Marketing to Authors

Darren Taichman, MD, PhD
Executive Editor
Annals of Internal Medicine
Vice President
American College of Physicians
dtaichman@acponline.org

COI

- I’m paid to publish the best articles possible
- It is in my interest that you don’t get them!

How to recruit articles ➔ author

- What do authors want:
  - High visibility
  - High impact
  - The right audience
  - Easy process
    (submission, review, revision)
  - Fair
  - Your Record
  - Your Reputation

www.annals.org
dtaichman@acponline.org
Identifying “Target” Authors

Generic
High profile publications: success → success
- Journals publishing material you like
- Literature searches (target topics)
- Literature alerts (ACP Journal Club)

Identifying “Target” Authors

Generic
High profile publications: success → success
- Your editorial board
- Your associate editors
- Your reviewers
- Department Chairs
Identifying “Target” Authors

Specific studies – Get it before it gets away
• Abstract or poster presentations
• Publication of protocols
• Grant award announcements
• Editorials – “We await the results of….to tell us”
• Your editorial board
• ? Related to studies you’re rejecting

Attracting “Target” Authors

Let them know you’re interested
• Meeting
• Email
• Telephone
  • The Editor
  • Deputy Editors
  • Associate Editors
  • Editorial Board
  • “We were impressed by…”
  • “We think your study on…”
• Advertisements / Announcements
Attracting “Target” Authors

Specific studies
- Rejection letters: turn a negative into a positive?
  - Why not the study submitted
  - Collaborative and constructive
  - What you would like to see

Attracting “Target” Authors

Let them know you’re interested
Let them know what you’ll do
- Assure external review?
- Line up reviewers ahead of time?
- Tell them your publication rate (for invited / encouraged papers)
- ????? Promise publication ?????

Attracting “Target” Authors

Be honest about what you won’t do
- Promises may hurt / annoy author
- Promises may hurt you
- Caution re: implying assured success
Attracting “Target” Authors

A nice welcome at the door
• Your submission process – as simple as possible
• Instruct author - note the invitation in cover letter
• Mechanism to alert when submitted
• Monitor review time

Attracting “Target” Authors
➔ Retain Ones You Have

Friendly communications – very rare exceptions
• All of your staff
• INCLUDING yourself and esteemed editor colleagues

Be a colleague – not a gatekeeper
• Constructive comments – improvements
• Avoid needless torture

Attracting “Target” Authors
➔ Retain Ones You Have
Attracting "Target" Authors
Retain Ones You Have

Keep them coming back
- Offer assistance: talks, media releases
- Thank them - awards
- Call them – "What else do you have going?"
- Provide useful information
  - Citations
  - Media attention