

Journal of Academy of Nutrition and Dietetics

Introduction

The *Journal* continuously validates its mission to be “the premier source for the practice and science of food, nutrition, and dietetics.” Launching in 1925 as a quarterly publication received by 800 members, today's *Journal* is a monthly print/online, peer-reviewed publication received by members, individuals, and institutions worldwide totaling over 85,000 readers.

The 35 member Board of Editors, staff editors, and over 1,000 qualified reviewers are experts in nutrition research and the practice of dietetics and include biostatisticians, young investigator mentors, and emerging science and qualitative research experts.

Editor-in-Chief

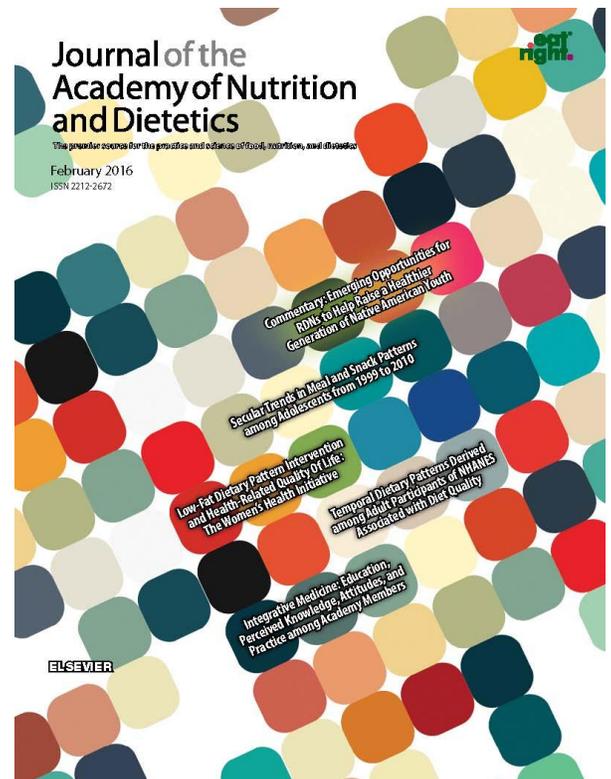
Since 2013, Linda Snetselaar, PhD, RD, LD, has been the *Journal's* Editor-in-Chief. She is Associate Provost of Outreach and Engagement, Endowed Chair, and Professor in the Department of Epidemiology, College of Public Health, University of Iowa.

Information for Authors

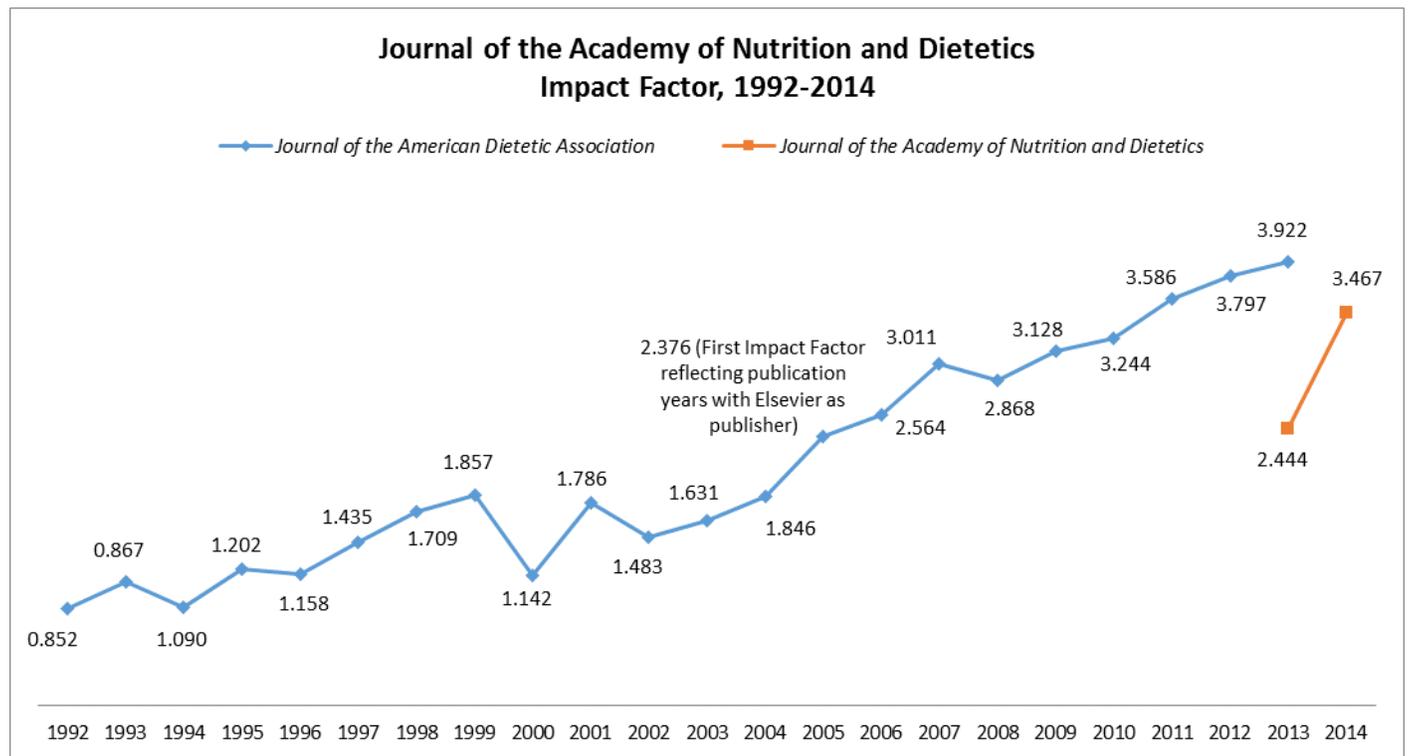
The *Journal of the Academy of Nutrition and Dietetics* is the official research publication of the Academy of Nutrition and Dietetics. The *Journal* is published in both print and electronic formats and publishes Articles in Press (articles posted on the Journal's website before the print version).

The *Journal* publishes manuscripts that advance knowledge across a wide range of research and practice issues in nutrition and dietetics. Evidence-based contributions of original research; focused meta-analyses of cohort and randomized clinical trials; systematic reviews; and innovative research applications are welcome. Major trends that impact research and practice in the fields of food, nutrition, and dietetics may also be considered if placed in appropriate contexts for the Journal's readership (eg, population demographic transitions, environmental trends, health care advancements).

Full author instructions can be found at <http://www.andjrnl.org/content/authorinfo>.



Basic Metrics



The *Journal* is the most relied upon source of peer reviewed dietetics information among surveyed members; most other publications are relied on for dietetics-related information by a minority of *Journal* recipients: 36% rely on *American Journal of Clinical Nutrition*, 20% rely on *New England Journal of Medicine*, and 15% rely on *Journal of Nutrition*. (Reader Readex Survey 2014). With an all-time high impact factor of 3.922 (shown above), this BPA-audited journal is ranked 16th of 77 nutrition and dietetics journals in ISI's index; still considered a metrics gold standard. (NOTE: Due to the Academy's name change in 2012, the impact factor temporarily "dipped" over the past 2 years, since indexing services record both the old and new name separately. This is expected collateral when a society undergoes a name change, and will self-correct as citations increasingly reflect the new name.)

Readership engagement indicates popular (frequently/always read) sections are Topics of Professional Interest (80%), Research and Practice Innovations (77%), and Research/CPE articles (76%). (Reader Readex Survey 2014)

Approximately half of *Journal* recipients (53%) have visited the *Journal* Web site (up slightly from 49% in 2012). With online features such as articles in press, podcasts, online-exclusive content, topic collections, and availability of reading on a mobile device, online readership is expected to grow significantly, yet not eclipse primary reliance on the print version.

Publishing Collaboration

Since 2002, Elsevier has published the *Journal*. Elsevier, the largest international science, technology, and medical publisher, is also the number one publisher in the Nutrition and Dietetics category, publishing 22 titles.

The fundamental benefits Elsevier brings to the Academy are:

- All-xml workflow
- Online journal/applications
- Digitized back files to 1993
- Online peer review and manuscript submission system
- World-wide dissemination via ScienceDirect and other e-channels.

Broadcast Venues

Elsevier produces the monthly *Journal* press releases and podcasts, due to their extensive marketing staff and multi-venue reach. News releases are distributed to 350+ health sciences journalists and 165+ nutrition media on the Elsevier media list, as well as submitted to EurekaAlert (a service of the AAAS) and AlphaGalileo (for the UK and Europe).

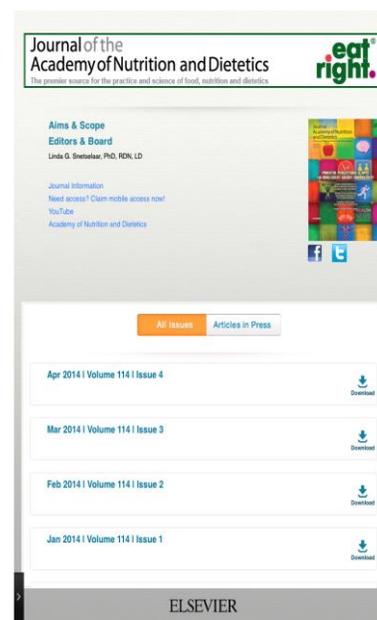
In addition, Social Media channels are used through both the Academy and Elsevier, and include Facebook, Twitter, and LinkedIn.

The *Journal* hosts numerous venues for members to access content:

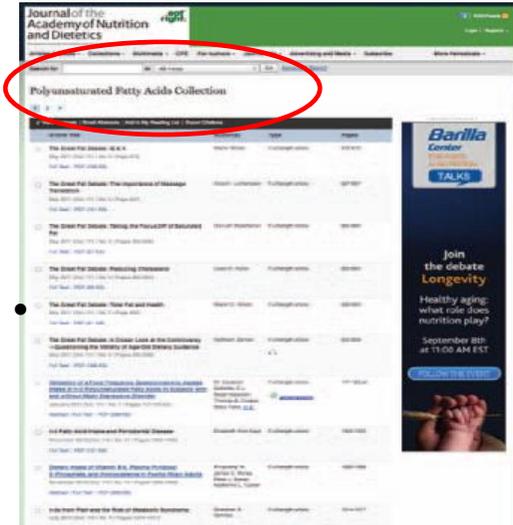
- **Podcasts.** Podcasts give authors and other professionals opportunities for unique messaging. These 5-15 minute segments offer commentary, roundtable, or breaking news, in a listener- and viewer-friendly format. Podcasts are archived and downloadable on Elsevier’s YouTube channel, iTunes, and the *Journal*’s site. Top streams initiated in a 12-month period are shown below.

Podcast	Streams
Insights on the School Lunch Environment (Editor's podcast)	6672
Understanding and Working with Individuals with Prediabetes (Editor's podcast)	193
New Ideas Concerning Sports Nutrition (Editor's podcast)	165
Food Safety: Concerns, Trends, and Policy (Editor's podcast)	91
Online and In-Person Nutrition Education Improves Breakfast Knowledge, Attitudes, and Behaviors: A Randomized Trial of Participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (video)	87
The Healthy Beverage Index is associated with reduced cardio-metabolic risk in US Adults: A preliminary analysis (video)	21

- **Mobile App.** Since it was introduced in July 2013, the *Journal*’s iOS and Android app has been downloaded 9,277 times, and has been visited 32,406 times, up from 2,448 downloads and 13,827 visits in 2013. A total of 3,401 articles have been accessed using the app. 82% of visitors are using the iOS version of the app, while 18% are using the Android version. In December 2015, the app had the 11th most downloads out of the 143 journal-specific apps then available from Elsevier, and ranked 46th by number of sessions. The app is free to Academy members. Non-members pay \$39.99 for a single issue and \$299 for a 1-year subscription.



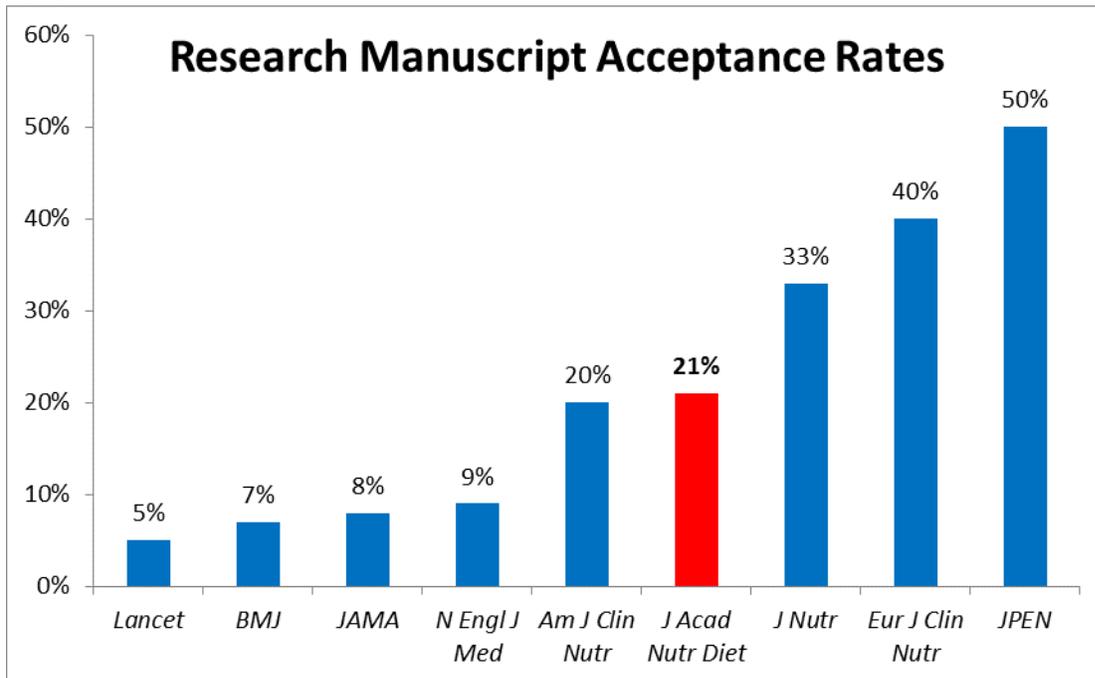
This custom app is only provided for Elsevier's top-tier journals, such as *American Journal of Preventive Medicine*, *Journal of Vascular Surgery*, *Journal of the American College of Cardiology*, *American Journal of Medicine*, and *American Journal of Surgery*.



- **Online Topic Collections.** Topic collections, both sponsored and non-sponsored, offer readers the ability to browse by subject area of interest. Topics currently available include childhood obesity and overweight, cultural competency, nutrient analysis and menu labeling, polyunsaturated fatty acids, research design, and others.

Increased Selectivity/Author Benefits

- Numerous research submissions mean a more selective acceptance rate: 20.9% in 2015 vs. 24% in 2013.



- In an era of Open Access, transparency demands, and need for research sharing, comparison data shows that the *Journal* has some of the most progressive author rights in publishing, such as: presentation of articles at conferences, intra-company employer use, inclusion in thesis or dissertation, use in a printed compilation, use in derivative works, etc. In addition, authors may now purchase open access for their articles based on comparative rates to other journals.

Journal Online

2015 produced 2,123,915 unique *Journal* page views, and 218,606 full-text articles were requested. When looking at how visitors got to the website, “none” (usually indicated a secure search, bookmark, or direct typing of the URL into the browser) was #1, representing 32.3% of visits. This was followed by Google Search (27.7%), Google Scholar (11.8%), NIH.gov (11.0%), and Facebook (1.3%).

Among visitors who submitted demographic information to the website, the United States once again had by far the highest number of visits (57.5%), with the United Kingdom (4.6%), Canada (3.6%), Australia (3.4%), and India (2.1%) rounding out the top 5 countries.

Trends and Challenges

- Social media. Determining best reader return-on-investment is a challenge that each publication must meet based on specific needs. The *Journal* broadcasts monthly via the Academy’s Facebook and Twitter, with expected “likes” and re-tweets. However, these metrics provide limited feedback. However, the biannual 2014 Readex survey of *Journal* readers asked, "Through what social networking tools would you like to receive *Journal* content?", and the top answers were:
 1. Facebook (18%)
 2. Mobile phone (17%)
 3. LinkedIn (13%)
 4. Tablet app (12%)
 5. Blog (10%)

With these results in mind, and based on trends with comparable journals, the *Journal* staff is continuously investigating potential to interact with readers where, and when, they have questions and comments, as well as online opportunities through resource centers and professional downloads.

- Photo Contest. To engage readers in an interactive experience, the *Journal* hosts an annual Photo Contest, with the 8th under way for 2016. Members are invited to send in original photos depicting food or other aspects of their profession. FNCE participants vote on-site for the winner of 12 finalists, and the winning photograph appears on the July *Journal* cover the next year. (Photo, right: 2015 winner Robin Hawkins, MS, RD, LD)



Due to the popularity of this event, calendars are made of the 12 finalists’ submissions, and distributed to meeting participants, with the overruns available for sale through Academy after FNCE.