



## PNAS

### About

- [pnas.org](https://pnas.org)
- Washington, DC, USA
- Peer-reviewed, multidisciplinary scientific journal
- Published daily online and in weekly issues

### People

- **Dana M. Compton**  
Former Publication Director, PNAS
- **Diane M. Sullenberger**  
Executive Editor, PNAS
- **Brittany Campbell**  
Marketing Manager, PNAS

### Goals

- Grow international readership
- Attract high-quality authors
- Leverage technology to make content accessible and relevant to readers

### Approach

- Use ReadCube Discover's indexing service to raise visibility internationally
- Track impact of articles on social media using Altmetric

### Results

- Measurable profile in press and social media combines with traditional citations to raise value of published articles
- Increased author satisfaction



Diane M. Sullenberger Brittany Campbell

## PNAS partners with Altmetric and ReadCube to grow international readership and profile

The Proceedings of the National Academy of Sciences (PNAS) is one of the world's most-cited and comprehensive multidisciplinary scientific journals, publishing more than 3,500 research papers annually. Established in 1914, PNAS publishes cutting-edge research, science news, commentaries, reviews, perspectives, colloquium papers, and actions of the US National Academy of Sciences.

PNAS is published daily online and in weekly issues. As part of its on-going policy to advance the understanding of science across all disciplines, it regularly introduces new content in the journal on trending scientific topics, expert opinions, explanations of emerging core scientific concepts, and the intersection of science and culture.

### Smart innovation enhances competitiveness

Until recently, Dana M. Compton was the Publication Director at PNAS. In this role she oversaw production of accepted content, managed copyediting, composition and the relationships with authors and the digital content hosting partner.

Dana was also responsible for keeping PNAS competitive from a technology perspective. To that end, PNAS subscribed to Altmetric Badges, Altmetric Explorer and ReadCube Discover, to improve its service to authors.

"Offering public metrics and enhancing the PDF are trends that we need to take on-board to stay competitive," she says. "Authors expect these features more and more. The articles are the most important part for authors and that makes ReadCube more interesting for us."

Reader feedback shows that researchers want to access PDF documents first and foremost. In that case, as Dana puts it: "Improving the PDF experience is an obvious priority since we know it's our readers' format of choice. Features that are available in HTML such as high resolution images and links to references and supplementary information should also be in the PDF."

### Global expansion of authorship & readership

Diane M. Sullenberger, as Executive Editor, oversees PNAS' goal to publish the highest quality research and to ensure that it is as widely disseminated as possible. Brittany Campbell's role as Marketing Manager includes monitoring feedback from authors to ensure that PNAS' strategy is in alignment with its business plans.

PNAS is committed to providing broad access to current scientific research across many fields and to fostering globalization of research tools and advances. "One of our globalization challenges is to make researchers aware that we are a highly international journal. Even though the journal belongs to the National Academy of Sciences of the United States of America, we welcome submissions from authors around

*cont.*

---

## PNAS: THE NUMBERS

Over **3,000** articles mentioned in the news over the last year to April 30th, 2015

**92** articles cited in policy documents in the last year to April 30th, 2015

**6%** of tweets about PNAS research in the last year to April 30th, 2015 come from Japan

**2,200** mentions of PNAS articles in the last week to April 30th, 2015 alone

“Offering public metrics and enhancing the PDF are trends that we need to take on-board to stay competitive”

“Social media and press attention to our articles is immediate and tells us the level of public attention. Citations tell us that the research is useful for other researchers and indicate its level of relevance over time. A gold standard for an exceptional article is high attention followed by high citation.”

For more information on Digital Science Publisher Solutions email [publishers@digital-science.com](mailto:publishers@digital-science.com)

the world”, says Diane.

“60% of our subscribers are from outside of the United States,” adds Brittany. “PNAS also provides free and immediate access to content in over 100 developing countries worldwide. We are looking at the international market to broaden our reach both for authors and subscribers.”

This creates a unique challenge for the publication, according to Diane. “We try to balance the mission of the National Academy of Sciences to ensure that science gets disseminated as widely as possible, with our responsibility to stay within a break-even budget. We have to strike a balance between countries in which we can make our content immediately free to access, and those that are considered markets for subscription sales.”

### Altmetric helps assess immediate article impact

PNAS is using Altmetric to measure the impact of the articles it publishes beyond the simple measure of citations and Impact Factor. “We look at coverage in news outlets for the most cited and downloaded articles,” says Brittany.

“Impact Factor is not a driver for us,” says Diane Sullenberger. “We watch the Impact Factor of the journal but put more credence in citations and usage.”

Editors and authors want to know what the impact of their articles are on society as a whole, beyond academic citations, including economic benefits, policy impact and public engagement. As Diane puts it, “Social media and press attention to our articles is immediate and tells us the level of public attention. Citations tell us that the research is useful for other researchers and indicates its level of relevance over time. A gold standard for an exceptional article is high attention followed by high citation.”