

#### About

- [cdnsiencepub.com](http://cdnsiencepub.com)
- Headquarters: Ottawa, Ontario, Canada
- Not-for-profit publisher of research outputs on multiple subjects

#### People

- **Mike Boroczki**  
Director, Business Development,  
Canadian Science Publishing

#### Goals

- Remain competitive in changing publishing environment
- Build business agility to exploit new models such as Open Access

#### Approach

- Deploy best of breed software to realize business strategy
- Use ReadCube Discover to improve indexing of journals
- Safeguard existing subscribers
- Improve journals' desirability to attract Open Access authors

#### Results

- Greatly improved quality and quantity of referrals
- Increased traffic to website



Mike Boroczki

## ReadCube Discover drives high quality traffic to publisher's website

Formerly a state-owned entity under the National Research Council of Canada, Canadian Science Publishing (CSP) has been an independent commercial enterprise since 2010, with new found freedom to pursue its own business development strategies.

It currently publishes approximately 2000 papers per year in 17 journals. The majority of its revenue, between 80 and 85 per cent, comes from global subscriptions. It also provides publishing services, including hosting, to 19 other Canadian society journals.

CSP's current titles span a range of disciplines including biological and physical sciences and technology. It currently has only one pure Open Access journal called Arctic Science but has plans to launch a new one this autumn called FACETS. CSP pursues a rigorous peer-review regime, with rejection rates of some 70% of submitted articles. Three of its journals are in the top quartile in terms of Impact Factor calculations with the rest of its journals in the mid tier overall.

Mike Boroczki runs the business development team with responsibility for global subscription sales, publishing services to other societies, acquisitions and marketing, which includes promotions and generating content for social media.

#### Challenges and opportunities

Canadian Science Publishing sees challenges and opportunities as it attempts to remain important and well known as a trusted and viable publishing option for Canadian societies and researchers, according to Mike. These challenges include dwindling library budgets, and the need to find new publishing models and revenue streams to offset paper-based products that are coming to the end of their lives. CSP is under pressure from larger companies that are rapidly acquiring small publishers. The industry is undergoing an unprecedented level of consolidation currently, which makes it more important than ever to make the right choices when selecting strategies to help grow the business.

Among the strategies being pursued is a greater focus on Open Access journals, which in turn involves start-up costs and a shift in marketing focus away from librarians and towards authors instead. At the same time, attracting the best content can also protect readership and hence subscriptions in an increasingly competitive market.

One of the new found freedoms that CSP enjoys in its independent state is the ability to buy in best-of-breed software tools for its requirements.

"We are able to negotiate technology deals ourselves now," says Mike. "Formerly we faced charge-back fees from other departments within government. Now we have moved from 'build' to 'buy', preferring to buy off-the-shelf software to realize our content strategy and build our brand."

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“ReadCube Discover helps us to attract the quality reader.”

A challenge when choosing a technology partner is to pick one that is going to be accepted by users. Sometimes, what people ask for is not what they opt to use in practice. “Authors do appreciate the fact that publishers make HTML available,” says Mike, “however 90% of use cases are a PDF download!”

Canadian Science Publishing is currently using ReadCube Discover as an indexing tool which makes it easier for researchers to find content contained within its journal articles. The success has been marked, according to Mike.

Canadian Science Publishing uses Atypon as its publishing platform. ReadCube Discover was set up quickly and easily. “It helps us to attract the quality reader,” says Mike.

Also in consideration by Canadian Science Publishing is ReadCube Checkout, which allows pay-per-view purchases of individual articles from its website.

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