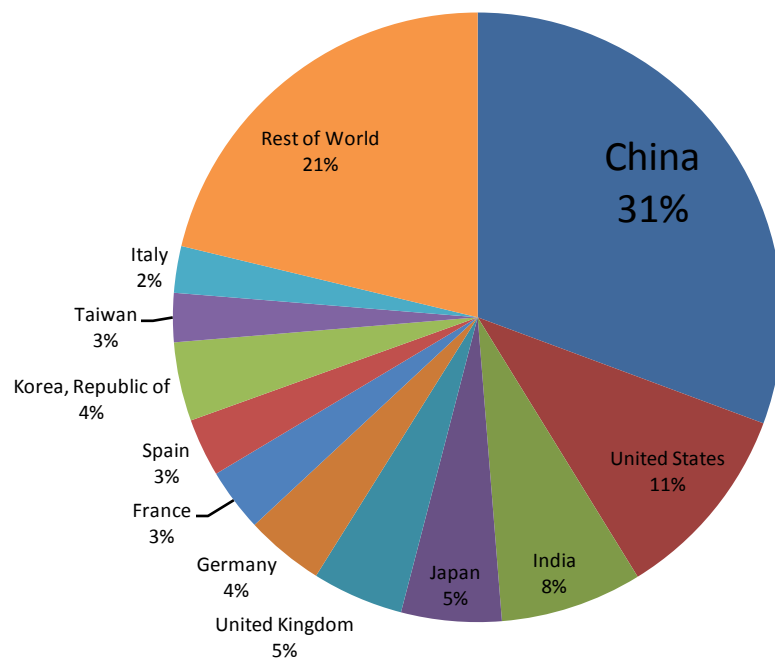


# Journals: International authors

## Articles Published by Country 2011



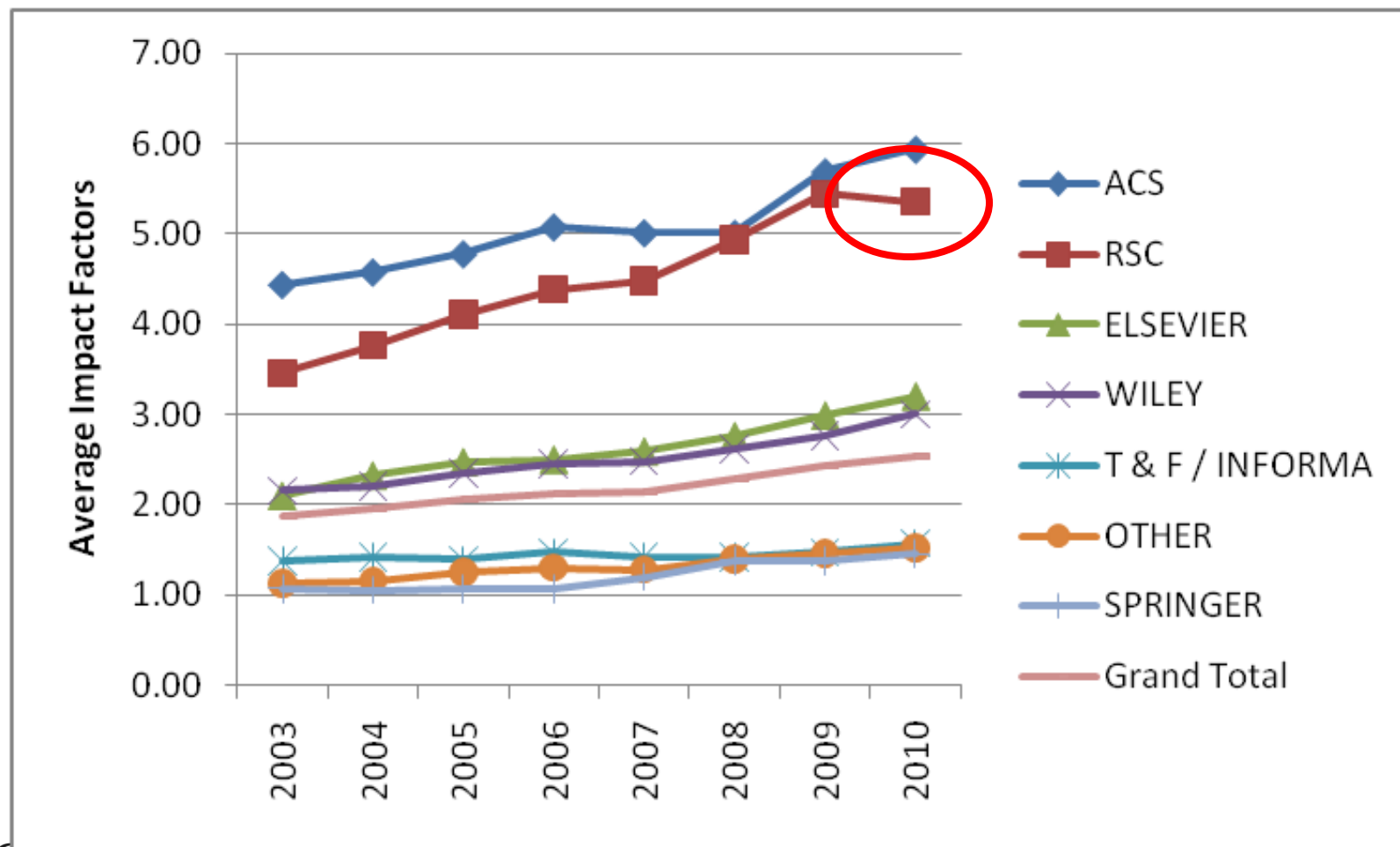
## Articles Submitted by Country 2011



# Journals: China Authors

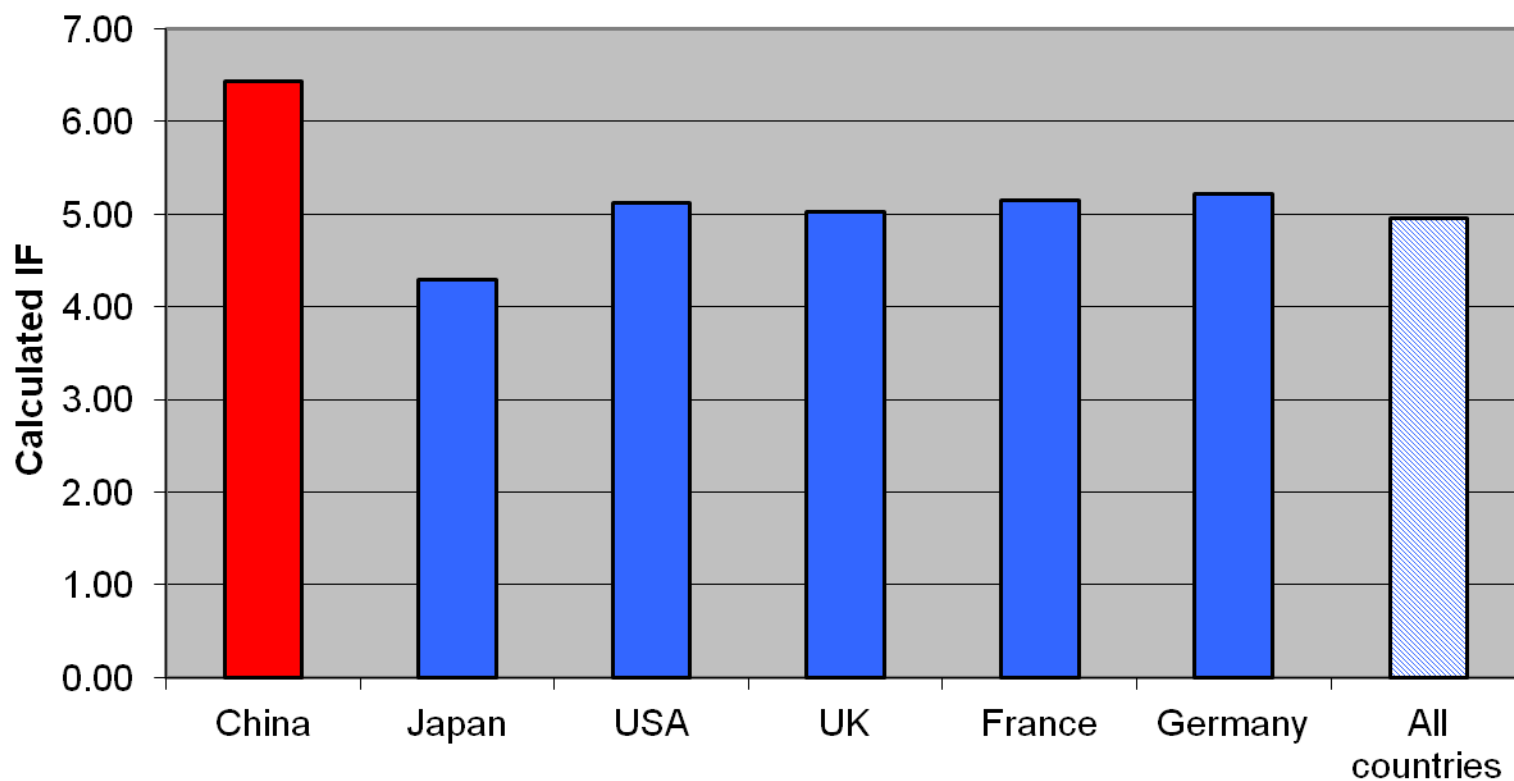
- 43% - CrystEngComm
- 26% - Analyst
- 24% - Journal of Materials Chemistry
- 24% - Natural Product Reports
- 23% - Analytical Methods
- 23% - Chemical Communications

# Journals: Mean IFs for chemistry



# Citations from China - Quality

Relative 'IF' contribution: ChemComm by country



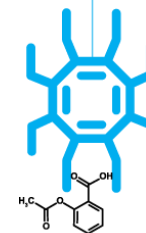


# ChemSpider

Building community for chemists

## Award winning database

- 26m compounds
- Publishing platform for the community
- Synthetic pages
- Link to RSC content
- FREE

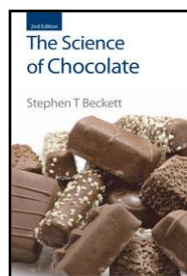
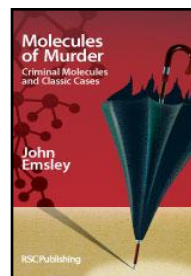
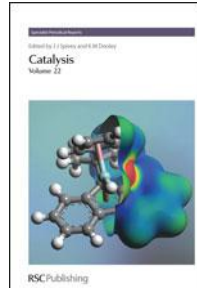
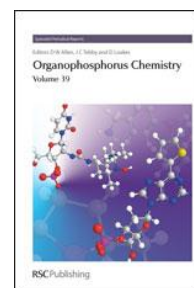
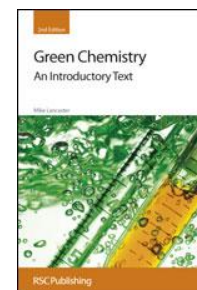
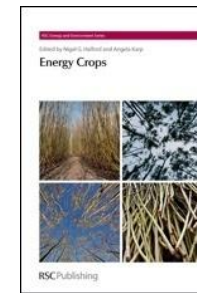
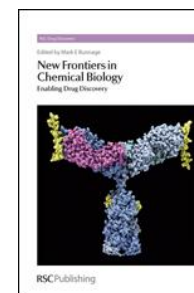


RSC Publishing



# Books

- Professional Reference
  - For Postgraduates, Researchers and Industry
- Texts
  - For Undergraduates & Postgraduates
- Specialist Periodical Reports
  - Critical Reviews
- General Interest
  - For Students or Interested Individuals



RSC Publishing

# eBooks

- 1,000+ eBooks
- Cross-searchable with RSC Journals, Databases & Magazines
- PDF Chapters available for download
- Exclusively available via Asia Information Services





# Magazines

- Chemistry World
- Education in Chemistry
- Daily online news service
- Podcasts
- Innovative: Online page-turning version, iPad and Android apps



# Increasing Discoverability– New Platform

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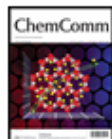
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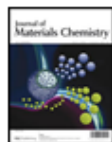
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Urgent high quality communications from across the chemical sciences.



### Journal of Materials Chemistry

High impact applications, properties and synthesis of exciting new materials



### Chemical Science

A new journal for findings of exceptional significance from

## News from RSC Publishing

### Food & Function article receives extensive press coverage

An article published in Food & Function this week by Professor Alan Crozier and colleagues at the University of Glasgow received extensive coverage...

[Food & Function Blog](#), 02 Dec 2011

### Toxicology Research announced

The following news item about new journal Toxicology Research has just been released: Academic and industrial researchers in the field of toxicology w...

[RSC Publishing Blog](#), 16 Nov 2011

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[RSC Publishing Blog](#), 10 Nov 2011

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## Web Demo



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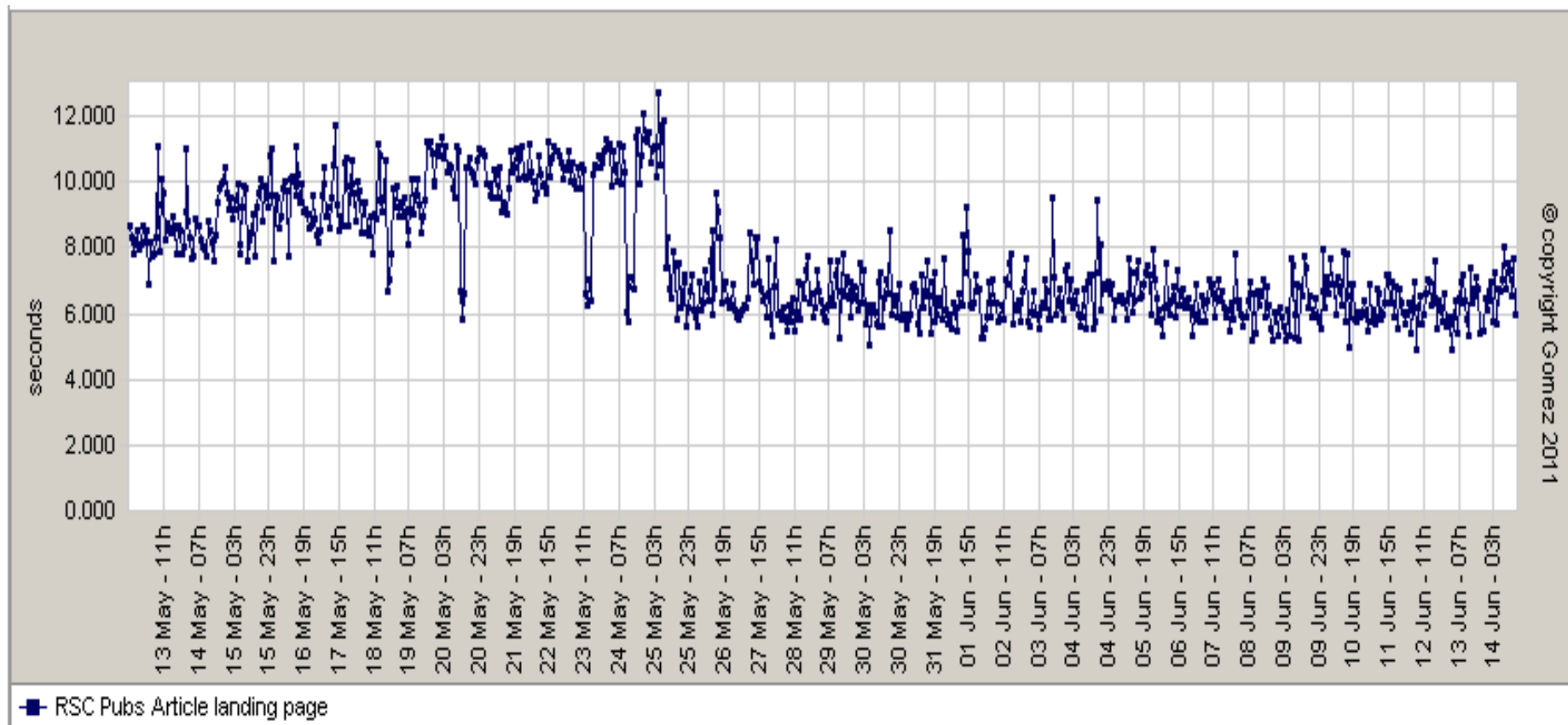
Also from the RSC



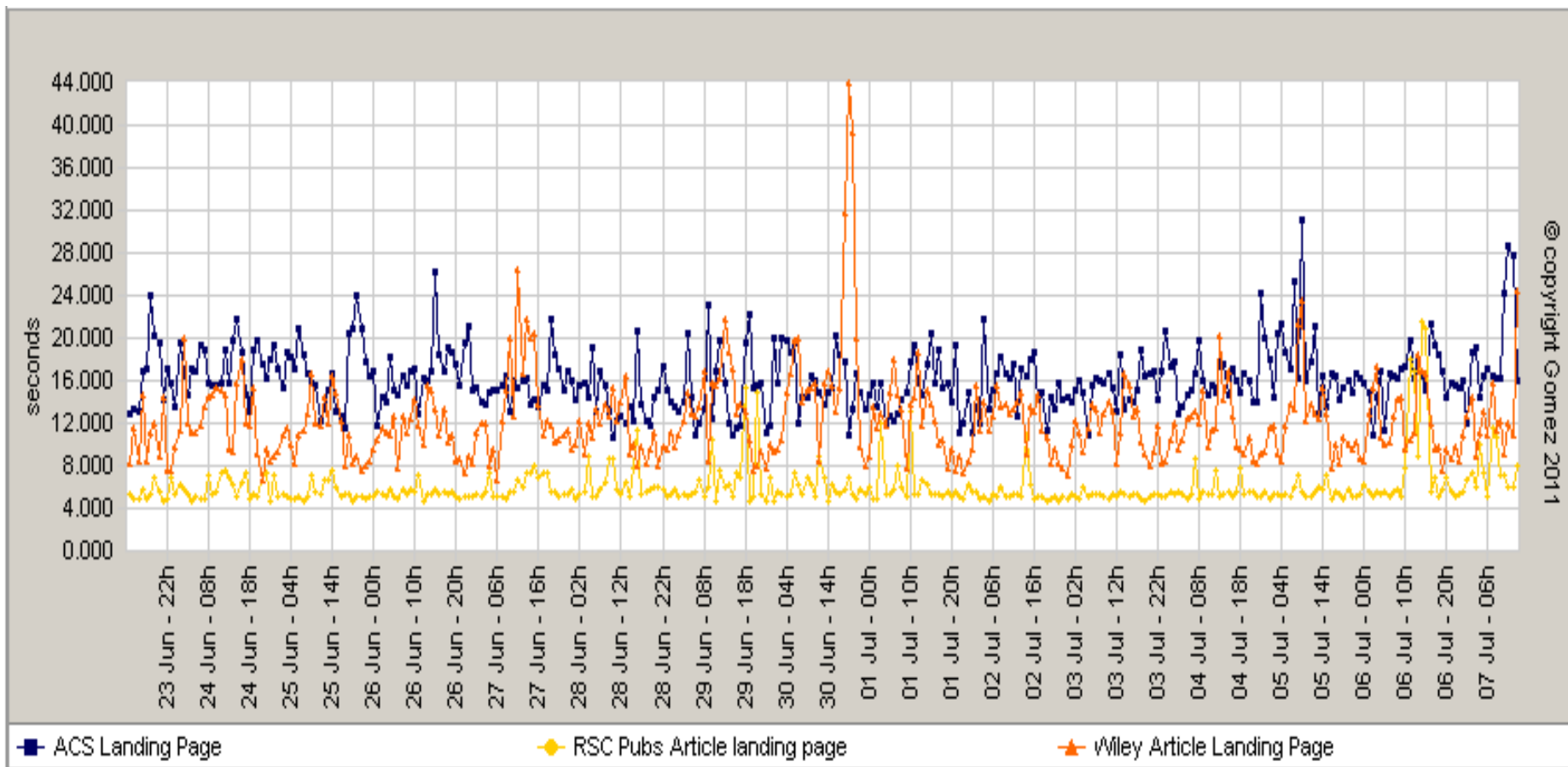
Advertisements



# Content delivery - Speed



# Benchmark against Competitors



# Usage of key sites

[www.rsc.org](http://www.rsc.org)

16 million+ Page Views  
10 million+ Unique Visitors

<http://pubs.rsc.org/>

53 million+ Page Views  
6 million+ Unique Visitors

[www.chemspider.com](http://www.chemspider.com)

7 million+ Page Views  
1 million+ Unique Visitors

[www.rsc.org/chemistryworld](http://www.rsc.org/chemistryworld)

2 million+ Page Views  
1 million+ Unique Visitors

[www.chemistryworldjobs.com](http://www.chemistryworldjobs.com)

500,000+ Page Views  
51,000+ Unique Visitors

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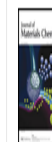
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Journals Books



**Chemical Communications**

Urgent high quality communications from across the chemical sciences.



**Journal of Materials Chemistry**

High impact applications, properties and synthesis of exciting new materials



**Chemical Science**

A new journal for findings of exceptional significance from

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## •RSC Mobile includes:

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- Saving articles for offline reading
- Share your favourite content via email, Twitter or Facebook
- Available on iTunes and Android



# RSC Goes Mobile

The screenshot displays the RSC Publishing mobile application interface, which is organized into three main vertical panels. The left panel features the RSC Publishing logo and a promotional banner for mobile access. The middle panel is dedicated to search functions, including a search bar, a filter dropdown set to 'Full Text', and two methods for finding journal articles: by reference (with fields for journal name, year, and start page) and by DOI (with a field containing '10.1039/'). The right panel, titled 'RSC News', lists recent updates such as the launch of the RSC Publishing Platform and the confirmation of the new Editor-in-Chief. A 'Browse Journals' section is also visible, listing various journals like Analyst, Analytical Methods, and Chemical Science. At the bottom, a navigation bar provides quick access to 'Latest Articles', 'Journals', 'Search', and 'Saved Articles'.

**RSC Publishing**

**Search**

Enter your Search phrase

Full Text

Find a Journal Article by Reference

Journal Name Year Start Page

Find a Journal Article by DOI

10.1039/

**Browse Journals**

- Analyst
- Analytical Methods
- Annual Reports Section "A"
- Annual Reports Section "B"
- Annual Reports Section "C"
- Catalysis Science & Technology
- Chemical Communications
- Chemical Science
- Chemical Society Reviews
- Chemistry Education Research
- CrystEngComm

Current Journals

**RSC News**

- Announcing launch of Release 7.1.0 of RSC Publishing Platform  
RSC Publishing Innovation, 15 Mar 2011
- Issue One of Catalysis Science & Technology - a preview  
Catalysis Science & Technology Blog, 11 Mar 2011
- Nanoscale Editor-in-Chief confirmed as CAS President  
Catalysis Science & Technology Blog, 11 Mar 2011
- ACS in Anaheim - see you there  
RSC Publishing Blog, 01 Mar 2011

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**Browse Journals**

- Analyst (1876-Present)
- Analytical Methods (2009-Present)
- Annual Reports Section "A" (Inorganic Chemistry) (1979-Present)
- Annual Reports Section "B" (Organic Chemistry) (1967-Present)
- Annual Reports Section "C" (Physical Chemistry) (1979-Present)
- Catalysis Science & Technology (2011-Present)
- Chemical Communications (1996-Present)
- Chemical Science (2010-Present)
- Chemical Society Reviews (1972-Present)
- Chemistry Education Research and Practice (2008-Present)
- CrystEngComm (1999-Present)
- Dalton Transactions (2003-Present)
- Energy & Environmental Science (2008-Present)
- Faraday Discussions (1991-Present)
- Food & Function (2010-Present)
- Green Chemistry (1999-Present)
- Integrative Biology (2009-Present)
- Journal of Analytical Atomic Spectrometry (1986-Present)
- Journal of Environmental Monitoring (1999-Present)
- Journal of Materials Chemistry (1991-Present)
- Lab on a Chip (2001-Present)
- MedChemComm (2010-Present)
- Metallomics (2009-Present)
- Molecular BioSystems (2005-Present)
- Nanoscale (2009-Present)
- Natural Product Reports (1984-Present)
- New Journal of Chemistry (1998-Present)
- Organic & Biomolecular Chemistry (2003-Present)
- Photochemical & Photobiological Sciences (2002-Present)
- Physical Chemistry Chemical Physics (1999-Present)
- Polymer Chemistry (2010-Present)
- RSC Advances (2011-Present)
- Soft Matter (2005-Present)

**Latest Articles**

Updated 21-Sep-2011 04:29 PM - Tap To Refresh

Save/Email

**Published:** 21 Sep 2011

**Theoretical studies of dye-sensitised solar cells: from electronic structure to elementary processes**

Natalia Martsinovich and Alessandro Troisi  
*Energy Environ. Sci.*, 2011

**The effects of initial acetate concentration on CO<sub>2</sub>-brine-anorthite interactions under sequestration conditions**

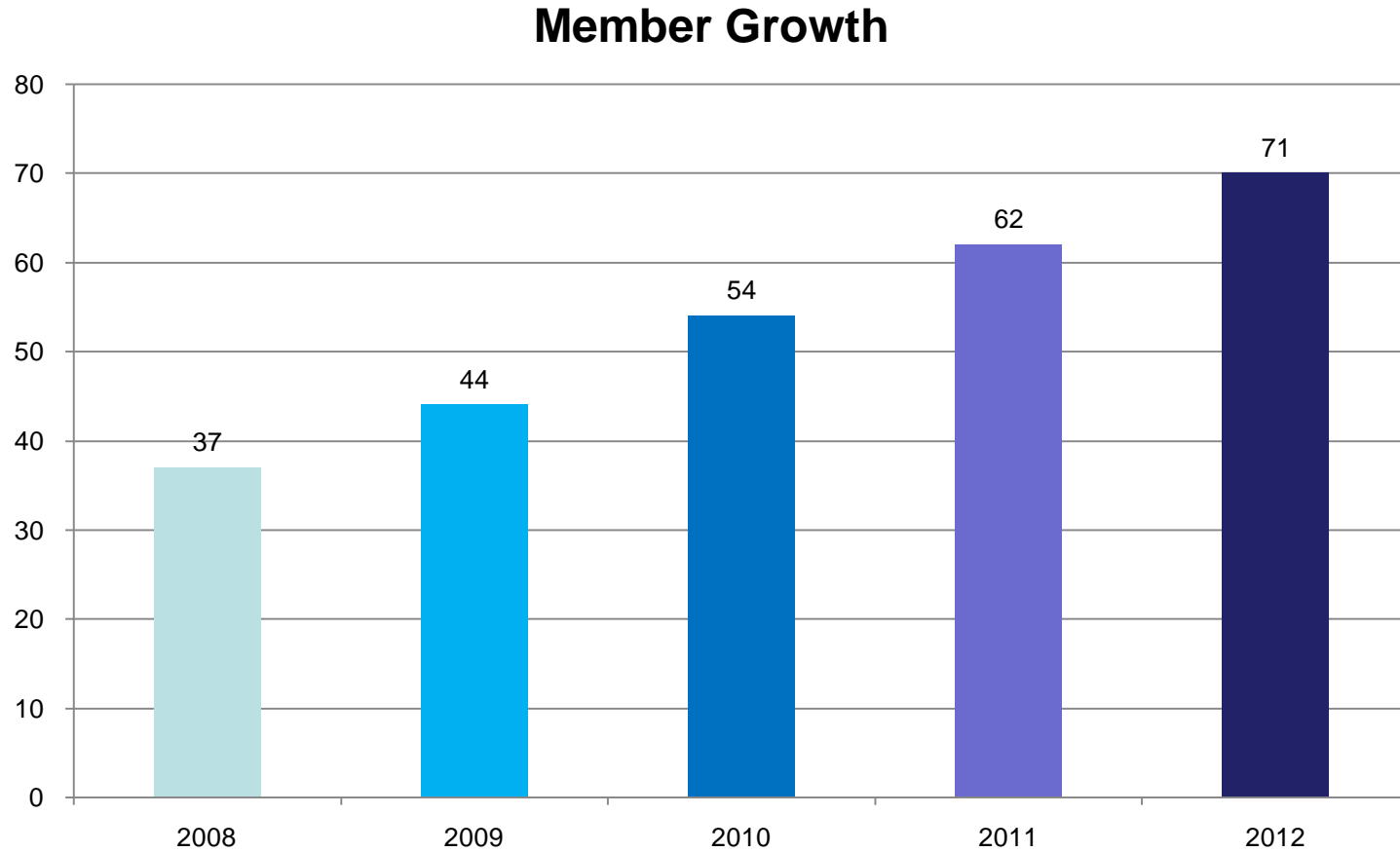
Yi Yang, Christian Ronzio and Young-Shin Jun  
*Energy Environ. Sci.*, 2011

**Mechanisms of action of isothiocyanates in cancer chemoprevention: an update**

Sandi L. Navarro, Fei Li and Johanna W. Lampe  
*Food Funct.*, 2011

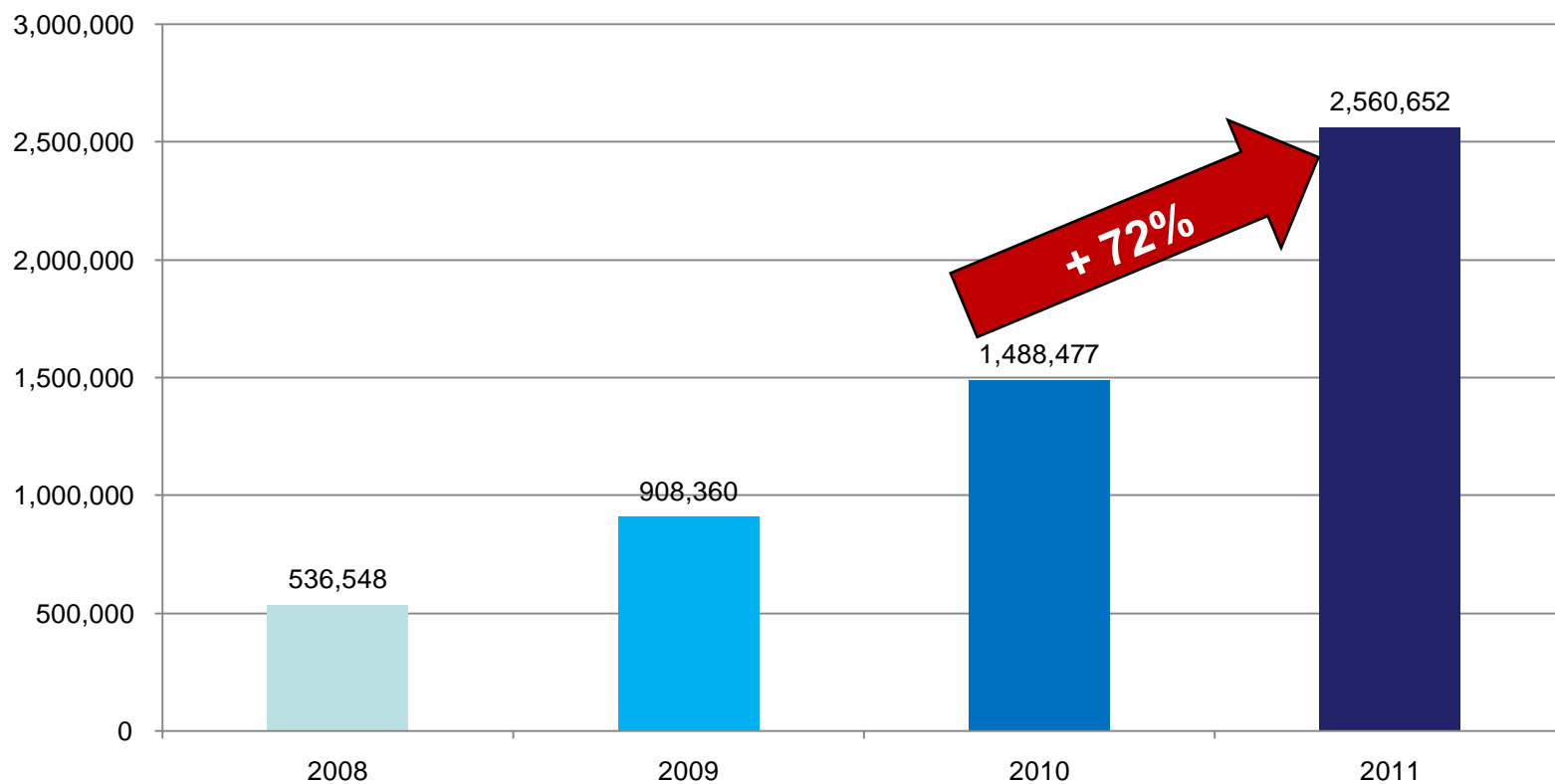


# DRAA – Growth in Membership



# DRAA – Growth in Usage

## Usage Growth (ejournal)



# Summary

- RSC Publishing fulfils a Royal Charter Objective
- RSC has:
  - leading brands
  - prize-winning products and services
  - leadership in technical innovation
  - high standards of customer service and quality control
  - unique structure with great staff
- RSC Publishing is Strong and getting Stronger

# RSC用户座谈一

15:50 – 16:30 图书馆三楼多媒体报告厅

- 国外学术图书的出版总量分析
- 我国进口出版物市场的宏观分析
- 国内外馆配市场中电子图书市场份额的变化趋势
- 国外著名机构何我国西部地区高校图书馆国外电子出版物订购现况的调查与分析
- 对高校和科学院系统部份订户的电子图书使用行为分析
- 国外出版社电子书在华销售政策的现况与我们的对策
- 电子图书采购中的技术服务
- **POD**技术发展及对学术图书出版的影响
- 我们当前的任务与使命
- 从对若干学术期刊出版社图书的馆藏收录比照及使用行为分析,看网络与电子环境下馆藏再造的历史机遇

# Thank You



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