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# Your Publisher's Report 2023

Botanical Society of America

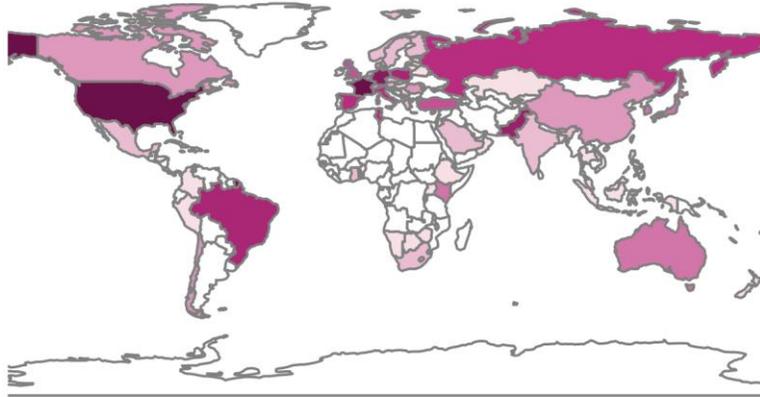
*American Journal of Botany*

*Applications in Plant Sciences*

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# Circulation--AJB

## Global reach



In 2023, 8,630 institutions offered access to the latest content in your journal via a Wiley license or a traditional subscription. On this map, darker shading shows where circulation is highest. Countries/regions with no shading may be covered by philanthropic initiatives. In 2023, our philanthropic initiatives extended low-cost or free access to current content to 4,327 developing world institutions.

## Additional reach: EBSCO

Wiley's arrangement with EBSCO allows us to extend the reach of your journal beyond core academic libraries. In 2023, 11 institutions accessed embargoed content of at least one year old from your journal via EBSCO databases. This is a 175% change from 2022.

## Reach by region

Region	2021	2022	2023
Australia & NZ	170	170	170
Canada	84	87	90
China	40	41	82
Europe	4,705	4,858	4,869
Japan	173	187	180
Rest of World	1,449	1,649	2,122
UK	177	182	190
USA	827	898	927
<b>Grand Total</b>	<b>7,625</b>	<b>8,072</b>	<b>8,630</b>

This table shows the number of institutions, by region, with access to the latest content in your journal via either a Wiley license or a traditional subscription.

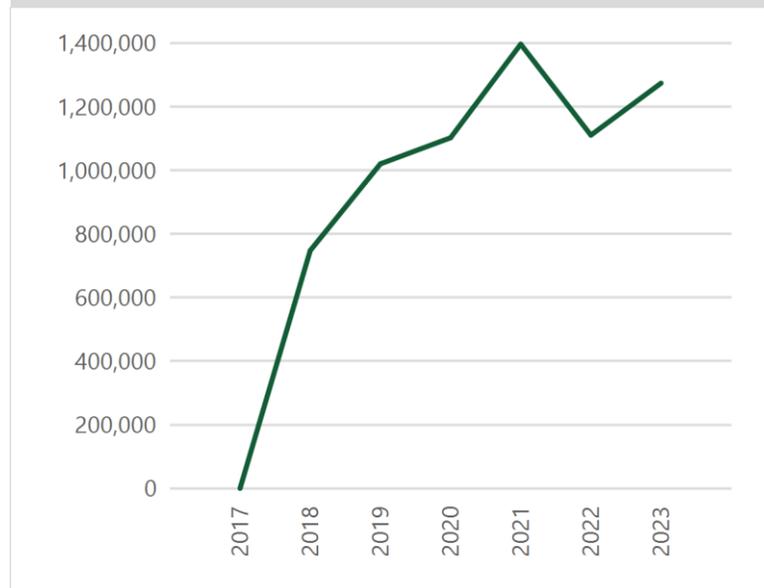
## Reach by access type

Sales Model	2021	2022	2023
<b>Institutions with access via a Wiley license</b>	<b>7,525</b>	<b>7,990</b>	<b>8,563</b>
All Journals license	2,347	1,340	1,738
Transformational agreements	1,399	2,805	3,228
Other licenses	3,779	3,845	3,597
<b>Institutions with access via traditional subscriptions</b>	<b>100</b>	<b>82</b>	<b>67</b>
Online	100	82	67
Print and online	0	0	0
Print	0	0	0
<b>Total</b>	<b>7,625</b>	<b>8,072</b>	<b>8,630</b>

In 2023, 8,563 institutions offered access to your journal via a Wiley license, often through a consortium. Of these institutions, 1,738 had access via the 'All Journals license'. 3,228 institutions had access via 'Transformational agreements' which cover both subscription access and open access publishing. In addition, 67 institutions offered access via traditional (online or print) subscriptions.

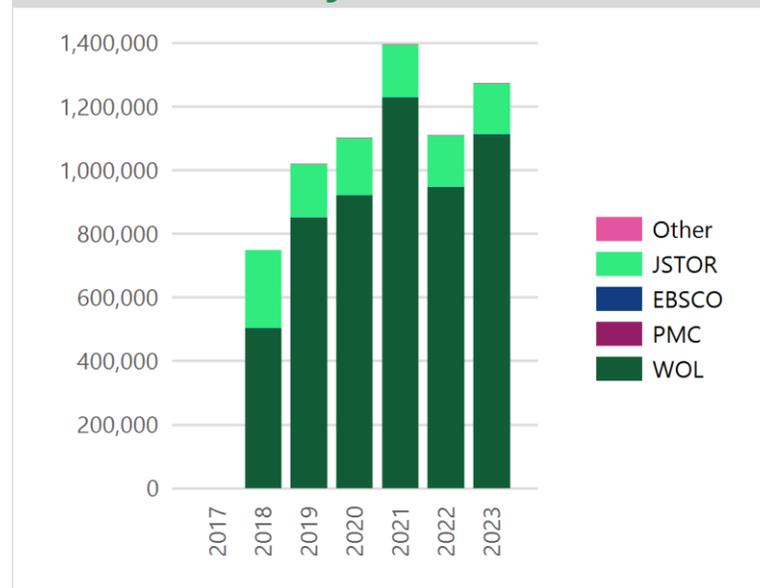
# Readership--AJB

## Article views trend



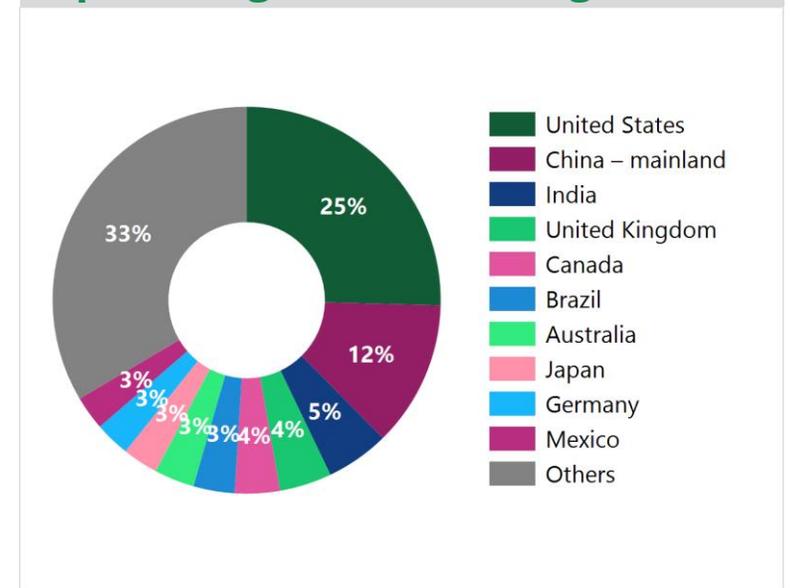
This chart shows the increase in the number of full-text article views for your journal in the period 2014 to 2023. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library increased (17.5%) in 2023. This compares with an increase (16.6%) across all Wiley journals in the Plant Science.

## Article views by source



This chart shows the origin of full-text article views of your journal across Wiley Online Library and other major third-party providers.

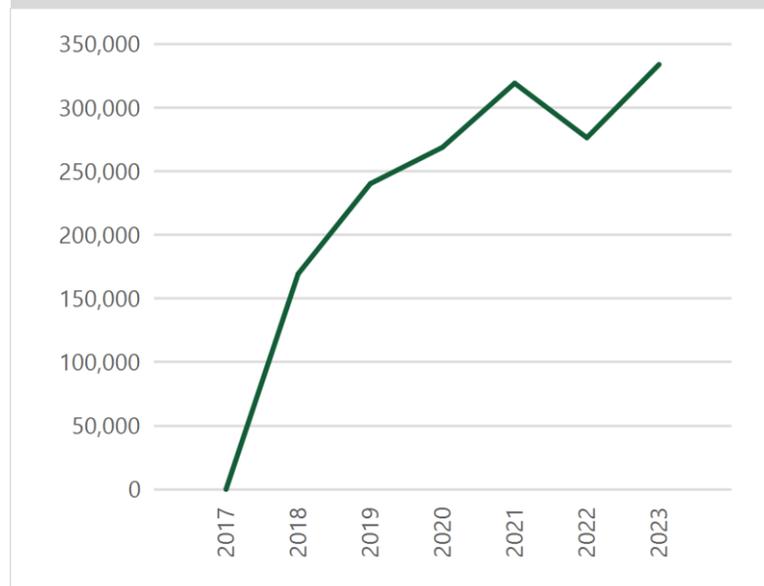
## Top 10 usage countries/regions



This chart shows the top 10 countries/regions from which articles in your journal were accessed via Wiley Online Library in 2023, and the percentage each country/region contributed to total usage. All other countries/regions are combined under "Others".

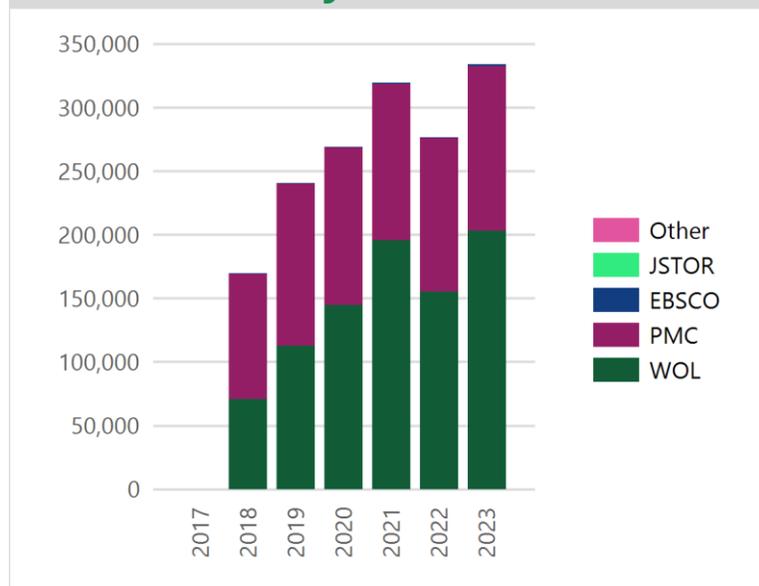
# Readership--APPS

## Article views trend



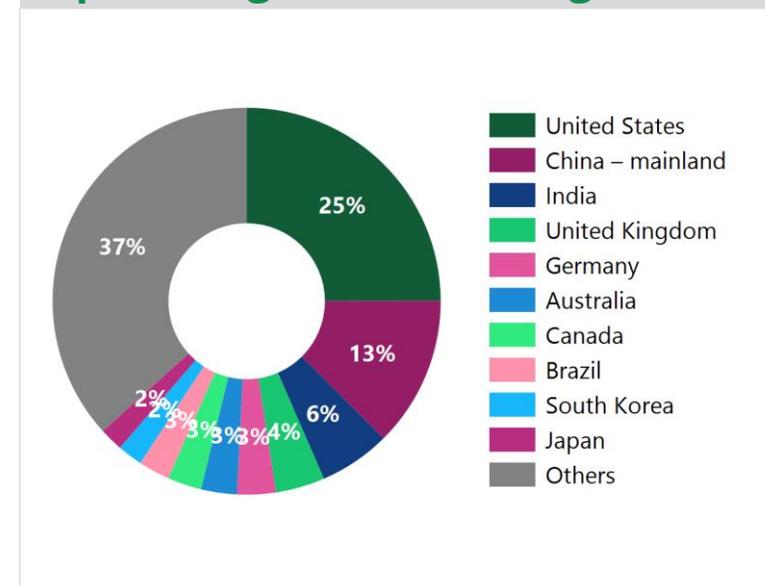
This chart shows the increase in the number of full-text article views for your journal in the period 2017 to 2023. The total includes usage on Wiley Online Library, PubMed, and other third-party databases. Accesses via Wiley Online Library increased (30.7%) in 2023. This compares with an increase (16.6%) across all Wiley journals in the Plant Science area.

## Article views by source



This chart shows the origin of full-text article views of your journal across Wiley Online Library and other major third-party providers.

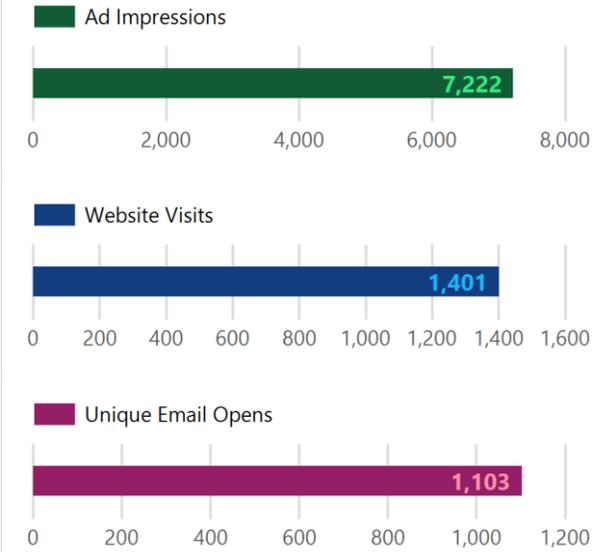
## Top 10 usage countries/regions



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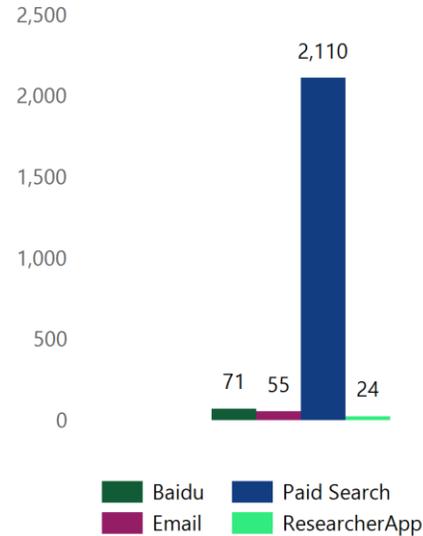
# Marketing--AJB

## Reach by marketing activity



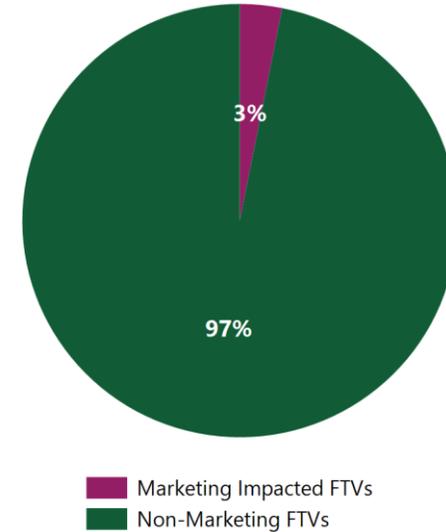
The chart above shows the overall exposure that *American Journal of Botany* achieved in 2023 as a direct result of our marketing campaigns to drive awareness of your society and journal brand. On this page you can see an overview of the impact across our combined multi-channel marketing programs selected to deliver your goals.

## Engagement by channel



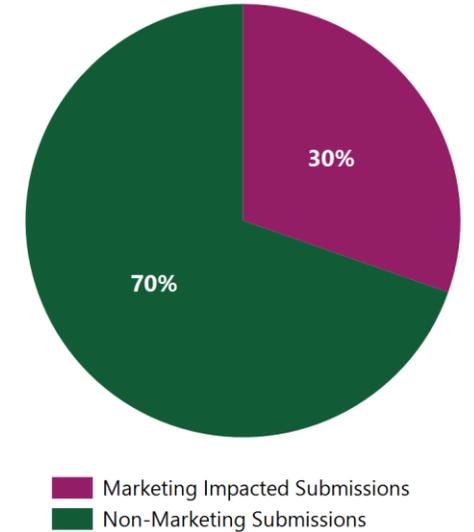
This chart shows the channels where researchers engaged with *American Journal of Botany*, combining all clicks from email and advertising campaigns. In 2023, campaigns for your journal resulted in 2,271 clicks.

## Impact on readership



In the chart above, you can see the percentage of *American Journal of Botany's* full-text article views (FTVs) that were a direct result of our marketing campaigns compared to your journal's overall readership. In 2023, 18,537 full-text article views were driven by our marketing campaigns.

## Impact on submissions



Out of all of *American Journal of Botany's* submissions in 2023, 30.4% of the total 405 submissions were directly influenced by marketing. This means that, for each submitted manuscript one or more authors engaged with an email marketing campaign in the 12 months pre-submission by clicking on an email message from Wiley.

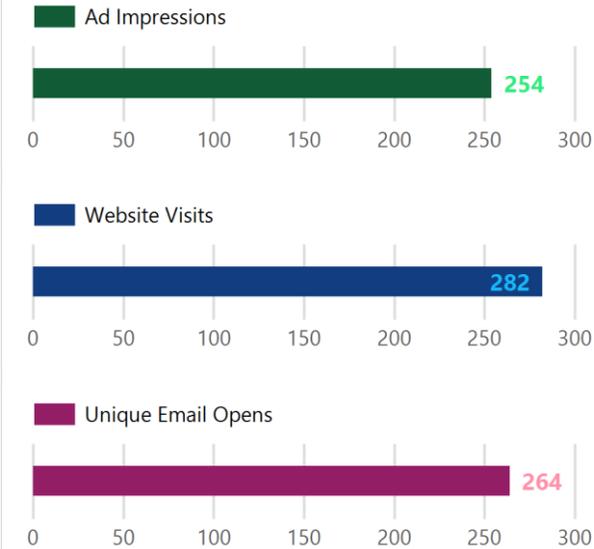
# Marketing--AJB

Top articles by Altmetric Score	Altmetric Score
The 141-year period for Dr. Beal's seed viability experiment: A hybrid surprise	242
The first Gondwanan Euphorbiaceae fossils reset the biogeographic history of the Macaranga-Mallotus clade	153
Analyzing trait-climate relationships within and among taxa using machine learning and herbarium specimens	107
Variation in ripe fruit volatiles across the tomato clade: An evolutionary framework for studying fruit scent diversity in a crop wild relative	99
Neurospora crassa: Looking back and looking forward at a model microbe	96

The marketing channel mix and discoverability strategy we've created for *American Journal of Botany* helps drive attention to your journal's articles. The table above shows the highest-scoring articles in 2023, as measured by Altmetric, which tracks the online attention of research outputs by pulling in data from sources including social media, traditional media, online reference managers, and more.

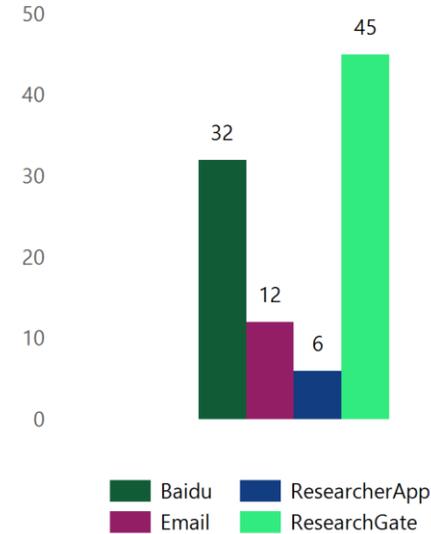
# Marketing--APPS

## Reach by marketing activity



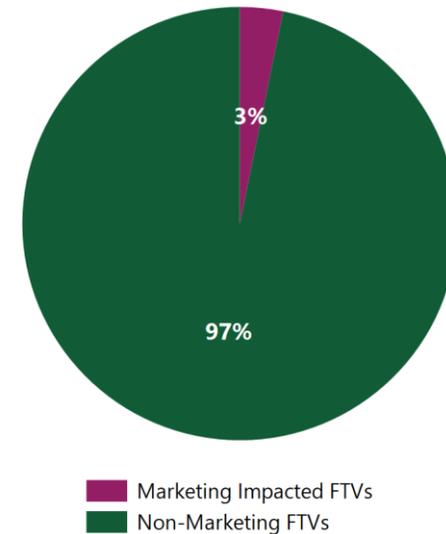
The chart above shows the overall exposure that *Applications in Plant Sciences* achieved in 2023 as a direct result of our marketing campaigns to drive awareness of your society and journal brand. On this page you can see an overview of the impact across our combined multi-channel marketing programs selected to deliver your goals.

## Engagement by channel



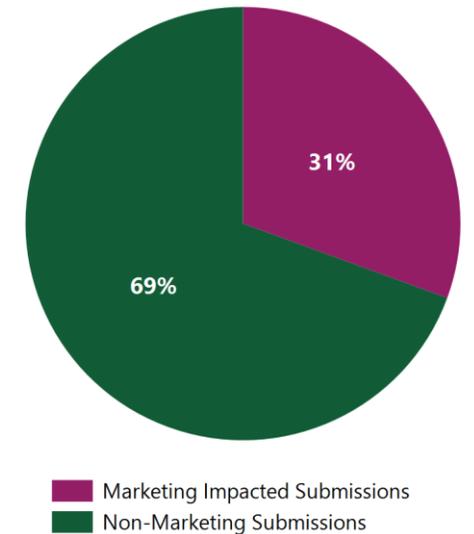
This chart shows the channels where researchers engaged with *Applications in Plant Sciences*, combining all clicks from email and advertising campaigns. In 2023, campaigns for your journal resulted in 1,030 clicks.

## Impact on readership



In the chart above, you can see the percentage of *Applications in Plant Sciences*'s full-text article views (FTVs) that were a direct result of our marketing campaigns compared to your journal's overall readership. In 2023, 3,276 full-text article views were driven by our marketing campaigns.

## Impact on submissions



Out of all of *Applications in Plant Sciences*'s submissions in 2023, 30.6% of the total 121 submissions were directly influenced by marketing. This means that, for each submitted manuscript one or more authors engaged with an email marketing campaign in the 12 months pre-submission by clicking on an email message from Wiley.

# Marketing--APPS

Top articles by Altmetric Score	Altmetric Score
What is the “modified” CTAB protocol? Characterizing modifications to the CTAB DNA extraction protocol	72
From leaves to labels: Building modular machine learning networks for rapid herbarium specimen analysis with LeafMachine2	46
Why vouchers matter in botanical research	32
Multiple Leaf Sample Extraction System (MuLES): A tool to improve automated morphometric leaf studies	28
Easy Leaf Area: Automated digital image analysis for rapid and accurate measurement of leaf area	27

The marketing channel mix and discoverability strategy we've created for *Applications in Plant Sciences* helps drive attention to your journal's articles. The table above shows the highest-scoring articles in 2023, as measured by Altmetric, which tracks the online attention of research outputs by pulling in data from sources including social media, traditional media, online reference managers, and more.

## Applications in Plant Sciences

	2022	2023
	USD	USD
Digital Rights	1,379	2,077
Open Access	31,166	54,158
<b>Total Non-Subscription Revenue</b>	<b>32,545</b>	<b>56,235</b>
<b>Total Revenue</b>	<b>32,545</b>	<b>56,235</b>
Gross Royalty	16,273	22,494
- Net Royalty	16,273	22,494
- Net payable value	16,273	22,494

## American Journal of Botany

	2022	2023
	USD	USD
'All Journals' License	228,395	231,995
Other Licenses	337,095	313,328
Online	81,989	65,624
<b>Total Subscription Revenue</b>	<b>647,479</b>	<b>610,947</b>
Copyright agency	2,588	1,631
Digital Rights	17,658	18,675
Backfiles	38,285	7,395
PPV	2,651	1,984
Open Access	94,583	109,689
<b>Total Non-Subscription Revenue</b>	<b>155,765</b>	<b>139,374</b>
<b>Total Revenue</b>	<b>803,244</b>	<b>750,321</b>
Gross Royalty	406,227	300,128
<b>Net Royalty</b>	<b>406,227</b>	<b>300,128</b>
Advance Royalty	430,000	200,000
<b>Net payable value</b>	<b>(23,773)</b>	<b>100,128</b>

# WILEY

ENABLING DISCOVERY | POWERING EDUCATION | SHAPING WORKFORCES

# Thank you!

