

feature

James Wonder

The XML Files: The eBooks Are Out There

“Mobile publishing is the ability to publish your content on the various portable devices available on the market today.”

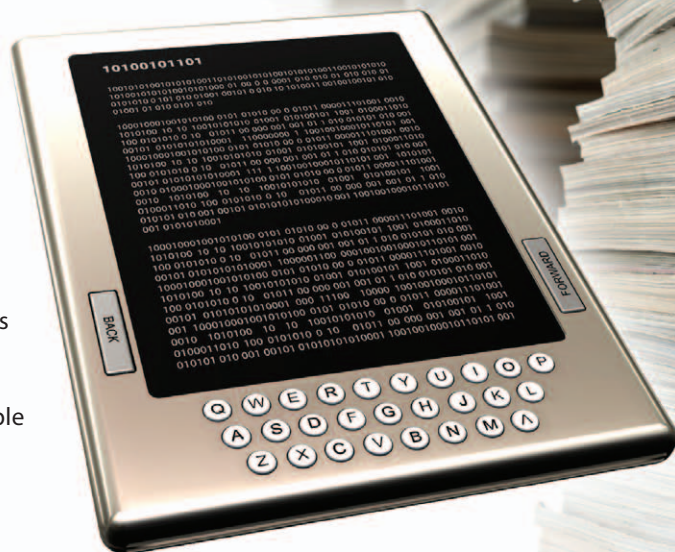
Printed publications are highly portable, a consumer-preferred quality in today's rapidly increasingly mobile—and short on patience—world. But with the eBook reader showdown heating up and the media clamoring with every new rumor, the formats that have become standards for eBooks are making their mark and showing your content in multiple dimensions. Learn which formats you need to be aware of and able to provide to readers born digital or converted by digital readers. The following selection summarizes a presentation of the session *The XML Files: The eBooks Are Out There*, part of the Allen Press Emerging Trends in Scholarly Publishing™ seminar that was held April 8, 2010 at the Capitol Hilton in Washington, D.C.

The Mobile Devices and eBooks Are Out There!

James Wonder, Director of Emerging Technologies, American Institute of Physics

This year I was given the opportunity to speak about mobile publishing strategies and techniques at the Allen Press Emerging Trends seminar in Washington, D.C. Mobile publishing is the ability to publish your content on the various portable devices available on the market today, and can currently be broken down into three basic areas: eReader publishing, mobile web publishing, and on-device application

cont. p 3

**5****research 2.0**Scholarly Book
Publishing Practice**6****acronym soup**IDPF, ePub, OPS,
OPF, OCF**7****society membership**A Simple—and Effective—Approach
to New Member Marketing

FrontMatter

 — In front of publication issues that matter

FrontMatter is a quarterly newsletter devoted to issues that affect society and association publishers, with a particular focus on the use of technology.

editor

Anna Jester, Marketing

editorial staff

Holly Messerschmidt, Managing Editing

Gena Woodling, Graphic Design



Partnering with organizations to promote their interests and to achieve their goals.

810 E 10th Street | Lawrence, Kansas 66044 | 800/627-0326 | www.allenpress.com

© 2010 Allen Press, Inc. All rights reserved.

contact us

Anna Jester
Manager, Product Marketing
ajester@allenpress.com

Melanie Dolechek
Director of Marketing
mdolechek@allenpress.com

subscribe

Both print and online subscriptions to *FrontMatter* are free. To add, remove, or change an address on the print mail list, or to sign up for e-mail alerts to the online version, go to <http://frontmatter.allenpress.com>



FrontMatter is printed by Allen Press on Opus Matte, 70 lb. text paper to minimize the environmental impact. It is a house-stock paper also available to customers for use in the printing of their publications. The paper is manufactured using mixed sources from well-managed forests, controlled sources, and recycled wood or fiber.

Products with an FSC (Forest Stewardship Council) label support reuse of forest resources and are created in accordance with FSC standards using postconsumer recycled wood or fiber. FSC is an international, nonprofit association whose membership comprises environmental and social groups and progressive forestry and wood retail companies working in partnership to improve forest management worldwide.



The contents of this newsletter are licensed under the Creative Commons Attribution-NonCommercial-No Derivative Works 3.0 License.

Attribution: You must give the original author and *FrontMatter* credit. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/3.0/> or send a letter to Creative Commons, 171 Second St., Suite 300, San Francisco, CA 94105, USA.



from the editor

Anna Jester, Marketing

Very Awarding Experiences

Often when people speak of “award season” they are referring to the Oscars, the Grammys, and the Golden Globes. But the publishing industry has its own series of awards that typically doesn’t require buying expensive couture or borrowing jewels before you accept an award. In fact, I have yet to see a red carpet recap of any publishing awards. Nonetheless, becoming an award-winning publication has many values, not the least of which is confirmation that your leadership is steering the publication or organization in the right direction.

Hopefully you heard, saw, “liked,” or even posted a link to information about SSP’s (Society for Scholarly Publishing) blog, *The Scholarly Kitchen*, which was recently nominated for a Webby Award in the business blog category. If you have no

plans to start a business blog but still enjoy the thought of winning awards for your publishing work, you may also enjoy reading about the winners of the 2010 EXCEL Awards, which you can find in this issue of *FrontMatter*. Allen Press is delighted to be working with multiple publications earning EXCEL Awards in 2010. In April, Association Media & Publishing, formerly SNAP, announced the winners for the 30th Annual EXCEL Awards, recognizing the best and brightest in association media and publishing. Winners were chosen for taking bold chances in editorial, design, advertising and marketing, online publishing, digital editions, mobile applications, and electronic newsletter categories.

Speaking of bold, the steps toward eBooks and mobile technology taken by

the American Institute of Physics (AIP) and detailed for attendees at the 2010 Allen Press Emerging Trends in Scholarly Publishing™ Seminar, *Scholarly Publishing: Boldly Going Where No Journal Has Gone Before*, have been recapped in this issue by James Wonder, Director of Emerging Technology at AIP. If you weren’t able to join us at the seminar or would like to see the presentations again, video and slides from the meeting have now been posted online (<http://allenpress.com/resources/archive>).

We’d love to hear from you if there are awards and topics we haven’t covered and we are always interested in your feedback about the newsletter and ideas you have for future articles. Please e-mail comments, suggestions, or ideas to frontmatter@allenpress.com. ★



“When formatting for a mobile web platform the publisher needs to consider what is of most interest to their mobile readers.”



quickly begin creating content for that device. In short, ePub is a very good specification that is hampered by the eReaders on the market today.

I continued by speaking about the “mobile web,” which is the ability to format your web pages for the mobile platforms available. Almost all portable devices today include a web browser; hence formatting your views for these small screens is very important. Building mobile web sites typically can be done with little overhead and, more often than not, quite quickly using a Web Content Management system. When formatting for a mobile web platform the publisher needs to consider what is of most interest to their mobile readers and then design the page to give them that data in the first page view. American Institute of Physics mobile customers first see the current journal issue and top article content. With the launch of the iPad and its large form factor it might be possible to forgo eReader technology and simply use the web for mobile publishing. The coming months will be very important for the future of mobile and web publishing.

development to facilitate publishing of content on a mobile platform.

I first addressed the use of ePub XML on current eReader technology and how the readers are the limiting factor to general success on these devices. Marking up and formatting content for these devices is painful at best, even for straight text content such as novels and books. Math can be tagged as MathML, but no mainstream reader that I am aware of currently supports it. There are many differing graphics format (JPG, GIF, SVG, etc.) limitations on these devices and support for tables is limited. Almost always you are developing content for one specific platform and need a different format for each device. The use of DRM for these devices is inconsistent and moving purchased titles from one device to another is almost nonexistent. The prognosis, however, is not all that bad. When a mainstream reader that follows the ePub specification is created, we will have many resources at our disposal to

To conclude, I discussed the design and development of mobile applications for the various devices available now. Most mobile device vendors have created very flexible programming interfaces to entice developers to create programs on their device. There are also many third party consultants/ developers available to assist you in creating



“The coming months will be very important for the future of mobile and web publishing.”



an application. The development of a user story is the most important part of the design criteria for those who are serious about creating a mobile application. That story should carefully consider the context of “What, When, Where, Why, and How” your user will use your application. Almost all very successful mobile applications do one thing very well. Do not try to develop a fully featured end-to-end system for a mobile platform; users simply do not use these devices in that way. While tablets seem like they may change the way we look at our mobile applications, it is important to remember that creating the user story is

equally important for developing on these platforms.

Mobile publishing is here to stay and your customers expect you to embrace it. Having a mobile publishing strategy is key for publishers. If you do not have one now, begin developing one. Start small. Create a user story and try it. The goal is to find out how your users wish to use your services. Do not be afraid to try various new technologies to see what your users want. The age of perpetual Beta has already been thrust upon us and gives us the license to innovate! Most of all, have fun! ★

seeing green

Tim Cross, Marketing



In recognition of our efforts to reduce the risk of climate change through green power purchasing, Allen Press has been presented with a Certificate of Partnership by the U.S. Environmental Protection Agency’s Green Power Partnership.

At Allen Press we are committed to being a good citizen of the global community. In partnership with our suppliers, vendors, clients, and employees, we are dedicated to finding new, more sustainable resources and more efficient technology, developing and adopting new processes and procedures, participating in a variety of environmental initiatives, and promoting and supporting sustainability in the publishing and printing industry.

In addition to FSC (Forest Stewardship Council) certification, and our Facility Conservation Committee, we work with the

Bonneville Environmental Foundation—a non-profit green power producer—to purchase and distribute renewable energy certificates. We annually purchase 250 certificates, which offset 25% of our non-production energy use. A three-part renewable energy program is available to our clients and employees. 1) For one cent per book, journal, or magazine, Allen Press will work with our green power producer on behalf of customers to acquire renewable energy certificates to offset the energy used specifically in producing their publication. 2) Allen Press will assist customers in their efforts to promote their commitment to sustainability through the purchase of renewable energy certificates to offset the energy used in their editorial or business office. 3) Employees can also purchase certificates to offset their personal energy consumption. ★

For more information on our environmental efforts, and to view our Sustainability Statement, visit <http://allenpress.com/company/sustainability>.



Scholarly Book Publishing Practice

The Association of Learned and Professional Society Publishers (ALPSP) recently undertook a survey to establish current practices in scholarly book and e-book publishing, providing analysis and statistics in this growing market. The resulting report develops a picture of the market as it emerges and aims to be a starting point for further research into how publishers are treating this rapidly developing arena.

Respondents included 400 publishers, both commercial and non-profit. A response rate of more than 60% was achieved including most major academic book publishers. The publishers surveyed publish more than 24,000 new titles each year with a collective backlist comprising nearly 350,000 academic and scholarly titles, covering reference, monographs, textbooks, conference reports, professional handbooks and manuals, and research reports. 63.2% of publishers publish e-books in one way or another, but they still account for a fairly small proportion of total book sales, with the average across all publishers at just 9.4%.

Some of the key findings include:

- Publishers continue to use offset printing, as well as digital printing for short-run publications aimed at the academic library market and for print-on-demand.
- Amazon has emerged as a major sales channel for scholarly books. Two-thirds of publishers use Amazon's 'Look inside' feature to allow customers to browse. Most report a positive effect on sales.
- Most publishers still use PDF files as the principal format for e-books. Half use PDFs with some added functionality. Only a quarter use XML full text. 15% are using the ePub format to create re-flowable text.
- The business models in current use are extremely varied but can be divided broadly into the following categories: outright purchase; annual subscription; purchase by individual book chapter; short-term rental. Almost 40% use a model where the e-book content is provided online free of charge with the purchase of the printed edition. New business models are being tried, e.g. open access e-books. Larger publishers



- generally offer a greater range of business models than smaller publishers, and are generally more likely to differentiate by book type as well as other factors.
- The majority of publishers are actively planning new e-book activities such as new service providers, new devices, and more experimentation with business models. Almost 70% report an increase in e-book revenues in the last two years. Overall, the increase was just over 100% in the last two years.

The full report provides a vast array of evidence about the current policies and practices of scholarly and academic book publishers. For additional information visit http://www.alpsp.org/ngen_public/default.asp?ID=201.

Webby Award Nomination for Scholarly Kitchen

Congratulations to the Society for Scholarly Publishing (SSP) and their business blog *The Scholarly Kitchen* (<http://scholarlykitchen.sspnet.org/>) for being among the five

finalists for a Webby Award in the Business Blog category. The *Scholarly Kitchen* is a moderated and independent blog with nine contributors from varying sectors of the publishing industry. For those

will be on hand discussing the spiciest topics in publishing.

The Webby Awards (<http://www.webbyawards.com/>) is the self-proclaimed leading international award honoring excellence on the Internet and was established in 1996. Webbys are presented by The International Academy of Digital Arts and Sciences, which includes a 750-member body of leading web experts, business figures, luminaries, visionaries and creative celebrities, and Associate Members who are former Webby Award Winners and Nominees and other Internet professionals.



wondering what the bloggers are like in person, SSP is closing their 2010 annual meeting with a session titled *Food Fight!*, where several of the contributors

Acronym Soup

Acronyms abound in the printing and publishing industry. Here we define some acronyms you may have heard, used, or planned for.

IDPF, which stands for International Digital Publishing Forum, is a trade and standards organization dedicated to the development and promotion of electronic publishing. IDPF promotes the development of electronic publishing applications and products that will benefit creators of content, makers of reading systems, and consumers.

ePUB is the file extension of an XML format for reflowable digital books and publications. It is composed of three open standards: the Open Publication Structure (OPS), Open Packaging Format (OPF) and Open Container Format (OCF). ePub offers consumers interoperability between software/hardware for unencrypted reflowable digital books and other publications.

OPS, the Open Publication Structure Specification, describes a standard for representing the content of electronic publications. Mainly, the specification is intended to give minimal and common guidelines that ensure fidelity, accuracy, accessibility, and adequate presentation of electronic content over various Reading Systems to content providers and publication tool providers.

OPF, or Open Packaging Format, defines the mechanism by which the various components of an OPS publication are tied together and provides additional structure and semantics to the electronic publication.

OCF, the OEBPS Container Format Specification, defines the standard mechanism by which all components of an electronic publication may be packaged together into a single archive for transmission, delivery, and archival purposes. ★

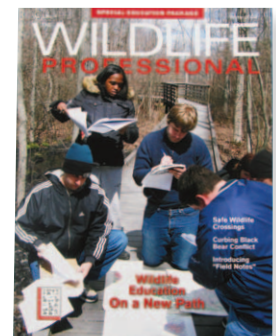
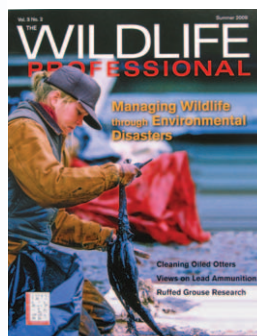


2010 EXCEL Award Winners

Association Media & Publishing™ recently announced the 2010 EXCEL Award Winners honoring the best and the brightest in association media and publishing. Representing 91 non-profit organizations and associations, the winners were selected from nearly 1,000 entries. Winners are chosen for displaying exemplary work in editorial, design, advertising and marketing, online publishing, mobile applications, digital editions, and electronic newsletter categories.

Allen Press happily congratulates the National Athletic Trainers' Association and the *Journal of Athletic Training* for winning a Bronze in the Journals: Feature Article category for "Head Impacts During High School" in the August 2009 issue.

We also extend our congratulations to The Wildlife Society and *The Wildlife Professional* for being honored with both a Silver in the Magazines: Feature Article category for "Getting Out the Oil", Summer 2009, and a Bronze in the Magazines: Single-Topic Issue category for the Winter 2009 issue.



A Simple—and Effective—Approach to New-Member Marketing

In today's market, organizations whose revenues rely heavily on membership dues are scrambling not only to retain their current members, but also to attract new members. Unfortunately, as in any industry, discovering "high potential" targets—those individuals who you know have a vested interest in your organization and to whom you can then market—can often be difficult. People need your organization, you just need to identify them and show them how the benefits you offer fill said need.

One attractive and affordable approach to this challenge is tapping into your journal's database of authors. Undoubtedly, a certain number of these authors will be existing members in your organization, but that leaves those authors who have yet to experience the perks of membership that you have to offer. You know up front that these authors have a vested interest in your organization, thus making them prime targets for your marketing efforts. In fact, in many instances, a more targeted list of potential members could not be obtained even if purchased!

A few questions must be considered before initiating a non-member author campaign:

- *What percentage of our submitting authors are already members?* In the event that the large majority of your submissions are made by existing members, feasibility and profitability may need to be questioned.
- *What percentage of our submitting authors submit multiple manuscripts over the course of a year?* Same situation here – a base of submissions coming from unique authors is preferred.
- *How much is a new member worth to our organization? And, how much*

time and expense will marketing to each potential member require? This is a function of membership dues and the number of years you can reasonably expect to keep a member on board. The good news is that a non-member author campaign is typically an extremely low-cost project and requires little time after its initial setup. So, even if your member dues are minimal, your campaign can still be very worthwhile, especially when the lifetime of a membership is considered.

- *What is our expected rate of return?* Estimate your expected rate of return, possibly based on prior marketing campaigns, and remember to factor in average member lifetime.

Once these questions are considered, the process of running a non-member author campaign is beautifully simple; all you need is a way of pulling a report that

shows your journal's authors, a way of cross-checking your authors against your membership database, and a medium to communicate with these authors (phone, e-mail, or direct mail).

Lastly, let's take a look at a hypothetical situation in order to illustrate a non-member author campaign. We'll assume a conservative 1% rate of return. If 1,500 authors are contacted each year, we could reasonably expect to gain 15 new members directly from this program. If our members pay an average of \$150 in annual dues, it can be estimated that we will see \$2,250 in new member revenue. If the lifetime of our average member is five years, we can therefore expect to receive \$11,250 from the campaign. Now, keep in mind that this is an extremely hypothetical situation, but nevertheless, and even if you consider a smaller rate of return or a shorter member lifetime, the return on investment is still substantial. ★





research 2.0

Scholarly Book
Publishing Practice

acronym soup

IDPF, ePub, OPS,
OPF, OCF

society membership

A Simple—and Effective—Approach
to New Member Marketing



Please join us for one or more of our complimentary educational webinars. These one-hour online events will provide practical advice and timely information for managing your publication. You'll learn valuable tips for promoting your publication, multichannel distribution, and publishing in an environmentally friendly manner from our experienced, professional staff. There is no cost to attend the webinars. For more information and to register, visit: www.allenpress.com/events/webinar.



June 23 | 11:00 am CDT
Flexible Formats: The Value of XML and PDF in Providing Multichannel Content



September 22 | 11:00 am CDT
Step-by-Step Guide to Getting Up and Running with Social Media



July 21 | 11:00 am CDT
Publish Responsibly: Practical Solutions for Environmentally Conscious Organizations



October 20 | 11:00 am CDT
Strength in Numbers: Using Aggregations to Boost Your Content's Profile and Revenue



August 25 | 11:00 am CDT
Harnessing the Communication Power of Your Journal Website



November 17 | 11:00 am CST
Creative Marketing Ideas for the Budget-Challenged