

# Fiscal health and viewership of *Florida Entomologist*

T. J. Walker, 10 Jun 2008

## Fiscal health

In 2007, net income from *Florida Entomologist* more than doubled from the year before. This remarkable increase resulted mostly from the March 2007 issue having nearly twice the number of paid pages of a normal issue (see p. 3, cells with \*). Net income varied little during 2004 to 2006 and is estimated to remain within that range in 2008 (Fig. 1).

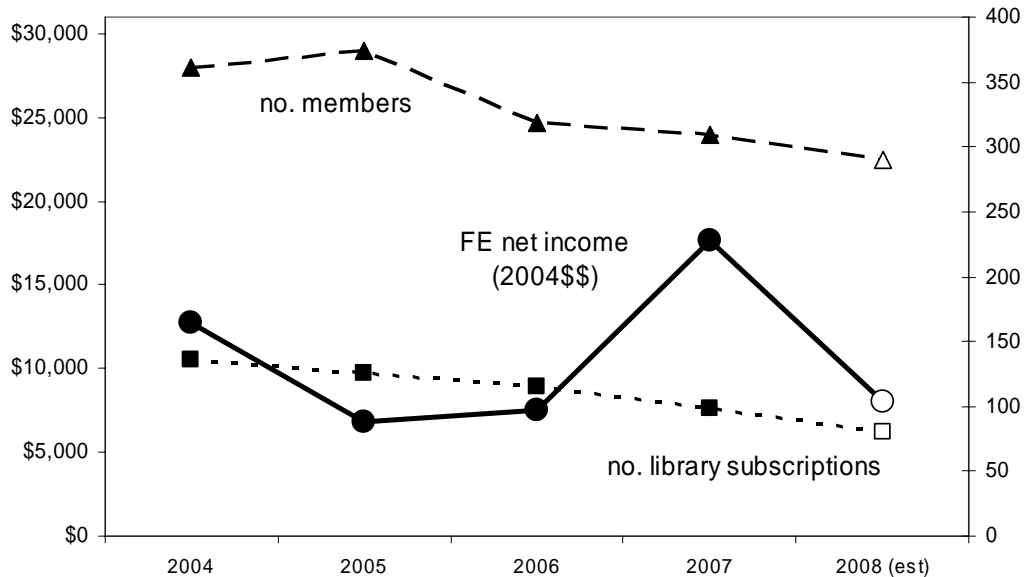


Fig. 1. FES membership, *Florida Entomologist* net income (in 2004\$), and library subscriptions, 2004 to 2008.

This quasi stability in income has occurred in spite of a continued decline in library subscriptions and FES membership (Fig. 1). However, a decline rather than stability is in the near future if no steps are taken to counter the effects of inflation. To illustrate, E. O. Painter has regularly adjusted its charges upward--most recently in 2005 and 2008. On the other hand, FES last upped its fees for dues and subscriptions in 1999 and has held page charges and IFWA fees constant since 2001. Today's dollar is worth about 77¢ and 82¢ as compared to its worth in 1999 and 2001.

In 2005, FES accepted an invitation from JSTOR that *Florida Entomologist* be included in its Biological Sciences Collection. Royalties from this arrangement began in 2007 with a payment of \$4584--almost as much as received from institutional subscriptions in 2007 (see p. 3, cells with \*\*).

The spreadsheet printed as page 3 of this report is an issue-by-issue analysis for 2007. Similar spreadsheets for other years, starting in 2004, are available upon request. Pie charts on pages 4 and 5 show the relative importance of major categories of income and expense.

## Viewership

Just because a journal article is freely accessible on the web does not mean that it will be found and viewed. For example, Entomological Society of America sells “Open Access Reprints” but apparently makes them freely accessible only on the Ingenta Server when accessed through the ESA web site. When an ESA article is found on the Ingenta server through a Google search, Ingenta offers it for a fee of \$25 (whether the author paid for OA reprints or not). ESA articles are also posted on the BioOne server, but those not associated with an institution that subscribes to BioOne must pay a \$15 fee to view the full text of any ESA article (whether the author paid for OA reprints or not).

In contrast, FES has taken a variety of steps to benefit FE authors by increasing the viewership of their articles. These include open access postings (FCLA and BioOne) and postings on subscription services (JSTOR and Cengage Gale). Data on usage are available for three of these postings:

### *Florida Center for Library Automation (1917-date)(open access)*

During 2007, PDF files of FE items were viewed 8296 times. (Nearly 5400 items are posted.)

### *BioOne (2002-date) (open access)*

During 2007, the HTML version of an FE item (=article or scientific note) was requested 193,103 times; the PDF version, 13,251 times. Since there were, on average, about 533 FE items on the BioOne server during 2007, each item was requested (on average) 362 times in HTML form and 25 times in PDF form.

### *JSTOR (1917-2007: one-year moving wall) (institutional license required)*

During 2007, FE items were viewed 37,916 times and printed 11,811 times. Since there were 5,091 FE items available on the JSTOR server, each item was viewed (on average) 7.4 times and printed 2.3 times. During 2007, 3953 unique FE items were viewed (78% of total) and 2752 were printed (54% of total).

## Recommendations

These steps that should be taken to maintain income from FE and to increase the usage of its articles:

1. Approve the inclusion of *Florida Entomologist* in JSTOR’s Corporate Collection.
2. Approve the inclusion of *Florida Entomologist* in EMSCO offerings.

**Note: Pages 3 is omitted from the web version of this report.**

**Florida Entomologist Fiscal Analysis for 2006**

2006 total

**EXPENSES**

Painter Printing fees for print edition

Text pages (less adjustment for <800 printed)	20,401.04
Blank pages	212.50
Surcharges for technical matter (pages)	1,314.82
Surcharges for tables (pages)	3,083.28
Surcharges for figures (pages)	1,558.05
Figures redone (each)	60.00
Editorial changes/authors alterations	466.25
Cover (issue)	540.00
Bookkeeping, billing, collections (per issue)	2,400.00
Electronic processing fees for author charges	973.72
Mailing service (per M)	268.69
Envelopes for mailing	250.16
Postage (single issues)	1,218.09
UPS fees (multiple issues to one address)	990.75
Uncollectible author charges	26.25
<b>Total</b>	<b>33,763.59</b>

Painter Printing fees for electronic edition

BioOne-compliant files (pages)	3,609.95
Files for FES website (TOC, etc.) (issue)	800.00
PDF files for cover and for FCLA-only (pages)	38.40
<b>Total</b>	<b>4,448.35</b>

Expenses paid directly by Business Manager

Spanish abstracts (prorated from total)	620.00
Editor's salary	4,700.00
Prorated portion of Business Manager's salary	2,419.20
<b>Total</b>	<b>7,739.20</b>

**Total expenses** 45,951.14

**INCOME**

Author charges billed by Painter Printing (less tax)

Page charges (each)	30,798.00
Surcharges for tables (each)	3,328.00
Surcharges for figures (each)	3,510.00
Author alterations	85.00
IFWA fees from articles	6,500.00
IFWA fees from notes	1,950.00
InfoLink fees	90.00
<b>Total</b>	<b>46,261.00</b>

Institutional subscriptions (n=115)	5,750.00
Allocations from dues (n=319)	1,595.00
Author charges to be billed to annual meeting	386.00

**Gross income** 53,992.00

**Net income** 8,040.86

**Volume statistics**

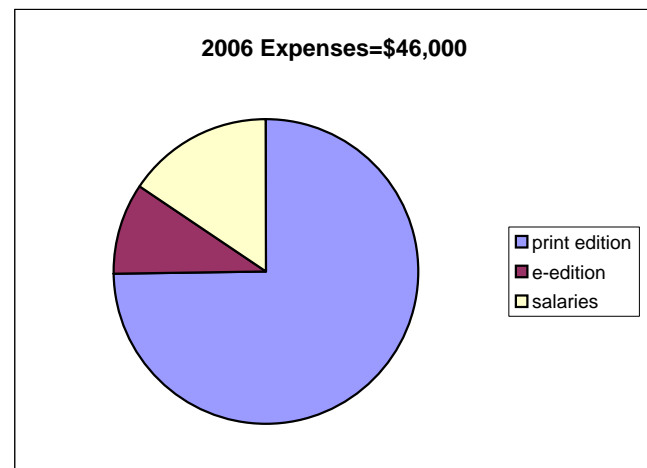
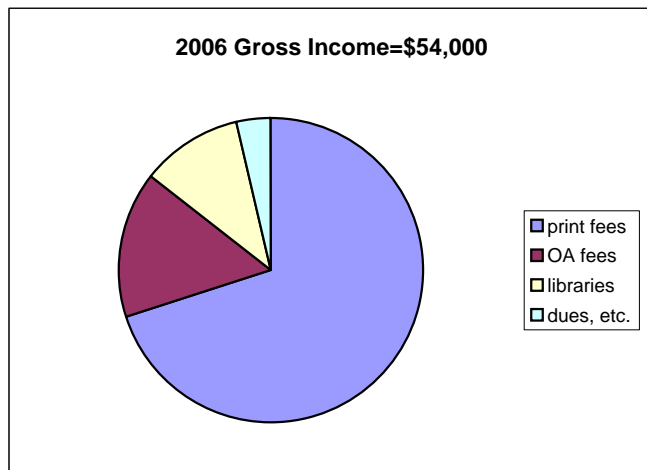
Pages (not including cover)

Articles and scientific notes	531
Other text	20
Blank	17
<b>Total</b>	<b>568</b>

Tables	128
Figures	135
Articles	65
Scientific notes	39

**E-version contribution to net income**

OA fees (copied from above)	8,540.00
E-version expenses (copied from above)	4,448.35
Net income from e-version	4,091.65
Net income per page of articles & scientific notes	7.71



**Income**

	<b>\$amount</b>	<b>amt/total</b>
print fees	37,721	0.70
OA fees	8,540	0.16
libraries	5,750	0.11
dues, etc.	1,981	0.04
<b>total</b>	<b>53,992</b>	<b>1.00</b>

**Expenses**

	<b>\$amount</b>	<b>amt/total</b>
print edition	34,357	0.75
e-edition	4,448	0.10
salaries	7,119	0.15
other	26	0.00
<b>total</b>	<b>45,951</b>	<b>1.00</b>

**Net income from web add-on**

	<b>income</b>	<b>expenses</b>	<b>net income</b>
paper edition	45,452	41,503	3,949
web add-on	8,540	4,448	4,092
<b>totals</b>	<b>53,992</b>	<b>45,951</b>	<b>8,041</b>
<b>total net/web net</b>			<b>0.51</b>

**Florida Entomologist Fiscal Analysis for 2007**

2007 total

**EXPENSES**

Painter Printing fees for print edition

Text pages (less adjustment for <800 printed)	29,336.32
Blank pages	125.00
Surcharges for technical matter (pages)	2,064.66
Surcharges for tables (pages)	4,028.45
Surcharges for figures (pages)	2,492.18
Figures redone (each)	90.00
Editorial changes/authors alterations	333.75
Cover (issue)	540.00
Bookkeeping, billing, collections (per issue)	2,400.00
Electronic processing fees for author charges	1,309.46
Mailing service (per M)	250.71
Envelopes for mailing	233.42
Postage (single issues)	2,233.83
UPS fees (multiple issues to one address)	576.96
Uncollectible author charges	0.00
<b>Total</b>	<b>46,014.73</b>

Painter Printing fees for electronic edition

BioOne-compliant files (pages)	4,403.50
Files for FES website (TOC, etc.) (issue)	875.00
PDF files for cover and for FCLA-only (pages)	38.40
InfoLink fees	90.00
<b>Total</b>	<b>5,406.90</b>

Expenses paid directly by Business Manager

Spanish abstracts (prorated from total)	1,030.00
Editor's salary	4,700.00
Prorated portion of Business Manager's salary	2,419.20
<b>Total</b>	<b>8,149.20</b>

**Total expenses** 59,570.83

**INCOME**

Author charges billed by Painter Printing (less tax)

Page charges (each)	45,066.00
Surcharges for tables (each)	5,382.00
Surcharges for figures (each)	5,616.00
Author alterations	178.75
IFWA fees from articles	9,200.00
IFWA fees from notes	1,850.00
InfoLink fees	135.00
<b>Total</b>	<b>67,427.75</b>

Institutional subscriptions (n=99)	4,950.00
Allocations from dues (n=309)	1,545.00
Author charges to be billed to annual meeting	490.00
JSTOR Revenue Allocation	4,584.32

**Gross income** 74,412.75

**Net income** 19,426.00

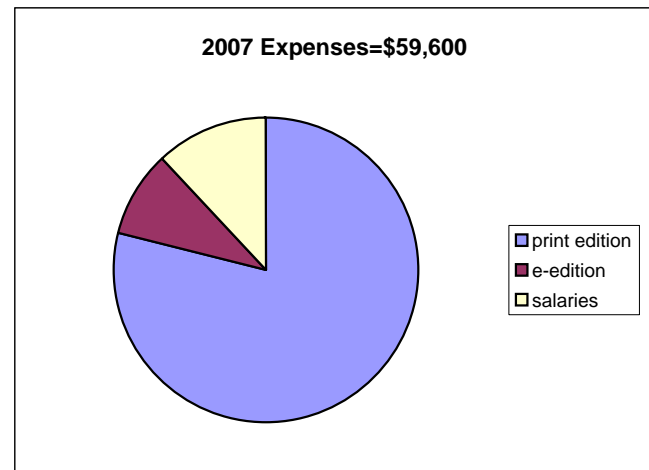
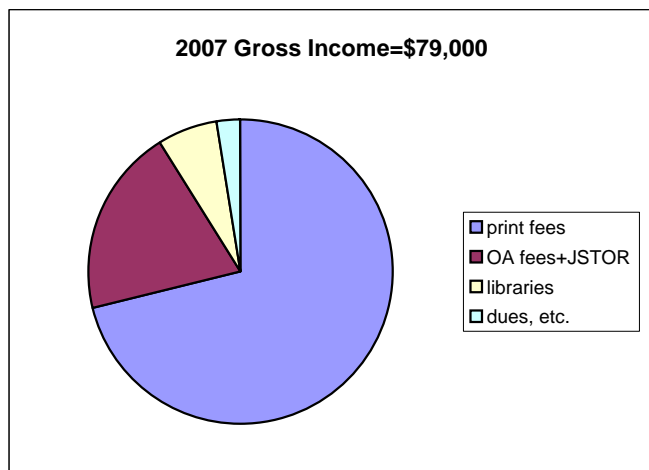
**Volume statistics**

Pages (not including cover)

Articles and scientific notes	<b>777</b>
Other text	<b>26</b>
Blank	<b>10</b>
<b>Total</b>	<b>813</b>
Tables	<b>207</b>
Figures	<b>216</b>
Articles	<b>92</b>
Scientific notes	<b>37</b>

**E-version contribution to net income**

OA fees + JSTOR royalties	15,769.32
E-version expenses (copied from above)	5,406.90
Net income from e-version	10,362.42
Net income per page of articles & scientific notes	13.34



**Income**

	<b>\$amount</b>	<b>amt/total</b>
print fees	56,243	0.71
OA fees+JSTOR	15,769	0.20
libraries	4,950	0.06
dues, etc.	2,035	0.03
<b>total</b>	<b>78,997</b>	<b>1.00</b>

**Expenses**

	<b>\$amount</b>	<b>amt/total</b>
print edition	47,045	0.79
e-edition	5,407	0.09
salaries	7,119	0.12
<b>total</b>	<b>59,571</b>	<b>1.00</b>

**Net income from web add-on**

	<b>income</b>	<b>expenses</b>	<b>net income</b>
paper edition	63,228	54,164	9,064
web add-on	15,769	5,407	10,362
<b>totals</b>	<b>78,997</b>	<b>59,571</b>	<b>19,426</b>
<b>total net/web net</b>			<b>0.53</b>