

24<sup>th</sup> September 2007

Dear colleague,

Last year, I wrote to you about the exciting opportunities provided by new web technologies, and the potential for new forms of science communication. But before we look again to the future I will reflect briefly on the past.

NPG is proud of its unique heritage built on our flagship journal *Nature*, and the significant part the journal has played – and continues to play – in publishing the scientific record. Later this year, *Nature's* archive will be available online in its entirety, containing all content back to 1869. Simultaneously, *Nature* will publish an editorial on its own history which maps news and research articles against pivotal 20<sup>th</sup> century events and developments.

With such a distinguished history comes the responsibility to protect and preserve that content, so I am delighted that Portico has been contracted by NPG to provide a long-term archive for our content. NPG is also expanding its archiving in the CLOCKSS project.

This year *Nature* received the Principe de Asturias award for communication, along with our competitors and friends at *Science* magazine, from the Fundacion Principe de Asturias in Spain. NPG is honored by the comments of the jury: "For over a century, (*Nature* and *Science*) have promoted and disseminated mankind's great scientific conquests and thus have brought science closer to life." It is particularly gratifying that we have received this award in the same year we have opened the NPG Iberoamerica office in Madrid.

Our efforts to bring science 'closer to life' remain very much at the forefront of our publishing strategy. We were one of the first STM publishers to recognize the power of network effects, which we first explored with Connotea, the document tagging and sharing web site. We have built on this early success with a range of complementary projects: *Nature Network* is an online meeting place for scientists to gather, talk and find out about the latest scientific news and events on both a global and a local level; *Nature Precedings* is a forum for researchers to share pre-publication research, unpublished manuscripts, presentations, posters, white papers, technical papers, supplementary findings, and other scientific documents that have not been subjected to peer review; and *Scintilla* is a unique new service, collecting data from thousands of journals, databases, news outlets and scientific blogs, and then making it easy for users to organize, share and discover exactly the type of information they are interested in.

Our new services exploit network effects to enhance the research process, far up-stream of formal publication. Our challenge is to harness these effects to the optimum benefit of scientists, and by extension, science. The potential of journal content is also being extended by improving text mining capabilities. We are supporting several initiatives within universities, and our OTMI service makes full-text available for any user to manipulate and analyze.

Publishing content of the highest quality remains at the heart of NPG's business. This year's impact factors illustrate NPG's strength across all relevant fields, and we are particularly proud of our performance in the physical sciences. In just a few years, *Nature Materials* and *Nature Physics* have become the mostly highly cited journals in their fields. *Nature Chemical Biology* marked NPG's first major foray into chemistry in June 2005, publishing across the interface of

chemistry and biology. This year *Nature Chemical Biology* received its first impact factor of 12.409, significantly ahead of competing journals.

We are therefore pleased to announce the launch of *Nature Chemistry* in 2009. NPG now has the experience and proven ability to launch a new journal that is essential for the chemistry community. *Nature Chemistry* will represent unprecedented quality and value to authors, readers, and the libraries that serve them.

Unsurprisingly, site-licensed access to nature.com now accounts for by far the highest percentage of usage. Reliability of nature.com is a key factor for librarians investing in site licenses, and I am pleased to report that uptime has averaged over 99.5% over the past 12 months. In response to requests for transparency and immediate communication, we have developed a 'status' page for nature.com (<http://status.nature.com>) which provides information on recent incidents and planned maintenance events. Site license pricing also remains stable, with 2008 list prices (£) increasing by 5-10%. Further details are available on the NPG Librarian Gateway.

Our commitment to high quality publishing is re-affirmed by leading scholarly societies choosing to publish their journals with NPG. In 2008 we will begin publishing the *American Journal of Hypertension* (for AJH Ltd), *Obesity* (for the Obesity Society), and *Mucosal Immunology* (for the Society of Mucosal Immunology). Notably, the impact factor of *Cell Research* (published by NPG on behalf of the Shanghai Institutes for Biological Sciences) has risen to 3.4, making it the highest ranking journal in China and one of the highest in Asia. Our new site, *Nature China*, highlights and reviews the best research coming out of the region.

Whilst proud of the past, NPG must continue to stand for quality and innovation in publishing. We work in all media, with a range of business models. We have supported research funders' publishing policies and ensured compliance with our liberal self-archiving policy. We are committed to providing all our customers with the new technology services they need, the quality they demand, and the value for money they expect.

Yours sincerely,

Annette Thomas  
Managing Director  
Nature Publishing Group