



## Publishing in Springer Nature Journals

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**SPRINGER** **NATURE**

# Agenda

- Efficient Publication Strategy
- Successful Journal Submission

# Be an effective communicator

*Your goal is not only to be published, but also to be widely read in your field*

Logical manuscript  
structure

Efficient publication  
strategy

Successful journal  
submission

**nature**  
research

 **Springer**

 **BioMed** Central

**SpringerOpen** 

#### **Nature Journals**

- Significant Findings
- Highly Relevant to the chosen field
- Ideally of interest to other fields as well

#### **Springer Journals**

- Significant Findings
- Highly Relevant to the chosen field
- 2000+ Specialty Journals

#### **Open Access Journals**

- Open Access
- Significant Findings
- Highly Relevant to the chosen field
- 550+ Journals

# Efficient Publication Strategy

## Publication goals

*Publish quickly and have impact in the field*

**Choose the most appropriate journal**

**Communicate study's relevance**

## Choose the appropriate journal

*Is this the journal with the highest impact factor?*

***No!***

It is the journal that will best reach your  
***target audience***

# Nature Research Journal Metrics

[http://www.nature.com/npg\\_/company\\_info/journal\\_metrics.html](http://www.nature.com/npg_/company_info/journal_metrics.html)



# Choose the appropriate journal

*Where are the findings relevant?*

Worldwide

Choose an **international** journal to reach a worldwide audience

Locally

Choose a **regional** journal to reach a local audience

## Choose the appropriate journal

*For whom are the findings relevant?*

Your field only

Choose an **specialized** journal to reach readers in your field

Your and other fields

Choose a **broad-focused** journal to reach readers across disciplines

# Choose the appropriate journal

*How much accessibility do you need?*

Subscription

Only academics with access to the journal can read your article

Open access

Freely available to everyone worldwide

# Benefits of open access

- Fulfill funder or institutional **mandates**
- Increase **accessibility** to your findings worldwide
- Increase the number of **downloads** of your article
- Allows you to retain the **copyright** to your work
- Published **quickly** online
- **Fewer restrictions** on word and figure limits

# Not all open access journals are good

## *How to identify a trustworthy journal?*

**Reputable publisher**

Springer Nature, Elsevier, PLoS, etc.

**Editorial board**

International and familiar

**Indexed**

Indexed by common databases

**Authors**

Do you recognize the authors?

**Fees**

Only paid after acceptance

# Think – Check – Submit (www.thinkchecksubmit.org)

The image shows a screenshot of the Think-Check-Submit website. At the top, there are three buttons: 'THINK' (red with an exclamation mark icon), 'CHECK' (orange with a checkmark icon), and 'SUBMIT' (green with a right arrow icon). Below these buttons is the text 'Choose the right journal for your research'. A navigation bar contains links for Home, Think, Check, Submit, About, and FAQ. The main content area includes a paragraph about sharing research results and a sign-up form for news and updates. A 'Latest news' section lists recent events. An orange overlay with a large checkmark and the word 'CHECK' is positioned in the foreground, with the text 'Use our [check list](#) to assess the journal' below it. At the bottom of the overlay, there is a 'SUBMIT' button and a note about the 'check list'.

**THINK** **CHECK** **SUBMIT**

Choose the right journal for your research

Home Think Check Submit About FAQ

Sharing research results with the world is key to the progress of your discipline and career. But with so many publications, how can you be sure you can trust a particular journal? Follow this check list to make sure you choose trusted journals for your research.

Sign up for news and updates here:

Full name

Email address

SEND

**Latest news**

**Think. Check. Submit. at the 2015 Frankfurt Book Fair**  
15th October 2015  
Siân Harris (INASP) discussed Think. Check. Submit. at the Copyright Clearance Center's Frankfurt Book Fair Town Hall meeting on the...[Read more...](#)

**New study highlights need for researcher support**  
1st October 2015  
Launching today, Think. Check. Submit. is a new industry-wide initiative that provides a checklist of quality indicators that can...[Read more...](#)

**Think. Check. Submit. at PUBMET2015**  
25th September 2015

**CHECK**

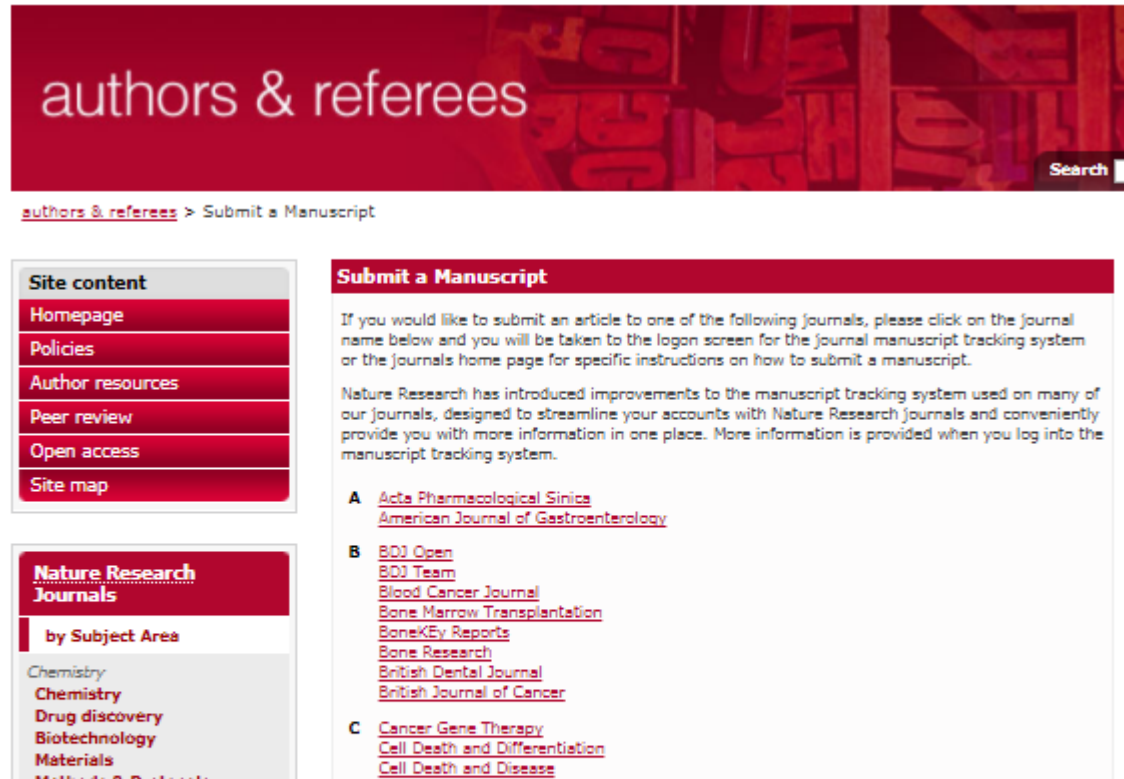
Use our [check list](#) to assess the journal

**SUBMIT**

Only if you can answer 'yes' to the questions on our [check list](#)

# Nature Journal Submission

[https://www.nature.com/authors/submit\\_manuscript.html](https://www.nature.com/authors/submit_manuscript.html)



The screenshot shows the 'authors & referees' section of the Nature Research Journals submission portal. The header is a dark red banner with the text 'authors & referees' in white. Below the banner, there is a navigation bar with the text 'authors & referees > Submit a Manuscript'. The main content area is divided into three columns. The left column contains a 'Site content' menu with links to 'Homepage', 'Policies', 'Author resources', 'Peer review', 'Open access', and 'Site map'. The middle column contains a 'Nature Research Journals' section with a 'by Subject Area' list including 'Chemistry', 'Chemistry', 'Drug discovery', 'Biotechnology', 'Materials', and 'Methods & Protocols'. The right column contains a 'Submit a Manuscript' section with a paragraph of text and a list of journals categorized by letter (A, B, C).

**authors & referees**

[authors & referees](#) > Submit a Manuscript

**Site content**

- [Homepage](#)
- [Policies](#)
- [Author resources](#)
- [Peer review](#)
- [Open access](#)
- [Site map](#)

**Nature Research Journals**

**by Subject Area**

- [Chemistry](#)
- [Chemistry](#)
- [Drug discovery](#)
- [Biotechnology](#)
- [Materials](#)
- [Methods & Protocols](#)

**Submit a Manuscript**

If you would like to submit an article to one of the following journals, please click on the journal name below and you will be taken to the logon screen for the journal manuscript tracking system or the journals home page for specific instructions on how to submit a manuscript.

Nature Research has introduced improvements to the manuscript tracking system used on many of our journals, designed to streamline your accounts with Nature Research journals and conveniently provide you with more information in one place. More information is provided when you log into the manuscript tracking system.

**A** [Acta Pharmacologica Sinica](#)  
[American Journal of Gastroenterology](#)

**B** [BDJ Open](#)  
[BDJ Team](#)  
[Blood Cancer Journal](#)  
[Bone Marrow Transplantation](#)  
[BoneKEY Reports](#)  
[Bone Research](#)  
[British Dental Journal](#)  
[British Journal of Cancer](#)

**C** [Cancer Gene Therapy](#)  
[Cell Death and Differentiation](#)  
[Cell Death and Disease](#)

## Criteria for Publication

Nature journals receive many more submissions than they can publish.

To be published in a Nature journal, a paper should meet four general criteria:


- Provides strong evidence for its conclusions.
- Novel (we do not consider meeting report abstracts and preprints on community servers to compromise novelty).
- Of extreme importance to scientists in the specific field.
- **Ideally, interesting to researchers in other related disciplines.**

In general, a paper should represent an advance in understanding likely to influence thinking in the field.

There should be a discernible reason why the work deserves the visibility of publication in a Nature journal rather than the best of the specialist journals.



# Think – Check – Submit ([www.thinkchecksubmit.org](http://www.thinkchecksubmit.org))


CHECK

**Reference this list for your chosen journal to check if it is trusted.**

- Do you or your colleagues know the journal?
  - Have you read any articles in the journal before?
  - Is it easy to discover the latest papers in the journal?
- Can you easily identify and contact the publisher?
  - Is the publisher name clearly displayed on the journal website?
  - Can you contact the publisher by telephone, email, and post?
- Is the journal clear about the type of peer review it uses?
- Are articles indexed in services that you use?
- Is it clear what fees will be charged?
  - Does the journal site explain what these fees are for and when they will be charged?
- Do you recognise the editorial board?
  - Have you heard of the editorial board members?
  - Do the editorial board mention the journal on their own websites?
- Is the publisher a member of a recognized industry initiative?
  - Do they belong to the [Committee on Publication Ethics \(COPE\)](#)?
  - If the journal is open access, is it listed in the [Directory of Open Access Journals \(DOAJ\)](#)?
  - If the journal is open access, does the publisher belong to the [Open Access Scholarly Publishers' Association \(OASPA\)](#)?
  - Is the publisher a member of another trade association?

Only submit to a journal if you can answer **yes** to all of these questions!

 ***Appropriate journal***

 ***Logically organized manuscript***

***Ready to submit!***

# Successful Journal Submission

# Journal editors are busy!

*Most journal editors are not full-time journal editors*

Full-time professors  
Department heads

Journal editors when they  
have time

You are competing with many other researchers for  
the journal editor's *limited time*

# Make the best first impression for journal editors

## *Cover letter*

**Significance and  
relevance of study**

***Suitable*** to be published by their  
journal

*Interesting to their readers?*

*Clear and concise writing style?*

# Cover letters – What to include (~1 page)

Introduce your manuscript

- Manuscript title
- Article type

Why study is important

- Brief background
- Research problem & aims

What you found

- Study design
- 1 or 2 key findings

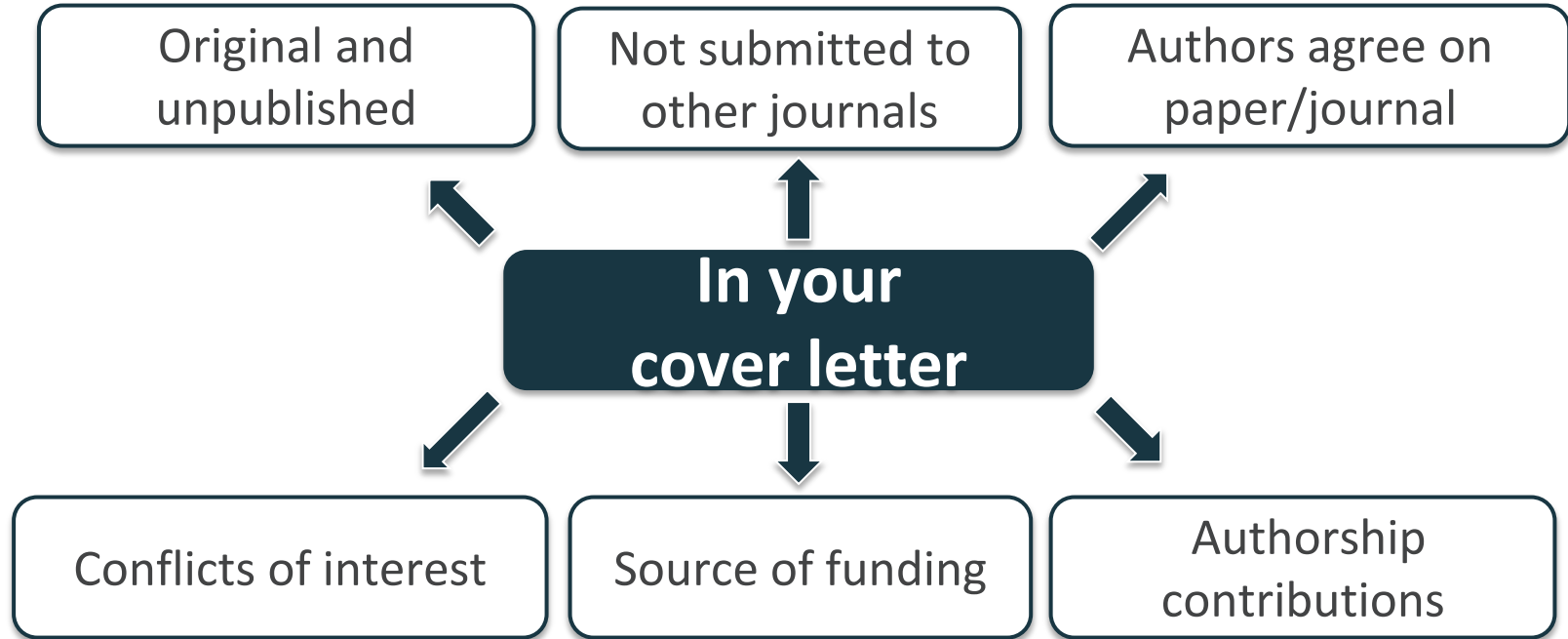
Why suitable for the journal

- Conclusion
- Interest to the readership

Additional information

- Include/exclude reviewers
- Publication ethics

# Publication ethics



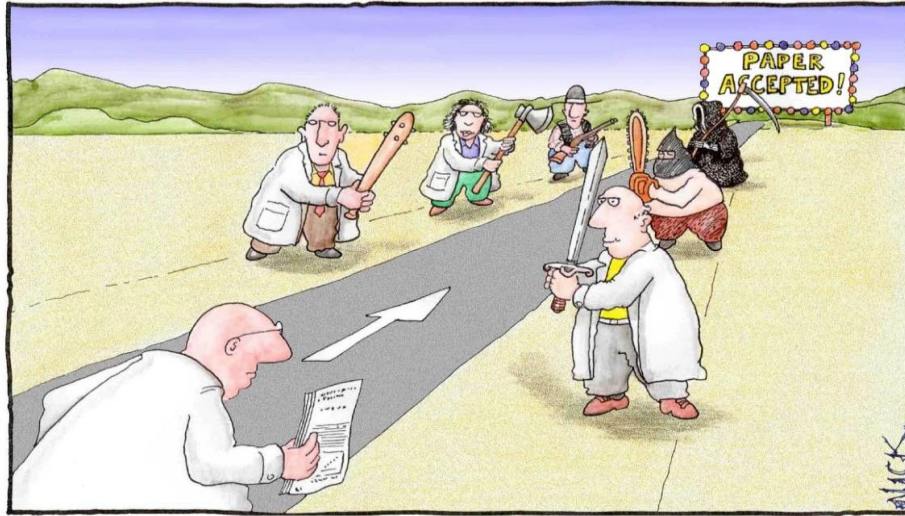
Convince journal editor  
manuscript is suitable



*Peer review*



# Peer review is a positive process



Most scientists regarded the new streamlined peer-review process as "quite an improvement."

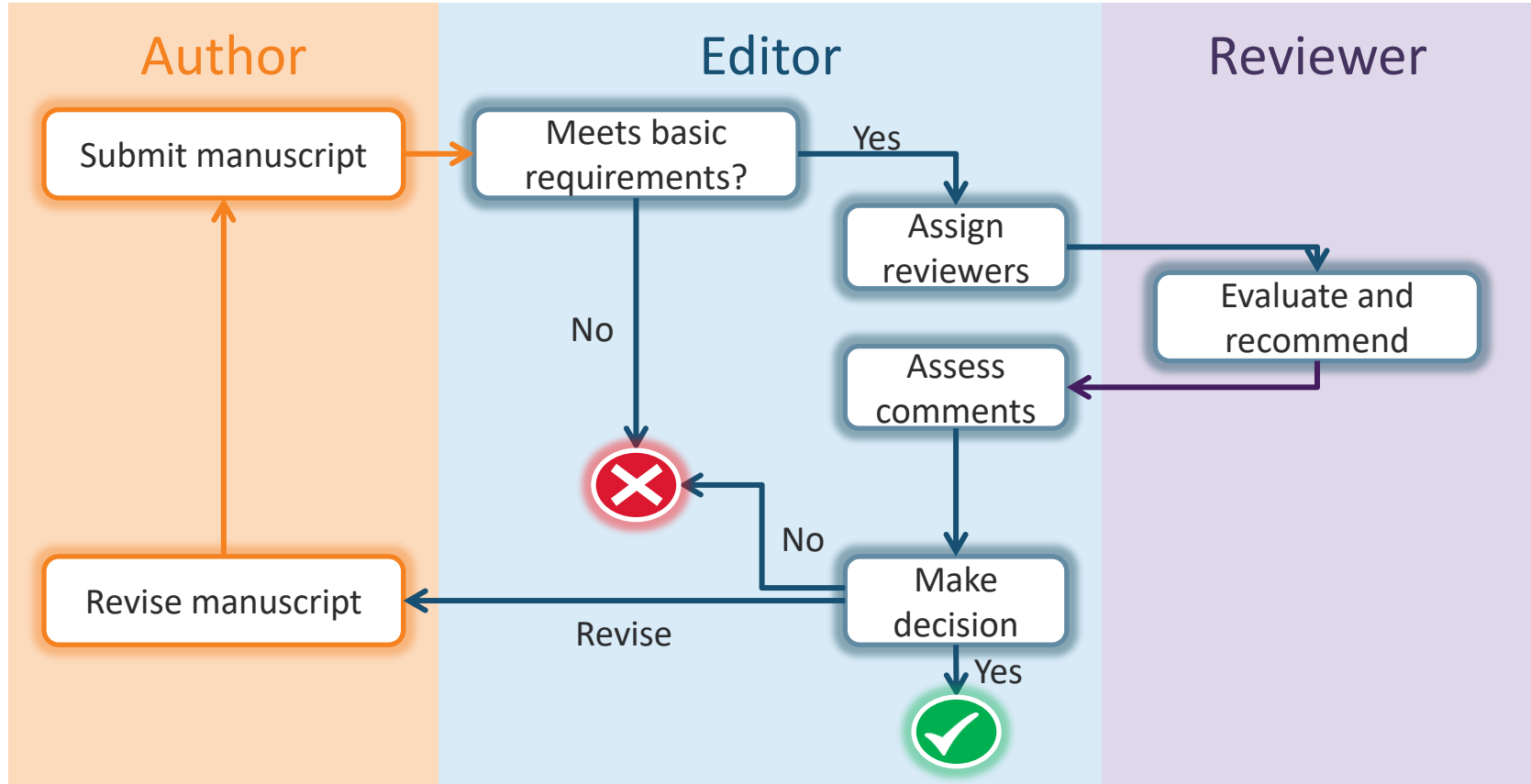
*Cartoon by Nick D Kim, scienceandink.com. Used by permission.*

Experts give advice on how to **improve** your study and your manuscript

Ensures only **relevant** studies are published

Peer review helps to **advance** the field

# The journey of your manuscript



# Writing response letters

*Clearly discuss all of your revisions*

Most common  
mistake

Only state that revisions have been done, not  
what the revisions were

*Journal editors are very busy!*

Make revisions  
easy to review

- ✓ Briefly state what was revised
- ✓ Always refer to page and line numbers
- ✓ In manuscript, highlight revised text

# Writing response letters

## *What are journal editors looking for?*

Do you agree or disagree?

- Why do you agree/disagree?
- Support disagreement with evidence

What revisions were done?

- State new experiments
- How revised the text & figures

Where can revisions be found?

- Page and line numbers
- Updated figure numbers

# Promote your article after publication

*Don't wait for people to find it!*

## **Present at conferences**

- Interact with others in your field
- Key target audience
- Establish new collaborations

## **Promote on social media**

- ResearchGate & Academia.edu
- LinkedIn & Twitter
- Use ***content sharing*** when available

## Content sharing

*Allow **anyone** to read your article*

Exclusive service from  
Springer Nature

- Does not require open access
- Full text is available to read online

*Currently available for Nature journals*

*Soon to be available to all 2500+ Springer Nature journals!*

# Content sharing – Enabling access worldwide

NATURE CELL BIOLOGY | LETTER

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## Extracellular matrix scaffolding guides cell elongation by inducing anisotropic intercellular mechanical tension

Qiushi Li, Yue Zhang, Perrine Pluchon, Jeffrey Robens, Keiichi Taniuchi, Paul Thiery, Hanry Yu & Virgile Viasnoff

[Affiliations](#) | [Contributions](#) | [Corresponding author](#)


*Nature Cell Biology* **18**, 311–318 (2016) | doi:10.1038/ncb3311  
Received 26 October 2015 | Accepted 08 January 2016 | Published online 12 February 2016

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Shareable Link  <http://rdcu.be/h0Be>

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# Content sharing – Enabling access worldwide

The screenshot shows the Springer Nature website interface for an article. The URL in the browser bar is [www.nature.com/articles/ncb3310.epdf?shared\\_access\\_token=jUEMv-0xk0a1GBNZVepgf9RgN0jAjWel9jnR3ZoTv0OU1T2jiqy4f0hC\\_Pwz-1CqaeG40\\_Dw3Qhu3ri2wc](https://www.nature.com/articles/ncb3310.epdf?shared_access_token=jUEMv-0xk0a1GBNZVepgf9RgN0jAjWel9jnR3ZoTv0OU1T2jiqy4f0hC_Pwz-1CqaeG40_Dw3Qhu3ri2wc). The navigation bar includes 'Sign In', 'Download PDF', 'Add To Library', 'Supplements 12', 'References 37', 'Cited By 2', and the 'SPRINGER NATURE' logo. The article title is 'Extracellular matrix scaffolding guides lumen elongation by inducing anisotropic intercellular mechanical tension'. The authors listed are Qiushi Li<sup>1,8</sup>, Yue Zhang<sup>1,8</sup>, Perrine Pluchon<sup>2</sup>, Jeffrey Robens<sup>1</sup>, Keira Herr<sup>3</sup>, Myriam Mercade<sup>4</sup>, Jean-Paul Thiery<sup>3</sup>, Hanry Yu<sup>1,5,6,9</sup>, and Virgile Viasnoff<sup>1,2,3,7,9,10</sup>. The journal logo 'nature cell biology' is visible. A red box with an arrow points to the 'Download PDF' button with the text 'Can download if have subscription to journal'. Another red box with an arrow points to the 'References' count with the text 'Useful article information'. On the right side, there is a vertical stack of icons for sharing, downloading, and other actions, along with a 'Related Articles' section.

Can download if have subscription to journal

Useful article information

nature cell biology

LETTERS

Extracellular matrix scaffolding guides lumen elongation by inducing anisotropic intercellular mechanical tension

Qiushi Li<sup>1,8</sup>, Yue Zhang<sup>1,8</sup>, Perrine Pluchon<sup>2</sup>, Jeffrey Robens<sup>1</sup>, Keira Herr<sup>3</sup>, Myriam Mercade<sup>4</sup>, Jean-Paul Thiery<sup>3</sup>, Hanry Yu<sup>1,5,6,9</sup> and Virgile Viasnoff<sup>1,2,3,7,9,10</sup>

The *de novo* formation of secretory lumens plays an important role during organogenesis. It involves the establishment of a cellular apical pole<sup>1</sup> and the elongation of luminal cavities<sup>2</sup>. The molecular parameters controlling cell polarization have been heavily scrutinized<sup>3–5</sup>. In particular, signalling from the

and the  $\beta_1$ -integrin signalling pathway<sup>6</sup> proved key in determining the localization of apical lumens. However, the processes guiding the growth of spherical lumens into oriented tubes remain unclear. The liver, for example, secretes bile into tubes ( $2\ \mu\text{m} \times 500\ \mu\text{m}$ ; ref. 14) called *canaliculi*. These tubes extend across individual intercellular

Related Articles

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read article online for free*

*can still*



## Be an effective communicator

- ✓ Logical manuscript structure
- ✓ Effective publication strategy
- ✓ Successful journal submission

*You will increase your chance of publication  
and your research impact*



Looking for more  
publishing support for  
your students &  
researchers?

Springer Nature author  
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# 1- or 2-day interactive training workshops

**nature**  
MASTERCLASSES



<25 researchers in natural sciences  
Presented by Nature journal editors

**SPRINGER NATURE**  
Publishing Academies



50–250 students in natural & social sciences  
Presented by trained publishing consultants

# Editing services



## Language Editing

Native English-speaking editors, matched to your subject area, improve your written English



## Scientific Editing

*Nature*-standard editors provide expert advice on the science in your papers and grant applications

**Thank You!!!**

**[Chris.Bendall@SpringerNature.com](mailto:Chris.Bendall@SpringerNature.com)**

## Extra Slides

## How is the 2016 impact factor calculated?

- Impact factors are ratios. In simple terms they represent the average number of citations a paper gets within a given year.
- But the calculation is a little more complicated than that
- The 2016 impact factor represents the number of citations received in 2016 to articles published in 2015 and 2014 (articles = 'citable items')

Number of citations received in 2016 to articles published in 2014 and 2015

---

Number of articles published in 2014 and 2015

# Logical Manuscript Structure



# Your readers have 4 key questions

## Methods

**What** did you do?

## Results

**What** did you find?

## Introduction

**Why** did you do the study?

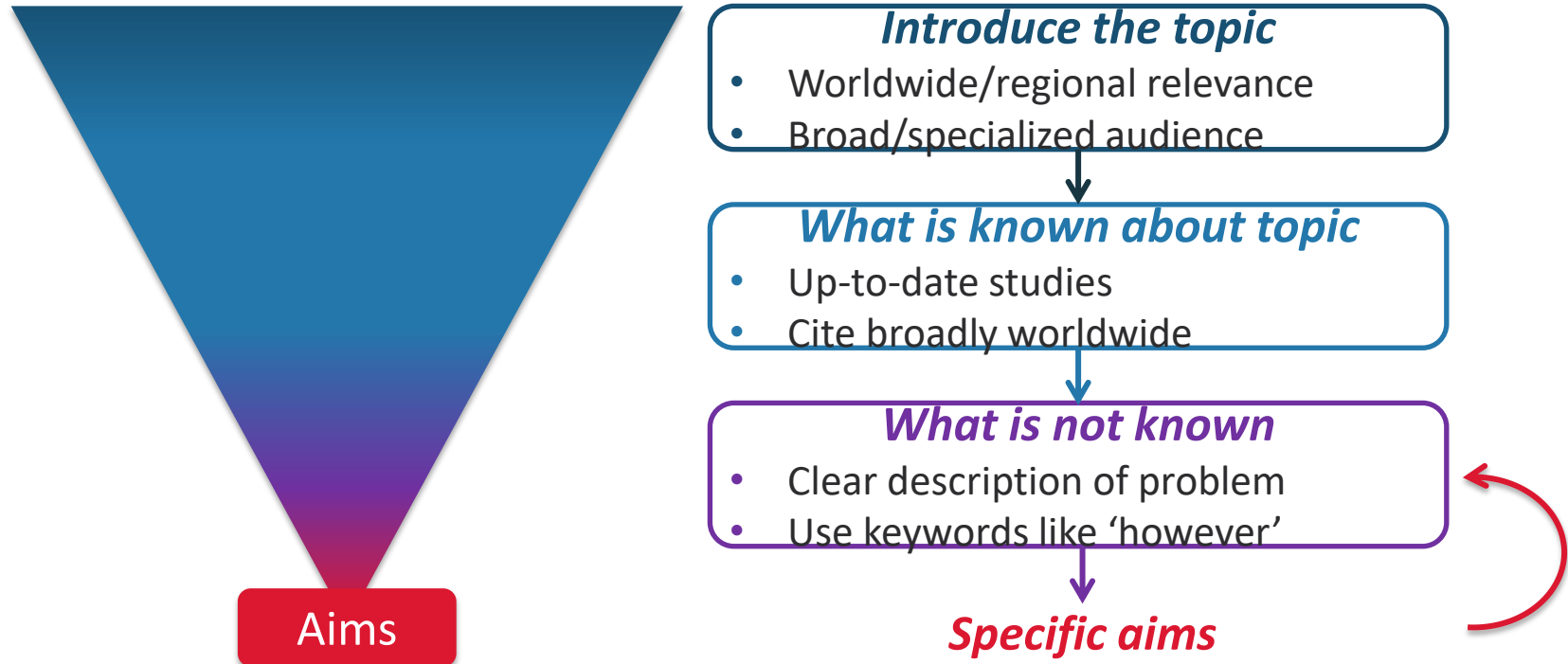


## Discussion

**How** does the study advance the field?

# Introduction

Why does your study need to be done ?



# Methods

## What did you do?

Researchers in your  
field

- Reproduce your findings
- Build on your research

Peer reviewers

- Evaluate your study design
- Validate your results

# Methods

## What do they need to know?

### **Who/what was used in the study**

- Samples or participants
- Materials (where purchased)

### **How you conducted the study**

- Methodology and techniques
- Discuss specific conditions and controls

### **How you analyzed your data**

- Quantification methods/software
- Statistical tests (consult a statistician)

# Guide your readers through your findings

## Logical presentation

1. Initial observation
2. Characterization
3. Application

### *Example:*

1. Fabricate new membrane for water treatment
2. Evaluate physical and chemical properties (e.g., under different temperatures/pressures)
3. Efficacy in removing particulate contamination

# Guide your readers through your findings

*One figure at a time*

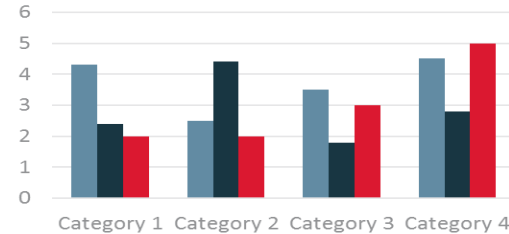
## Results

### *Clear subheading 1*

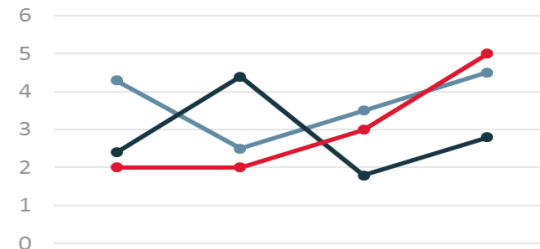
- Introduce experiment (figure 1)
- Discuss obtained data
- Summarize key finding

### *Clear subheading 2*

- Introduce experiment (figure 2)
- Discuss obtained data
- Summarize key finding



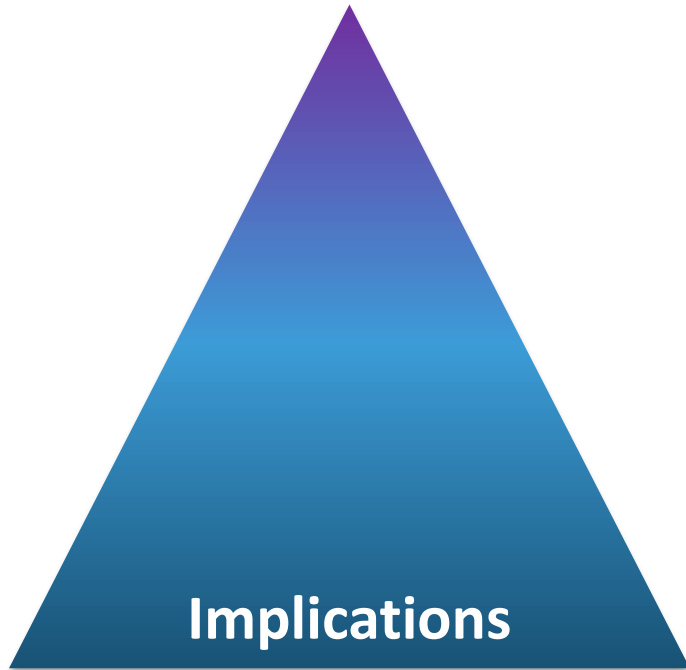
**Figure 1.** Descriptive figure caption



**Figure 2.** Descriptive figure caption

# Discussion

## How your study contributes to the field



### *Summarize what you did*

- Begin with research problem
- Briefly describe study design
- Summarize key findings

### *Interpret your findings*

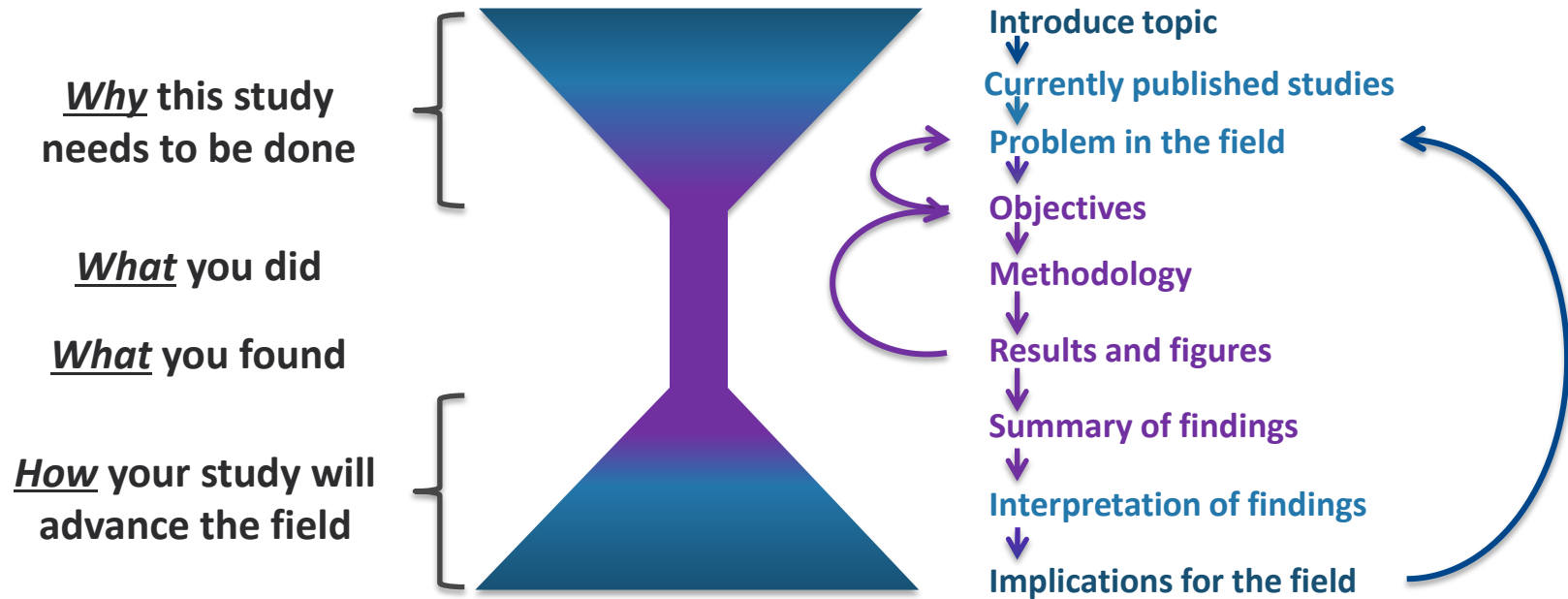
- Similarities & differences
- Unexpected/negative results
- Limitations

### *Why important to the field*

- Main conclusion
- Implications

# Logically linking your ideas

Answer the *four key questions* for your reader



*Logically link your ideas throughout your manuscript*



## Titles – Get your reader's attention

### Should include...

- ✓ What's important
- ✓ Keywords for indexing
- ✓ Conciseness (<20 words)

### Should avoid...

- ✗ Questions
- ✗ Describing methodology
- ✗ Abbreviations

*Your title should be a concise summary of what's most important*

## Abstracts – Good first impression

*What do you readers want to know?*

**Why did the study  
need to be done?**

Introduce topic and problem

**What did you do?**

Your aims and methodology

**What did you find?**

Key results

**How study will  
advance the field?**

Conclusions and implications

# *Thank you!*

## Any questions?

**Name**

Position

Contact information

**SPRINGER NATURE**

# Spectrum of Springer book publications

\* MRW = Major Reference Work

