

Launching a new journal

- Stages of launching a new journal
 - ▣ Planning for a new journal
 - ▣ Launch preparation
 - ▣ Launch
 - ▣ Post launch

Preparing to launch the journal

- Develop a plan and a timeline
- Set a tentative launch date
- Begin to implement the plan
 - ▣ Recruit authors for an initial invited issue
 - ▣ Recruit reviewers (if necessary)
 - ▣ Develop web site and/or install and set up journal management system
 - ▣ Engage vendors if used
 - ▣ Obtain an ISSN and DOI
 - ▣ Begin disseminating information about the journal
 - ▣ Pilot test procedures software etc. with material from invited issue
- Monitor progress particularly obtaining content

Sample Gantt Chart for Journal Start-up



Launching the journal

- Set the launch date when you are sure you will have the content you need
- Begin rolling out your marketing plan
- Put out a call for papers
- Finalize and carefully check your website
- Make your journal web site live

Post launch

- Put a lot of effort into marketing the journal
 - Use your editorial board, your professional contacts, lists and professional meetings
 - Monitor access to the journal
 - Be patient, it takes time
- As you receive manuscripts monitor your processes and procedures adjusting as necessary
- Submit your site to directories and search engines
- Identify appropriate indexes and consider when to submit

Maintaining and sustaining a journal

- Conducting peer review
- Maintaining a pool of peer-reviewers
- Handling other types of content
- Correspondence and records
- Editorial board meetings and communication
- Review of documentation, procedures and software

Peer review considerations

- Single editor or multiple section/review editors?
- Open, single or double-blind review process?
- How many reviewers does the paper require?
- Should the revised version go back to the reviewer/s?
- How much time should be allowed for reviewing/revising?
- Should reviewers be notified of the final decision?
- Are standard letters to be preferred or does the journal require personalized letters to authors/reviewers?

Conducting peer-review

- Assigning reviewers and monitoring the review
- Evaluating the manuscript and writing the feedback letter
- Managing the revision process

Maintaining a reviewer pool

- What are the requirements for reviewers
- Recruiting reviewers
- Monitoring, reviewing and pruning the pool

Other types of content

- Other types of content require somewhat different submission/publication processes
 - ▣ This should be reflected in your instructions for authors
 - ▣ May need separate submission and tracking processes
- Book reviews
- Editorials and letters to the editor
- Special Issues
- Innovative formats

Other details

- Correspondence and records
- Editorial board meetings and communication
- Review of documentation, procedures and software
