



Your Publisher's Report **2014**

American Council on Consumer Interests
The Journal of Consumer Affairs

WILEY

Highlights & Strategy

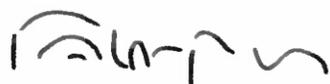
From the Managing Director

Welcome to your Publisher's Report for 2014. This document highlights the activities we undertook on your behalf over the course of the last year and summarizes results and key metrics. The pace of change in the publishing industry has not slowed. Our library customers in mature markets continue to experience severe budget pressure, although we have been able to deliver modest growth in these areas. However, opportunities also exist, particularly in developing markets where research output is growing quickly, and we continue to expand our reach into new and emerging markets and regions. We continue to work closely with our institutional customers to optimize our sales models and product offerings, and we look forward to introducing a new licensing option for the mature library market in 2016. This new option will increase the reach and readership of the journals we publish, deliver stable financial returns and at the same time meet our customers' needs for a renewal process that is easy and straightforward. We also know that delivering a superior service to customers – including authors and funders – will be of crucial importance.

Open Access (OA) publishing continued to be a strong theme in 2014, and gold and green OA are now firmly established in the mainstream of research communications. Increasing numbers of authors from around the world opt to make their content available freely, either because their funding requires this or because it is their preferred publishing option. We witnessed a sharp increase last year in gold OA articles published in hybrid journals (i.e., in those journals that publish subscription content as well as OA content through our OnlineOpen option). At the same time, our portfolio of fully gold OA journals continued to grow over the past year, and we launched a number of such journals in collaboration with society partners. In the green OA arena, we continue to work on your behalf to help influence key policy decisions globally. We are especially pleased to have been instrumental in the launch in the US of CHORUS (Clearinghouse for the Open Research of the United States), an initiative which supports the federal Office of Science and Technology Policy (OSTP) public access policies and about which you will find further details in the Policy section below. We remain convinced that quality and relevance will continue to create success for journals and the organizations that publish them.

Underpinning many of the initiatives covered in this report is a technology landscape that continues to develop rapidly. In order to help support the next generation of authors, readers and society members, we must provide fully digital content and solutions. We made important strides in this area in 2014, launching a new, more user-friendly article interface on Wiley Online Library and expanding the services we offer, for example by introducing Altmetric rankings for our journal articles. The future will bring more of these initiatives and your publishing team will share news about the latest developments as they emerge.

Throughout all of the changes we are experiencing, our commitment to partnering with learned societies and professional associations, research organizations, editorial boards and institutions of higher learning remains constant. We are proud to publish more than 1,500 journals in partnership with more than 1,200 different organizations around the world, working together for the benefit of the communities we serve. We are grateful for our partnership with you and we look forward to continuing to work with you in the years to come.



Philip Carpenter
SVP & Managing Director

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Market Overview

Wiley's **global sales organization** is comprised of teams in 32 locations and we continue to develop sales capabilities where potential for growth is greatest. Our offices in Dubai (opened in 2011) and Rio de Janeiro (opened in 2012) have achieved encouraging rates of growth and in 2014 we opened offices in Istanbul and Cape Town.

In mature markets, conditions continue to be challenging. Our research, supported by industry analysts, suggests that library budgets have been growing on average by just under 2% per year over the past five years in many countries in Western Europe including the UK, and in the US, Canada, Japan and Australia. Against this backdrop Wiley has achieved sustained, if modest, revenue growth.

At the same time, there is opportunity in new and emerging markets including countries in the Middle East, Central and South America and Eastern Europe. Over the years, we have developed a number of access options that respond to what the market needs. In **established markets**, sales of **Collection licenses** have proven highly successful for our journals and publishing partners, protecting revenues and providing increasing circulation to new audiences. In low-growth markets our priority is to stabilize your revenues and safeguard the very wide circulation you have come to expect from our sales program.

You will have heard recently from your Wiley publishing manager about our plans to introduce the **next iteration of our License** for institutions in established markets, beginning in 2016. It offers a new way for libraries to buy content: a single Collection of all the journals we publish, including journals new to Wiley, at a single price. The new option, which will run alongside all our current options, will be considerably easier for institutional customers to administer.

In **fast-maturing markets** such as India, China and Brazil, we see sustained growth in reach and readership. We extended our licenses in India in 2014 and our journals are now available in more than 400 institutions there. We also see strong and growing interest; readership in India increased by 17% last year. The number of visits from researchers in China to our online pages increased by 15% in 2014 and researchers in China now account for 7% of total visits to our pages. Increased circulation in Brazil – via a centrally-funded license which now includes 363 member institutions – was reflected in 2014 by an increase of 13% in readership from that country. We expect to maintain strong growth in the Middle East (particularly in Kuwait and Qatar) as government investment continues, building on the double-digit growth of recent years. In Mexico, roughly 100 institutions now have access to Wiley journals and visits to Wiley Online Library from researchers in Mexico grew by 13.5% in 2014. Wide access to Wiley-published journals provided by our license in Turkey has driven year-on-year increases in readership, including a 20% increase in 2014, and in Poland, our national license continues to grow – from 300 members in 2013 to 515 in 2014.

We faced an unexpected challenge in September when the subscription agency Swets declared bankruptcy. Agents, who help libraries to manage their purchasing centrally, have long been a part of the ecosystem of journals publishing, and the entire industry will therefore be affected by this development. Fortunately, the majority of our business with Swets for 2014 was complete by the time of the bankruptcy and the damage to

our business was contained. We continue to work closely with individual library customers on their 2015 orders – to ensure uninterrupted access to your journal and to minimize the negative impact on revenues in 2015. We will keep you abreast of further developments as they occur.

Services for Authors, Researchers & Funders

In today's landscape of increased competition – for authors, reviewers and readers – exceptional service and quality are crucial to a journal's success. Ensuring the best possible experience for your constituents is at the heart of our mission, and we maintain this focus by working with members of our communities through author surveys, our Library and Society Advisory Boards, author webinars and workshops and conference events.

Authors seek discoverability, readership and citations for their articles. In 2014, we undertook a pilot with Kudos, a service that enables authors to enhance, monitor and measure the visibility and impact of their published articles. Through Kudos, authors can create profiles for their articles, easily share links via social media and monitor the impact of these initiatives. The pilot was very successful and in 2015, we will offer Kudos to authors in all journals and books on Wiley Online Library. We launched Wiley English Language Editing Service in 2014 in response to a demonstrated need among our authors for high quality English-language editing, translation, manuscript formatting and figure preparation. We also enhanced discoverability by incorporating ORCID iDs – unique identifiers for authors – in to our articles in Wiley Online Library.

Authors face an increasingly complex array of Open Access (OA) options and requirements, and they need support in navigating these waters. The **Wiley Author Licensing Service (WALS)** is an online tool that streamlines the author licensing experience and, at the same time, facilitates a more efficient workflow for editorial offices. Through WALS, authors receive the license agreement appropriate to their situation (e.g., a copyright transfer agreement, a Creative Commons license). The service selects a license automatically based on a variety of data, including the Open Access policies of the journal and the identity of any research funders; in most cases, authors can also sign and upload the license electronically. If you are not using WALS, we encourage you to discuss it with your Wiley publishing manager.

Researchers expect easy access to content in their choice of format. The Anywhere Article, our new HTML article format on Wiley Online Library, launched in February 2014 and is proving extremely popular. **Anywhere Article** resulted from observations and discussions with researchers about how they access and use journal articles in their work. We joined forces last year with Labtiva, whose **ReadCube** web reader further enhances the experience of interacting with the PDF, facilitating readers' ability to follow references, browse figures, organize their research and keep on top of the latest articles using highly customized alerts.

Researchers want tools to help them assess in new and different ways the potential value of your articles in their research. In 2014, we added **Altmetric** badges to articles on Wiley Online Library, allowing researchers to ascertain quickly the impact of an article in social and popular media. Supporting researcher choice is important to us and we have

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continued to expand our program of **journal apps**, adding 200 new apps and feature enhancements last year. More than 400,000 people have downloaded a Wiley journal app, generating more than 20 million visits.

In November, we re-launched a pilot LinkedIn group for Wiley society partners, using our Society Advisory Board members as a test group. The results of this pilot will inform the development of a **Wiley societies network** – a broad initiative to provide support, training, networking and resources for society and association executives across the globe.

Our **Executive Seminars** for society officers continue to receive positive reviews and our schedule for 2015 includes events in Copenhagen and Washington. We recently expanded our event programming through a partnership with the Copyright Clearance Center for an educational **webinar series**. These free webinars are designed to educate and engage you and your colleagues on a range of important issues. Recordings of the first two events, which focused on Open Access, are available freely at the links below.

<https://copyright.wistia.com/medias/3jp9se4v0l?elq=b504d7ea0:a3e434497ae96d7be262c1c&elq>
<https://copyright.wistia.com/medias/dujqi9ybia>

In early 2014 we released a new edition of our **Best Practice Guidelines for Publishing Ethics**, available freely at <http://exchanges.wiley.com/ethicsguidelines>. We continue to represent you and your interests on a number of industry boards including CrossRef, the Society for Scholarly Publishing (SSP), CHORUS and the Association of Learned and Professional Society Publishers (ALPSP), among others, while our sponsorship of organizations like the International Society for Managing & Technical Editors (ISMTE) and the Committee on Publication Ethics (COPE) provide direct benefits to our publishing partners. Please contact your Wiley publishing manager for more information.

Meeting the needs of **funders** is increasingly important as publishing business models change; in particular, funders want assurance that journals are following their OA policies and that they are getting value from their investments. Our **Wiley Open Access Accounts** offer institutions and funders a streamlined way of paying Article Publication Charges (APCs) for their authors. Through these accounts, we debit APCs automatically as articles publish, eliminating the need for invoicing and payments. We also created a **Wiley Open Access Account Dashboard** that many of these account holders use. The dashboard is an online tool that allows customers to review and approve/deny requests immediately and to inform authors automatically as soon as the decision is made. It also allows customers to run reports, check account balances and generate invoices for use in topping up funds. It is the most intuitive publisher tool of its kind.

In 2014, we began to engage with funders in arrangements uniquely tailored to their needs. For example, we entered into a pilot agreement with JISC, a higher education charity in the UK, to enable greater support for its member universities during the transition to OA. The agreement provides credits for APCs to institutions that license our journal content under the terms of the JISC journals license. Member institutions that pay both subscription charges and APCs will receive credits for future APCs based on the amount they spent in the prior year.

Government Policy & Open Science

Last year was a busy one in the policy arena for those of us engaged in the research communications business. Building

on momentum from 2013, an increasing number of research funders not only issued OA recommendations or mandates but also launched wider discussions around the future of scientific communication (e.g., copyright, text and data mining) and the important role played by publishers. Wiley has engaged proactively in these consultations, continuing to position ourselves and our partners as key stakeholders going forward. Following are key highlights of developments in 2014.

In the **United States**, research funders spent last year developing agency-specific responses to the White House Office of Science and Technology Policy (OSTP) public access memorandum, which required federal funding agencies with R&D budgets of \$100m+ to make research articles arising from their funding publicly available. In October, the Department of Energy (DOE) public access plan, a green 12-month embargo policy, entered into effect. The plan integrates CHORUS, a publisher-developed platform, and DOE's endorsement of CHORUS is a significant milestone that sets the stage for partnerships with other agencies as they finalize their plans in 2015. Wiley is a founding member of CHORUS and colleagues serve on the Board and the Technology and Communications working groups.

In the **United Kingdom**, Research Councils UK (RCUK) began a review of stakeholder compliance with its OA policies. Themes emerging from public input (which included Wiley and other publishers, societies and universities) include: the growth and impact of hybrid journals; the need to better communicate policy; tension between institutional and subject repositories; and complexity and administrative costs related to implementation. To date, the RCUK exercise has demonstrated just how difficult it is to accurately measure OA compliance. Following extensive engagement by publishers, the government finalized new exceptions to UK copyright law covering personal copying, research, education and libraries. The most significant change for our partners is the new right to text- and data-mine (TDM) subscribed content by lawful users for non-commercial purposes (effective June 1). This exception cannot be prevented by contract, but technical measures are permitted to protect the security of the platform from, for example, excessive downloading. The industry is working with government to clarify what can be done to protect platforms and we expect additional guidance to be released soon.

In the **European Union**, elections and a subsequent reorganization of the European Commission (EC) slowed discussions in Brussels on copyright reform, though, similar to the US and UK, governments focused increasingly on OA policy implementation and dialogue on research competitiveness issues. Although the mid-term review of Horizon 2020 (the EC research budget for 2014-2020 under which OA is mandated) is not scheduled to take place until 2017, a number of EU countries including the Netherlands and Denmark are now developing policies to transition to OA. Wiley is engaging with the relevant officials in these countries on a regular basis. In December, the EC also completed the first round of a public consultation on its "Science 2.0" initiative (i.e., future of scientific research and communication) into which Wiley and society partners participated. This dialogue, now renamed "Open Science" will continue in 2015, and the EC welcomes input from scholarly societies, given their reach and unique role. Key areas of focus where the EU may focus these discussions moving forward include incentivizing open science and developing standards on data protection, quality and altmetrics. After stalled efforts in 2014, the EC is likely to issue copyright reform proposals by mid-2015, and exceptions for TDM, libraries and education will likely be considered.

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In **China**, the Chinese Academy of Sciences (CAS) and National Natural Science Foundation (NSFC) – two major research funders – announced in May **green, 12-month embargo OA policies**. Both are partnering with Wiley and other publishers to gradually implement their policies. Wiley is working actively with the Ministry of Science and Technology (MOST), the national coordinator of science policy and funding, on a broad range of issues, including OA.

In **Japan**, the Ministry of Education, Science and Technology (MEXT) is developing OA policy recommendations, which it plans to report to the cabinet in March 2015. Wiley is engaging closely in public consultations as well as directly with major funders, including the Japan Society for the Promotion of Science (JSPS), the Japan Science and Technology Agency (JST) and other government agencies.

In **India**, after several rounds of public consultation, the government in December approved an **OA policy** covering articles by authors with funding (or infrastructure support) from the Department of Biotechnology and Department of Science and Technology (together 17% of India's total \$35 billion R&D budget). The policy includes a "recommended" embargo of "no longer than 6 months for Science, Technology and Medicine (STM) disciplines and 12 months for Arts, Humanities and Social Sciences..." Wiley is coordinating with the Indian government to understand and shape implementation plans for "recommended" and mandated aspects of the policy.

Australia: Wiley has aligned its policies for Australian researchers with OA requirements stipulated by the two leading funding agencies – the Australian Research Council (ARC) and the National Health and Medical Research Council (NH&MRC). Under these policies, authors receiving ARC or NH&MRC funding must choose gold OA (using grant funds to cover publication costs) or green OA (depositing their publications in an Australian University repository where it would be made available after agreed embargo periods).

Sales, Circulation & Readership Metrics

In the pages to come, you will find sales, circulation and readership metrics for your journal. You may notice that some of the tables and charts differ from what you have seen in the past. As purchasing models continue to shift more firmly away from the traditional subscription as a unit of measure, publishers' reporting practices must follow suit. Our report this year focuses on the total number of institutions buying access to your journal – rather than separately on the number of institutions with access via a license and the number of subscriptions (of which there could be more than one in a single institution). We are very pleased to be able to provide this more robust and more meaningful view of total circulation for your journal.

We also took steps in 2014 to further improve our algorithmic detection and filtering of non-human usage recorded in Wiley Online Library usage reports. As a result, in this year's report we are showing two views in the usage chart (figure 7): one for the "crawler-impacted" usage previously reported; and one for "human usage" showing the usage with the retrospectively detected crawler traffic eliminated. Your Wiley Online Library usage reports are now more accurate than before and, as we remove the new non-human usage detected by the new algorithm, this will continually improve. Going forward we will move to only reporting the "human usage" view.

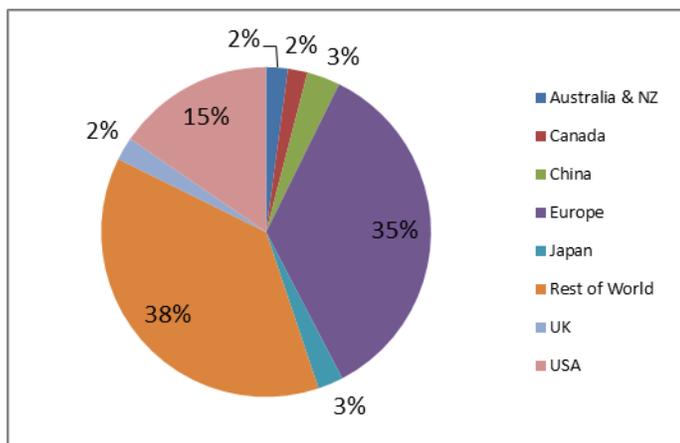
Feedback & Engagement

We hope that you find this report useful. We value your feedback and we would be grateful if you would take the time to complete our **online survey** about the report at http://wiley.qualtrics.com/SE/?SID=SV_6MtBnjV0xHffsLr

We also encourage you to engage with us via our **Wiley Exchanges blog** a source of news, information and insights about the issues that affect academic publishing today. We published 189 posts last year from range of contributors across the industry and related fields. The blog received more than 136,000 visits from readers in over 200 countries around the world. Register for updates at <http://exchanges.wiley.com> and follow the blog on Twitter @WileyExchanges.

Sales, Circulation & Readership

1. Global Reach: Institutional Sales by Region



In 2014, 3,808 institutions purchased access to the latest content in *The Journal of Consumer Affairs* via either a traditional (title-by-title) subscription or a Wiley License. Our philanthropic initiatives extended low-cost or free access to 4,586 developing world institutions.

3. Institutional Sales by Region

| Region | Total |
|--------------------|--------------|
| Australia & NZ | 81 |
| Canada | 73 |
| China | 124 |
| Europe | 1,335 |
| Japan | 95 |
| Rest of World | 1,426 |
| UK | 86 |
| USA | 588 |
| Grand Total | 3,808 |

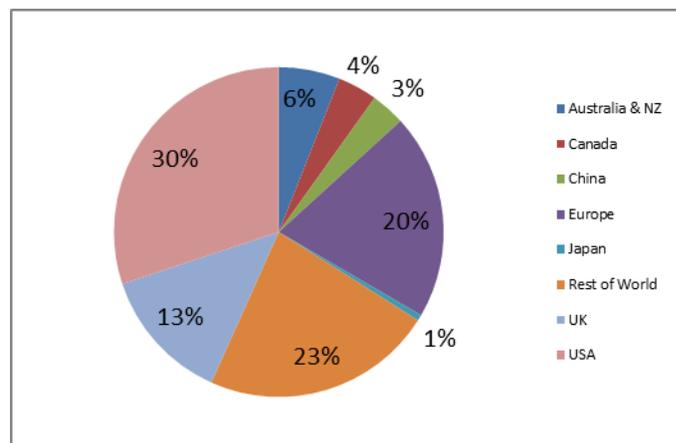
These figures correspond to chart 1 (above) and represent the number of institutions, by region, that purchased access to the latest content in *The Journal of Consumer Affairs* via either a Wiley License or a traditional (title-by-title) Subscription. Key countries in the Rest of World category include Brazil, India and South Korea.

5. Institutional Subscription Trends by Type

| Subscription Type | 2012 | % | 2013 | % | 2014 | % |
|--------------------|------------|-----|------------|-----|------------|-----|
| Online Licensed | 185 | 79% | 190 | 82% | 190 | 84% |
| Online | 14 | 6% | 11 | 5% | 9 | 4% |
| Print & Online | 4 | 2% | 5 | 2% | 3 | 1% |
| Print | 30 | 13% | 26 | 11% | 25 | 11% |
| Grand Total | 233 | | 232 | | 227 | |

In 2014, there were 227 institutional subscriptions to *The Journal of Consumer Affairs*. A small number of institutions may still buy more than one subscription. See Figure 4 for the number of Institutions buying access to *The Journal of Consumer Affairs*.

2. Global Readership: Article Downloads by Region



The global reach of *The Journal of Consumer Affairs* is reflected in its readership, as evidenced by this chart showing the origin of full text downloads of your articles on Wiley Online Library in 2014.

4. Institutional Sales by Type

| Sales Model | Total |
|--|--------------|
| Institutions buying the Wiley License | 3,777 |
| Institutions buying Traditional Subscriptions | 31 |
| Online | 8 |
| Print & Online | 3 |
| Print | 20 |
| Grand Total | 3,808 |

In 2014, 3,777 institutions bought access to *The Journal of Consumer Affairs* via a Wiley License, often through a consortium. In addition, 31 individual institutions bought traditional (Online, Print and Online or Print only) subscriptions.

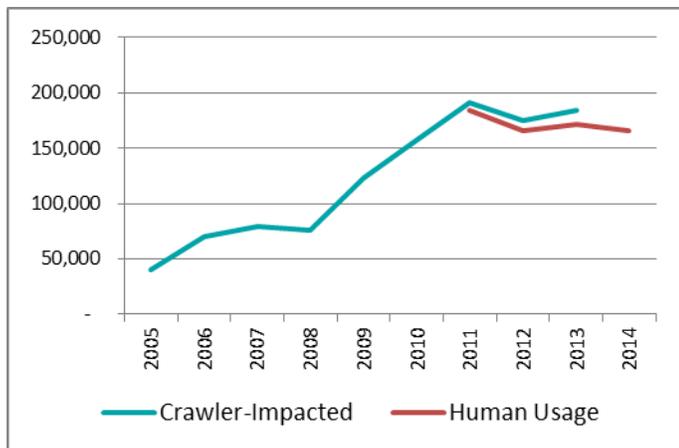
6. Institutions Accessing Older Content via EBSCO

| Region | 2012 | 2013 | 2014 |
|--------------------|--------------|--------------|--------------|
| Australia & NZ | 98 | 101 | 99 |
| Canada | 188 | 190 | 185 |
| China | 201 | 203 | 174 |
| Europe | 725 | 674 | 692 |
| Japan | 38 | 42 | 40 |
| Rest of World | 962 | 948 | 921 |
| UK | 165 | 175 | 161 |
| USA | 2,845 | 2,885 | 2,850 |
| Grand Total | 5,222 | 5,218 | 5,122 |

Wiley's arrangement with EBSCO allows us to extend our reach beyond academic libraries. Customers purchase embargoed access (i.e., access to content at least one year old).

Sales, Circulation & Readership

7. Article Downloads: Trends Over Time



The blue line above shows "crawler-impacted" usage previously reported; the red line shows the "human usage" with all the detected crawler traffic eliminated following improvements to reporting. Totals include usage on Wiley Online Library, EBSCO and other third-party databases. *The Journal of Consumer Affairs* achieved 166,308 full text downloads in 2014.

8. Article Downloads by Country

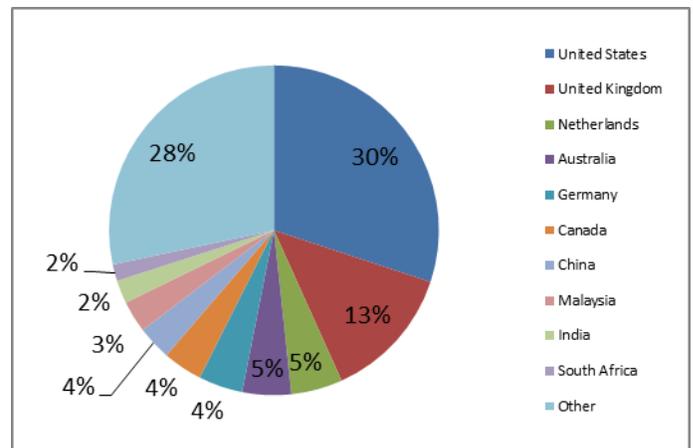


Figure 2 (previous page) illustrates downloads by region. Here, we provided a different view of the same data, listing the top countries from which articles in *The Journal of Consumer Affairs* were downloaded via Wiley Online Library in 2014 and the percentage of total usage each country contributed. All other countries are combined under Other.

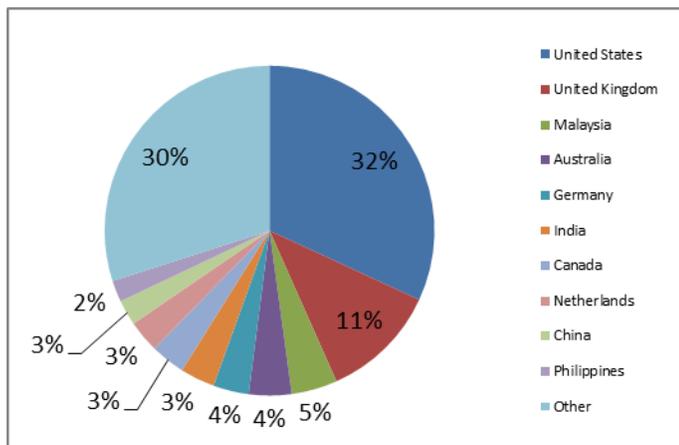
9. Content Alerts

By the end of 2014, 562 individuals were registered to receive automatic alerts from Wiley when new *Journal of Consumer Affairs* content appears on Wiley Online Library. This reflects a 5% increase from 536 registrants over the course of last year.

10. Most Downloaded Articles on Wiley Online Library

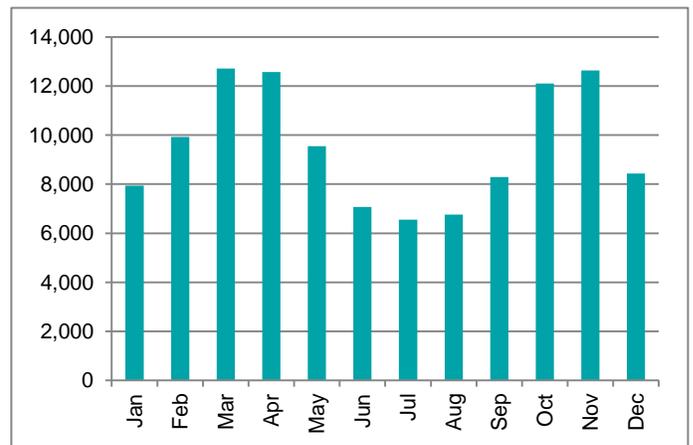
| Rank | Author(s) | Article Title | Volume | Issue | No. of Accesses |
|------|-----------------------------------|---|--------|-------|-----------------|
| 1 | PELSMACKER, P., DRIESEN, L. et al | Do Consumers Care about Ethics? Willingness to... | 39 | 2 | 10,528 |
| 2 | MOHR, L., WEBB, D. et al | Do Consumers Expect Companies to be Socially... | 35 | 1 | 7,464 |
| 3 | HUSTON, S. | Measuring Financial Literacy | 44 | 2 | 5,738 |
| 4 | Mohr, L., Webb, D. | The effects of corporate social responsibility... | 39 | 1 | 2,831 |
| 5 | REMUND, D. | Financial Literacy Explicated: The Case for a... | 44 | 2 | 2,532 |
| 6 | ROBERTS, J., JONES, E. | Money Attitudes, Credit Card Use, and Compulsive... | 35 | 2 | 2,379 |
| 7 | MIYAZAKI, A., FERNANDEZ, A. | Consumer Perceptions of Privacy and Security... | 35 | 1 | 1,802 |
| 8 | LUSARDI, A., MITCHELL, O. et al | Financial Literacy among the Young | 44 | 2 | 1,775 |
| 9 | YOUN, S. | Determinants of Online Privacy Concern and Its... | 43 | 3 | 1,285 |
| 10 | SERVON, L., KAESTNER, R. | Consumer Financial Literacy and the Impact of... | 42 | 2 | 1,221 |

11. Online Traffic by Country



Visits to *The Journal of Consumer Affairs*' web pages at Wiley came from a wide range of countries in 2014. The top 10 countries are represented above, along with the percentage of overall traffic each country represents.

12. Unique Visitors by Month



Unique visitors to *The Journal of Consumer Affairs*' pages at Wiley, by month. A "unique" visitor is counted only once regardless of the number of separate visits.



Generating visibility through conference exhibits

We attend key global conferences in order to display and drive visibility for our journal partners, connect with authors, and engage with members of the community. In response to a marked decline in visitors to the exhibit area, we are developing a suite of new strategies to engage delegates, such as author workshops, program sessions, or sponsorships.

Attracting and retaining the best authors

Wiley's dedicated Author Marketing team has developed a suite of tools and services designed to attract and retain top authors across our journals publishing program. All authors publishing in your journal benefit from these – including access to Wiley's English Language Editing Service which offers editing, translation, manuscript formatting, and figure preparation facilities across four languages. New author marketing initiatives for 2014 include:

- **Author Workshops** to support early career researchers. We have hosted over 200 workshops in all regions of the world. We have a particularly strong program in emerging markets such as China, Brazil, India and Turkey. Over the last two years, we have hosted over 30 online and live workshops - attracting over 10,000 delegates - as part of our **China Virtual Author Workshop Program**.
- **Wiley Exchanges Author Blog Series**, particularly aimed at supporting Early Career Researchers, as well as helping all authors increase the impact of their work.
- **Wiley Author Services Channel**, a free webinar series dedicated to offering expert advice on a wide range of topics. We have conducted three webinars so far, attracting over 1,000 delegates from 60 countries including China, Brazil, and India, as well as established markets such as the US, UK, and Canada.
- **Wiley China LinkedIn account launched**, providing Chinese translated content to Chinese researchers and students. We currently have over 820 members.
- **Turkey Customer and Author Engagement Roadshow 2014**: this series of four events reached 745 librarians, Wiley Online Library users, and potential authors.

Real-World Impact



Article-level metrics are emerging as important tools to represent the multidimensional impact of your journal. Wiley partners with Altmetric to track the ways in which articles are shared, used, and discussed. They score each article based on the quantity and quality of the attention it receives via social media, blog posts, in newspapers and magazines. *The Journal of Consumer Affairs*' top-five Altmetric scores in 2014 are:

| 2014 Score | Article Title |
|------------|--|
| 22.0 | Do Consumers Care about Ethics- Willingness to Pay for Fair? Trade Coffee |
| 10.0 | When Recalls Matter: Factors Affecting Owner Response to Automotive Recalls |
| 8.0 | Consumers' Use of Credit Cards: Store Credit Card Usage as an Alternative Payment and Financing Medium |
| 3.7 | What Shapes Assessment of Ability to Pay for Children's College Education? |
| 3.0 | Young People Are the Front Lines of Financial Inclusion: A Review of 45 Years of Research |

Maximizing Discoverability

Search Engine Optimization

Search engines, particularly Google and Google Scholar, are the primary route through which scholars and researchers discover journal content. Wiley's dedicated team of SEO marketers works closely with Google staff to ensure high-ranking search results for every article published on Wiley Online Library. They apply Google-specific metadata tagging to every article, monitor and respond to Google's frequent algorithm changes, and guarantee that Wiley Online Library always meets every standard and criteria for inclusion in Google and Google Scholar indexes.

Supporting Mobile Research

Spotlight Apps



Wiley Spotlight Apps provide free access to up-to-the-minute abstracts from your journal, and other leading journals in the field; as well as links to free sample issues. Through 2014, the Business and Management Spotlight app has been downloaded 5,843 times.

Meet Your Marketer

Caitlyn Dwyer

Caitlyn has been at Wiley since 2008. She manages the global business and management journal list.



Content Management

Publication Schedule (Calendar Days) 2014

| Vol: Issue | Cover month | Print pub date | Online pub date | Number of pages | Number of articles | Print run | Average days from acceptance to receipt at Wiley | Average days from receipt at Wiley to EarlyView pub | Average days from receipt at Wiley to online issue pub | Average days from receipt at Wiley to print pub |
|------------|--------------------|----------------|-----------------|-----------------|--------------------|-----------|--|---|--|---|
| 48 : 1 | Spring 2014 | 07 Apr 2014 | 28 Mar 2014 | 221 | 9 | 339 | 54 (*39) | 40 (*29) | 100 (*72) | 110 (*79) |
| 48 : 2 | Summer 2014 | 10 Jul 2014 | 09 Jul 2014 | 208 | 9 | 346 | 43 (*31) | 54 (*39) | 170 (*121) | 171 (*122) |
| 48 : 3 | Autumn (Fall) 2014 | 12 Nov 2014 | 23 Oct 2014 | 222 | 9 | 322 | 28 (*20) | 36 (*26) | 111 (*79) | 131 (*94) |

Note: Numbers in parenthesis *=5 days

Year on Year Comparison 2010-2014

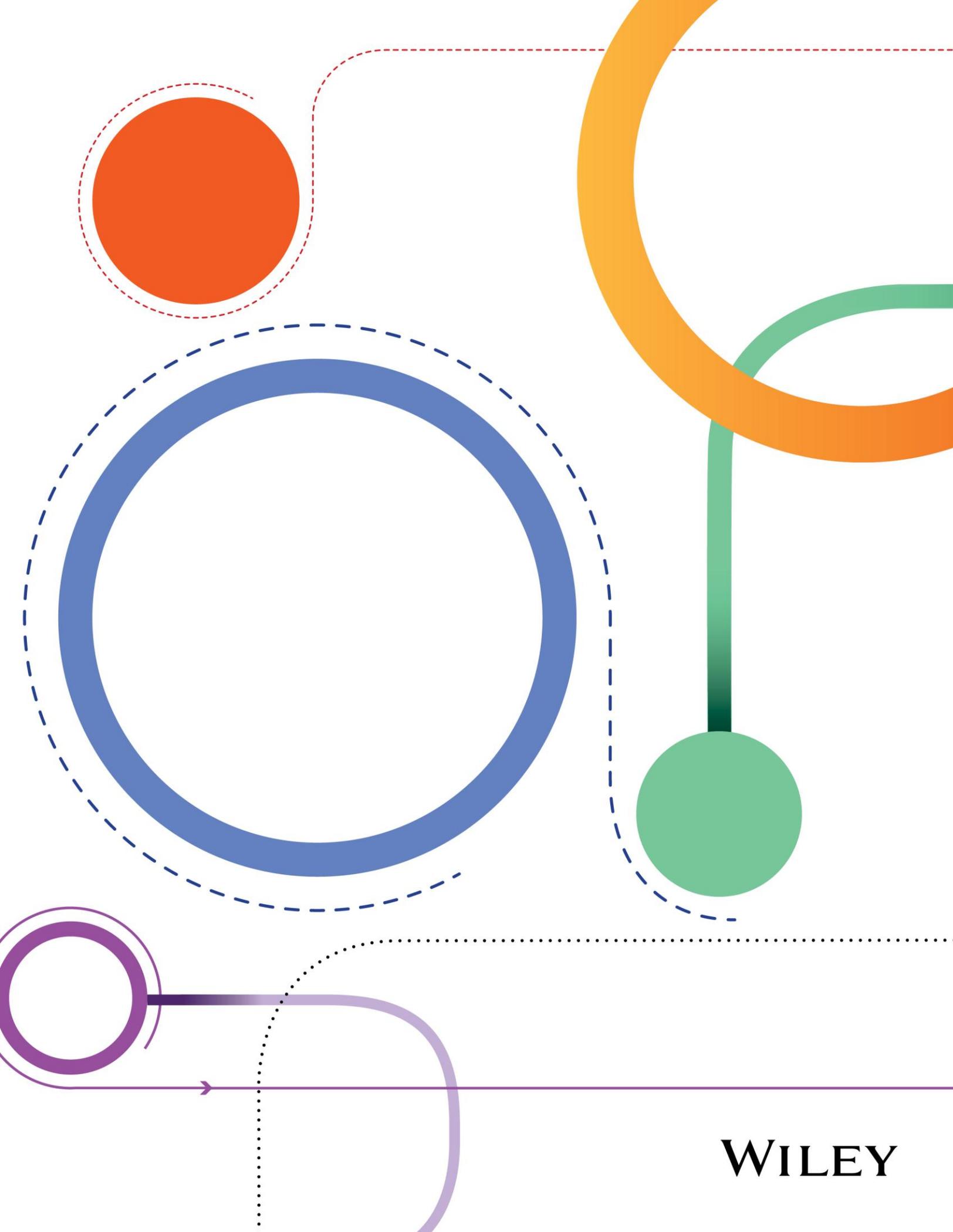
| Year | Volume/s | Number of issues | Number of pages | Number of articles | Average days from receipt at Wiley to Early View publication | Average days from receipt at Wiley to print publication |
|------|----------|------------------|-----------------|--------------------|--|---|
| 2014 | 1 | 3 | 651 | 27 | 44 | 137 |
| 2013 | 1 | 3 | 601 | 26 | 53 | 116 |
| 2012 | 1 | 3 | 571 | 25 | 43 | 87 |

Contributing Countries 2014

| Country | Number of articles |
|---------------|--------------------|
| Australia | 1 |
| Canada | 1 |
| Colombia | 1 |
| United States | 24 |

The Journal of Consumer Affairs
Accounts for the Year Ended 31st December 2014

| Year | 2013 | 2014 |
|---------------------------------------|----------------|----------------|
| Volume | 47 | 48 |
| Currency | USD | USD |
| Print Only | 16,182 | 15,490 |
| Print & Online | 3,698 | 2,495 |
| Online Only | 6,296 | 5,596 |
| Online Licenced (subscribed) | 97,916 | 102,403 |
| Online Licensed (unsubscribed) | 23,843 | 27,244 |
| Back Issues | 178 | 354 |
| Total Subscription Revenue | 148,113 | 153,582 |
| Rights | 48,581 | 46,346 |
| Electronic Backfiles | 5,694 | 11,456 |
| Article Sales/Pay Per View | 2,226 | 2,575 |
| Advertising | 68 | 258 |
| Total Non-Subscription Revenue | 56,569 | 60,635 |
| Total Income | 204,682 | 214,217 |
| Production | 11,194 | 15,945 |
| Distribution & Fulfillment | 2,239 | 2,383 |
| Electronic Editorial Office | 1,432 | 1,779 |
| Less: EEO to be Excluded | (1,432) | (1,779) |
| Marketing | 2,080 | 2,170 |
| Electronic Delivery Costs | 5,489 | 5,914 |
| Total Costs | 21,002 | 26,412 |
| NET INCOME | 183,680 | 187,805 |
| Gross Royalty | 101,024 | 103,293 |
| Less: Royalty Advance | (50,000) | (50,000) |
| Payment Due Society | 51,024 | 53,293 |



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