

## IPSM Marketing

IPSM is being promoted at a variety of international and regional invasive plant conferences. We feel confident we are reaching the intended audience. The number of subscriptions has increased more than 50% since the first quarter. This is a strong indication that our marketing is effective. However, in order to continue this trend, it will be essential that WSSA members continue to support IPSM by promoting it at local and regional conferences. Their endorsement as invasive plant experts has a tremendous influence on how the journal is received.

### Highlights

#### **ALPSP Awards**

We nominated IPSM as a candidate for a 2008 ALPSP Award for Best New Journal. Unfortunately, the journal was not selected for an award.

#### **JCR Recommendations**

In order to facilitate IPSM being accepted into Journal Citation Reports (JCR) and receiving an impact factor, we have added a link to the landing page of the WSSA journals' website encouraging readers to recommend the journal for evaluation. Thompson Reuters, which owns JCR, states that a high number of recommendations is beneficial for a speedier evaluation of a journal.

#### **Renewal Campaign**

The 2009 renewal notices for IPSM, along with *Weed Science* and *Weed Technology*, are being updated. Beginning in September, there will be four renewal mailings between September 2008 and March 2009. All subscribers who have not renewed will receive these notices via mail and/or e-mail. The renewal forms have been redesigned to make it easier for subscribers to respond.

#### **BioOne Featured Article**

We are coordinating placing one article a month from IPSM online as a BioOne Featured Article. The article is made available free of charge (Open Access), which improves the journal visibility.

#### **Press Releases**

A press release for issue 1:2 was sent out to 1,356 media outlets. The featured article was "Predicting Invasive Plants in Florida Using the Australian Weed Risk Assessment" by Gordon et al.

#### **Conferences**

Copies of IPSM and other promotional material was sent to the following conferences:

<b>Conference</b>	<b>Location</b>	<b>Dates</b>
IGC/IRC International Conference	Hohhot, China	July 1-4, 2008
International Weed Science Congress	Vancouver, Canada	June 23-27, 2008

### **Market Activities, April-June 2008**

In addition to these international conferences, we sent promotional items to several other meetings. Following is a list of the meetings and other marketing activities.

April 10, 2008 – Received email from Elsevier’s EMBASE. They will review IPISM for inclusion in their online abstracts and notify us know at the end of 2008 whether or not the journal has been accepted.

April 10, 2008 – Sent 120 copies of IPISM 1.1, 100 IPISM pens, 100 sticky pads to Janet Clark for Cooperative Weed Management Areas conference in Reno

April 11, 2008 – Sent 15 copies of IPISM 1.1 and subscription order forms to Scott Ditmarsen for Florida EPPC

April 15, 2008 – In an effort to enhance IPISM’s international visibility, we contacted Environment Abstracts (LexisNexis) for inclusion in their database. We are providing them with a complimentary subscription to determine if the journal fits their selection criteria.

April 21, 2008 – Sent 10 copies of IPISM 1.1, pens and sticky notes to Tony DiTommaso for meetings with New York State agencies and other groups that are involved in invasive plant management

May 2008 – Revised subscription form for IPISM to include membership information and posted on the journal site

May 20, 2008 – Sent 20 copies of *Invasive Plant Science and Management* plus 50 pens and sticky notes to Anne Legere for a meeting in Canada

June 2008 – Nominated IPISM for Best New Journal at ALPSP Awards. With more than 360 members in 36 countries, ALPSP is the largest trade association for scholarly and professional publishers. Unfortunately, IPISM was not selected to win an award.

We added IPISM to ALPSP’s Learned Journal Collection, which currently consists of 728 journals from 53 publishers with nine discipline-specific subsets. This collection has a broad distribution in Europe.

June 10, 2008 - Revised the “Call for Papers” ad. We will display this ad at conferences to increase potential authors’ awareness of IPISM. We will also run the ad in the three WSSA journals as filler ads.

June 11, 2008 – Shipped 500 copies of IPISM 1.2, 500 pens and 200 sticky notes to International Weed Science Congress in Vancouver

June 12, 2008 – Completed information form for Scopus (Elsevier) database after IPISM was recommended for inclusion

June 17, 2008 – Sent 100 copies of IPISM 1.2 and several copies of the “Call for Papers” ad to Melissa Bravo for Northeastern Weed Science Society Short Course

June 30, 2008 – Registered an Allen Press staff member at the ESA conference to help Joe DiTommaso staff the IPISM table and booth

## **Marketing activities planned for the remainder of this year**

- We have begun preparations to nominate IPISM for upcoming publishing awards, including the SNAP (Society of National Association Publications) 2009 EXCEL Award.
- Press releases will be sent out for issues 1:3 and 1:4.
- We are planning a post card and email promotion that will target groups affiliated with plant science, agronomy and county extension agencies.
- We are planning a promotional mailing using a jumbo postcard that will be sent to librarians, university faculty and researchers during the third quarter of the year promoting the option of purchasing IPISM alone or in combination with other Allen Press's journals. A discount is offered that increases proportionate to the number of different journals purchased. This is designed to increase awareness of our journals and provide an incentive for institutions that are interested in purchasing larger groups of publications.
- In conjunction with this "bundled" promotion, we will offer a 90-day free trial of online access to the journals.
- Allen Press will promote IPISM at the following large conferences in the fourth quarter of 2008:
  - **Ecological Society of America**  
August 3-8, 2008                      Milwaukee, WI
  - **Geological Society of America**  
Oct. 5-9, 2008                      Houston, TX
  - **Charleston Conference**  
Nov. 5-8, 2008                      Charleston, SC

In 2009, we will continue to provide promotional items to WSSA members to use at local and regional meetings. We are also developing a plan to reach out to European institutions by including IPISM in our marketing efforts there.