

**ANNUAL REPORT FOR 2016**  
**Prepared for the Board,**  
**Summer 2017**

*Hypatia Editor*  
Sally J. Scholz, Villanova University

*Hypatia Reviews Online Editor*  
Shelley Wilcox, San Francisco State University

## **EXECUTIVE SUMMARY (2016)**

In 2016, *Hypatia* published four open issues and two special issues. In total, the volume year 31 included 51 regular articles (13 of these as part of clusters), 2 Musings, 2 review essays, 2 Cluster introductions.

*Hypatia* received 296 new submissions in 2016: 57 book reviews and review essays, 72 submissions for special issues, and 165 open issue submissions (plus 2 introductions). In addition, 193 revised manuscripts were submitted in 2016.

*Hypatia* also released 1 “Author Interview” online for use in teaching and research (adding to the existing 17) and recorded more that are in process. These video productions greatly enhance the journal’s reach; to date, the videos had received 15,620 views as of June 21, 2017.

In 2016, HRO published 43 book reviews online, 12 of which were special issue reviews (Love Studies), along with the 2 regular review essays mentioned in the statistics for the print journal.

*Hypatia* reaches a broad audience and has an international distribution. In 2016 the publisher of the journal, Wiley-Blackwell, reported that *Hypatia* was available in 4,048 libraries, with 3,997 via one of their licensed sales programs. The United States accounts for only 662 of these institutions. An additional 6,943 libraries in the developing world have access to *Hypatia* through Wiley’s philanthropic program. With electronic distribution the journal is reaching a wide interdisciplinary and international audience which includes students at all levels as well as faculty and researchers; Wiley-Blackwell reported a 20% increase in article downloads with a total of 373,011 article downloads in 2016, 48% by readers outside North America (US and Canada). Those who benefit from the publication program supported by *Hypatia* Inc. (WA) include this broad readership as well as all the authors whose scholarly work appears in the journal. The WB marketing team shares our commitment to expanding readership and submissions globally and increasing citations for individual authors.

For the second year in a row, the most downloaded article in 2016 was Patricia Hill Collins, “It’s all in the Family: Intersections of Gender, Race, and Nation” 13:3 (1998). Our average download rate per article is 96 (up from 59 in 2015); the average downloads for all journals in philosophy published by Wiley is 125 (up from 49 in 2015). In 2016, 75% of articles in *Hypatia* had altmetric scores. This compares with 39% in all Wiley journals. The article with the top Altmetric score of 290 was “Heterosexuality and the Colonial/Modern Gender System,” by Maria Lugones.

Seventy-one individuals subscribed to the journal in 2016 (compared with 89 in 2014, and 95 in 2015), but it seems clear that individuals are accessing the journal online to a greater and greater degree.

Villanova University supported the journal with the equivalent of two graduate assistantships (one from the Graduate Dean and one that is shared by two editorial assistants from the Philosophy Department), assistance from the ethics program administrator who serves as business manager, a lovely office in Falvey Memorial Library, three computers, and extensive use of technology personnel for the production of author interviews.

Hypatia Reviews Online (HRO) was supported by San Francisco State University with an editorial assistant and an office administrator, who serves as Managing Editor. Hypatia, Inc. supported a course reduction in Fall 2016 for Wilcox as HRO Editor.

As the rest of this report details, the journal was strong academically and financially in 2016. It was well supported by a dedicated community of scholars who generously give their time to review papers and consult with the editorial teams. The editorial team outlined a number of goals in their initial proposal for the journal, including: continuing to meet the ever-changing needs of scholars, enhancing the social media offerings of the journal, provide interesting special issues and related features, deepening diversity, and expanding global reach, providing timely reviews of new feminist scholarship through HRO, and serving as the leading resource for feminist philosophy. We achieved all of these goals and the readership continues to grow, outpacing other journals offered by Wiley.

## **EDITORIAL BOARDS**

In fall 2015, we elected 4 new members of the editorial board. The following members began their term on the *Editorial Board* in January 2016:

Serena Parekh, Northeastern University  
Serene Khader, Brooklyn College  
Lisa Folkmarson Käll, Stockholm University  
Anika Simpson, Morgan State University

We also added two people to the *Advisory Board* for terms 2016-2026:

Charles Mills, Northwestern University  
Michelle Moody-Adams, Columbia University

Special thanks to all those who rotated off the Editorial and Advisory Boards at the end of 2016:

*Rotated off the Editorial board:*

Sara Heinämaa, University of Helsinki  
Dorothea E. Olkowski, University of Colorado, Colorado Springs  
Naomi Zack, University of Oregon  
Bat-Ami Bar On, Binghamton University  
Georgia Warnke, University of California, Riverside

*Rotated off the Advisory Board:*

Ann Garry, California State University, Los Angeles  
Helen Longino, Stanford University

## LOCAL OFFICE STAFF

Hypatia Managing Editor: Katherine Kurtz, July 2015-June 2016  
Miranda Pilipchuk, July 2016-Present  
Hypatia Editorial Assistants: Theodra Bane and Zachary Sievers, 2015-16 academic year  
Kaitlyn Conners and Zoe Belinsky, 2016-17 academic year  
HRO Managing Editor: Dennis Browe, May 2014-Present  
HRO Editorial Assistant: Lily Simmons, 2014-15 and 2015-16 academic years  
Maja Sidzinska, Fall 2016 - Present

## EDITORIAL ACTIVITY – SPECIAL FEATURES

The following chart details the specific content in Volume 31:

Type of Essay published in <i>Hypatia</i>	Number
Cluster introduction	2
Regular articles in open issues	40
Regular articles grouped into clusters	11
Musings	2
Review essay	2
<b>TOTAL</b>	<b>57</b>

For a more complete picture, included below is special issue information for 2016-2018:

2016

- No special issues were approved for Volume year 31 (2016)
- Cluster on Latina Feminist Philosophy (31.2)
- Cluster on Okin's *Justice, Gender, and the Family* (31.3)

2017

- "Feminist Love Studies in the 21<sup>st</sup> Century," guest edited by Margaret Toye and Ann Ferguson, scheduled for 32.1; 12 book reviews for this issue were published on HRO in 2016 alongside the early view articles.
- "Contested Terrains: Third World Women, Feminisms, and Geopolitics," guest edited by Shelley Park and Ranjoo Herr, and currently in second round of reviews

and beginning to make decisions; scheduled for 32.3. 15 book reviews for this issue were published in summer 2017 alongside the early view articles.

- Cluster (Found) on Issues in the Profession, 32.4

2018

- Found Cluster on Simone de Beauvoir (33.1) with Peg Simons writing an introduction
- “Gender and the Politics of Shame,” (33.3) guest edited by Clara Fischer (approved Oct 2015) and currently in active submission stage. 3 book reviews are scheduled to be published alongside this issue.
- Possible cluster on Trans philosophy (from Diversity project grant conference)
- Possible cluster on Foreigners in Philosophy (from Diversity project grant conference)
- Possible cluster on Adriana Cavarero
- Possible special feature on the philosophy of Joyce Cook

The editorial office continues to field inquiries regarding clusters and special issues. We’ve had many more inquiries and submissions of clusters than special issues in recent years.

- *Pipeline* — The journal has no current backlog and is able to publish articles within 9 months of acceptance. We have yet to fill our full page budget of 1200 pages per volume year but will be close in 2017.

## HYPATIA REVIEWS ONLINE

- *Book reviews and review essays* – In 2016, HRO published 43 book reviews online, 12 of which were special issue reviews (Love Studies), along with the 2 regular review essays mentioned in the statistics for the print journal.

Year	Book Reviews Published
2014	27
2015	32
2016	43

- *Podcasts* – In conjunction with the Hypatia office, HRO released our first series of book review podcasts in July 2015 with much social media fanfare. Since this date, HRO has produced podcasts for all book reviews published online since Scholz and Wilcox began their term in June, 2013. HRO currently includes 75 podcasts from the 2013-2015 period as well as 43 podcasts from 2016.

## SUBMISSION AND REVIEW PROCESS

### *Manuscript submissions*

Information based on all manuscripts whose submission date is between Jan 1, 2016 and Dec 31, 2016:

Manuscript Type	Original	Revised	Total
Contested Terrains Special Issue	4	46	50
Gender and the Politics of Shame	60	3	63
Invited Book Review	56	43	99
Invited Review Essay	1	1	2
Invited Symposium Article	2	0	2
Original Article	165	61	226
Submission to Love Studies Special Issue 8	8	39	47
<b>Total</b>	<b>296</b>	<b>193</b>	<b>489</b>

### *Area distribution*

Please note that columns ought not to be compared. Articles published in a given year are usually submitted in the previous year or two. Please see note at end of chart.

	<b>Published in 2015</b>	<b>Submitted in 2015</b>	<b>Published in 2016</b>	<b>Submitted in 2016</b>
Metaphysics/Ontology	4	17	1	10
Epistemology	8	26	8	17
Ethics	12	31	6	30
Aesthetics	8	27	2	17
History	3	16	1	15
Social/Political	14	54	16	31
Decolonial	8	25	5	4
Pedagogy and the profession	4	15	2	18
Phenomenology	5	30	8	19
Religion	3	11	3	4
Ecofeminism	1	8	1	13
Language	Not counted	Not counted	3	8
Continental	13	25	7	5
Anglo/Analytic	16	15	3	3
Intersectional	32*	72**	22	17^
Queer Theory	Not counted	Not counted	3	16
Disability Studies	Not counted	Not counted	4	9

\*Includes 3 manuscripts that incorporate Trans issues and 21 that incorporate disability issues.

\*\*Includes 17 manuscripts that incorporate Trans issues and 7 that incorporate disability issues.

^Does not include Queer theory, Trans philosophy, disability issues (whereas previous year did)

All numbers are approximate and categories are determined by titles only. Categorization is done by different people. A single paper might fall into multiple categories, hence the total number should not be compared with the total number of submissions. Similarly, the assistant doing the tallying may not have included all the possible categories any given paper falls into (hence the low numbers in specific methodologies).

### *Submitters' demographics*

Information based on all manuscripts whose submission date is Between Jan 1, 2016 and Dec 31, 2016

Author Country	Original	Revised	Total
Australia	11	19	30
Austria	1	0	1
Bangladesh	1	0	1
Belgium	2	2	4
Canada	36	25	61
Costa Rica	1	0	1
Cyprus	1	0	1
Egypt	2	0	2
Finland	3	2	5
France	2	0	2
Germany	5	4	9
Greece	2	0	2
India	3	4	7
Ireland	4	6	10
Japan	0	1	1
Mexico	1	0	1
Netherlands	4	3	7
Norway	1	2	3
Pakistan	4	0	4
Poland	1	0	1
Russian Federation	1	0	1
Serbia	1	0	1
South Africa	2	1	3
Spain	4	1	5
Sweden	4	1	5

Switzerland	2	3	5
Turkey	3	0	3
United Kingdom of Great Britain and Northern Ireland	24	11	35
United States	170	108	278
Summary	296	193	489

Of the 57 articles published in Volume 31, approximately 30% were written by philosophers of color.

*Number of referees used*

2010	262
2011	240
2012	285
2013	231
2014	364
2015	389
2016	430

The referees used in 2016 were thanked in 32.2.

### *Decision Ratio*

Approximately two thirds of articles are rejected in the first round with a decision of “reject” or “reject and resubmit.” The remaining 33% of submitted original articles advance from the first round with a recommendation of revision (“major revision” or “minor revision”) Of the articles that are resubmitted, approximately 2/3 advance. That yields an acceptance rate for original articles around 15-20% (readers should keep in mind that many articles are not resubmitted). For special issues, the acceptance rate increases to approximately 30-35%. The chart below shows the decision ratio for *new submissions only*. It captures only decisions for manuscripts *submitted* in 2016. Note: some of the special issue deadlines had already passed and they were no longer accepting new submissions except by prior arrangement.

	Contested Terrains*	Gender and Politics of Shame	Love Studies*	Invited book Review	Original Article
Accept				45.45%	3.14%
Minor		1.69%	75%	49.09%	7.55%
Major	66.67%	38.98%		3.64%	22.64%
Reject and Resubmit		16.95%	25%		28.30%
Reject	33.33%	42.37%		1.82%	38.36%
*Fewer than 6 manuscripts					

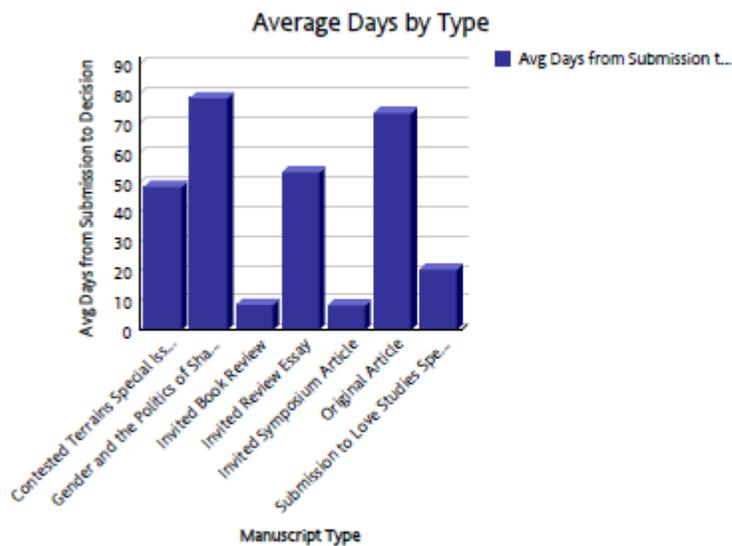
*Desk rejection rate*

Year	Desk Rejection Rate
2010	10.5%
2011	10%
2012	15%
2013	11.6% (5% of reg. issue articles)
2014	6% (12 manuscripts; 10% of special issue; 5% of regular issue)
2015	6% (17 manuscripts; all regular issue)
2016	6% (14 manuscripts; 5% of total special issue submissions, 5% of regular issue submissions)

*Time to decision*

Manuscript type	Time in days to decision
Original article	73.57
Contested Terrains Special Issue (revisions)	48.69
Gender and the Politics of Shame	78.60
Invited book review	8.68
Invited review essay	53.50
Love Studies Special Issue (revisions)	20.63

Information based on all manuscripts whose submission date is Between Jan 1, 2016 and Dec 31, 2016



*Average publication time once a paper is sent to the press*

<b>Year</b>	From receipt at Wiley to Early View publication
2014	63
2015	49
2016	45

## **RATINGS AND IMPACT FACTOR**

### *Impact Factor*

The Journal Citation Ranking metrics for Hypatia, including the Impact Factor, are presented below.\*

<b>Metric</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
2Yr Impact Factor	0.446	0.519	1.038
5Yr Impact Factor	0.778	0.804	1.168
2Yr IF Ranking for Women's Studies	29 of 41	28 of 40	19 of 41
Citable Items Published	54	51	53
Immediacy Index	0.019	0.255	0.057
Cited Half Life	10	10	10
Total Citations to All Journal Content	616	746	1053
EigenFactor	0.00126	0.00113	0.00134
Article Influence	0.369	0.318	0.382
2yr IF Cites	45	56	109
5yr IF Cites	168	189	285

### *Journal and Peer Journal rankings\**

<b>Journal</b>	<b>Subject</b>	<b>2Yr IF Rank</b>	<b>2Yr IF %Rank</b>	<b>2016 Impact Factor</b>
<i>Feminist Studies</i>	Women's Studies	33 of 41	20.00%	0.353
<i>Differences-A Journal of Feminist Cultural Studies</i>	Cultural Studies	4 of 39	92.10%	1.467
<i>Differences-A Journal of Feminist Cultural Studies</i>	Women's Studies	11 of 41	75.00%	1.467
<i>Feminist Theory</i>	Women's Studies	18 of 41	57.50%	1.114
<i>Hypatia—A Journal of Feminist Philosophy</i>	Women's Studies	19 of 41	55.00%	1.038

*Journals citing Hypatia\**

Impact Factor	Journal	Total Cites (to Articles from All Years)
1.038	<i>Hypatia</i>	104
N/A	<i>Philosophy Compass</i>	35
0.906	<i>Signs</i>	17
N/A	<i>Philosophia—A Journal of Continental Feminism</i>	15
N/A	<i>Metaphilosophy</i>	13
0.955	<i>Social Epistemology</i>	13
N/A	<i>Atlantis—Critical Studies in Gender</i>	9
1.114	<i>Feminist Theory</i>	9
N/A	<i>Res Philos</i>	9
0.723	<i>Studies in History and Philosophy of Science</i>	9

*Geographical distribution detail for IF citations trends\**

Region	% Articles	% IF Citations to Articles
Africa & Middle East	0.97%	0.00%
Asia	1.94%	1.28%
Australasia	3.88%	1.28%
Europe	20.39%	20.51%
North America	72.82%	76.92%

\*Taken from WB HYP A Bibliometrics report for 2016

Top cited articles in Impact Factor measure are “The Bodymind Problem and the possibilities of Pain,” (2015) by M. Price and “Stereotype Threat and Attributional Ambiguity for Trans Women,” (2014) by R. McKinnon. Both cited 5 times.

**JOURNAL RANKINGS**

Subject Category: *Women’s studies\**

41 journals in category

Journal	Rank	Impact Factor
<i>Health Care for International Women</i>	15	1.200
<i>European Journal of Women Studies</i>	16	1.132
<i>Feminist Legal Studies</i>	17	1.130
<i>Feminist Theory</i>	18	1.114

<b><i>Hypatia—A Journal of Feminist Philosophy</i></b>	<b>19</b>	<b>1.038</b>
<i>Radical Philosophy</i>	20	0.925
<i>Social Politics</i>	21	0.909
<i>Signs</i>	22	0.906
<i>Australian Feminist Studies</i>	23	0.810
<i>Feminism &amp; Psychology</i>	24	0.757

\*Taken from WB HYPA Bibliometrics report for 2016

## WB MARKETING TEAM

- Please see Appendix B for WB reporting on marketing initiatives.
- Hypatia participated in Women’s history month (March) by providing bibliography of relevant articles which WB then made freely available. Hypatia was also featured in webinar with Ranjoo Herr, guest editor.
- Hypatia participated in LGBTQ month (June) by providing extensive bibliography of relevant articles which WB then made freely available.
- Hypatia participated in Humanities Festival (September) with written interviews of special issue editors Clara Fischer and Shelley Park, and recorded interview with Editor Sally Scholz.

## SPECIAL INITIATIVES

- *Diversity Grants:* Hypatia is pleased to announce the projects and individuals selected for the Diversity Grants in 2016:
  - Individual grants in June:
    - Khadeega Mohammad Gafar to present her paper “The difference between Political and Philosophical Freedom in Hannah Arendt,” at Seventh Braga Conference on Ethics and Political Philosophy PMEPP VII which was held June 15-16 at the University of Minho, Campus de Gultar, Braga, Portugal.
    - Rachel McNealis to present “Faking it and Going Wild: Performance of (unintelligible) Sexual Desire,” at 2016 Summer Institute in American Philosophy at the University of Oregon.
  - Project grants
    - Tristana Rubio: Philosophies of Life from Minority Perspectives – a conference on minorities in philosophy hosted by Duquesne Women in Philosophy (D-WIP).
    - Sara Haq: Radical Women of Color Feminisms: Bridging Philosophy and Activism—a conference on radical women of color feminism at University of Maryland, College Park.

Notably, previous grants resulted in submission of articles to *Hypatia* with conferences focusing on thematic clusters. Essays under review.

- *Diversity Prize* –The diversity prize is given in odd-numbered years. The Call for the prize was issued in the middle of 2016 for a February 2017 deadline. The Diversity Prize Committee consisted of Kyoo Lee, Lewis Gordon, and Amy Oliver.
- *Author interviews* – In the Fall of 2013, we began our author interview project. This project was part of our initial proposal as an editorial team. These videos are aimed at a general audience and meant to be paired with the articles as teaching tools. We create transcripts of all videos to maintain authenticity and provide additional accessibility. Videos, with links to articles and transcripts, are available at <http://www.hypatiaphilosophy.org/Editorial/feminist-philosophy-connections.html> or directly at [https://www.youtube.com/playlist?list=PL\\_Z9mt0HJeskGVUyqlmZCnSzkWOSaxNtx](https://www.youtube.com/playlist?list=PL_Z9mt0HJeskGVUyqlmZCnSzkWOSaxNtx) At the end of 2016, we had completed and posted 19 author interviews on the webpage and youtube, as well as 6 clips from the half day conference in 2013. An additional 3 videos are in the editing process. All videos have been widely viewed, with over 15,620 views in June 2017.
- *Twitter and facebook* – At the time of writing (Summer 2017), the Hypatia Twitter account has 2,201 followers (up from 1073 in 2014) and the Facebook page has 1,947 “likes” (up from 961 in 2014). The twitter account is used to promote the journal and individual articles, to connect articles to news stories, and to post other items of scholarly interest related to the journal specifically and, at times, feminist philosophy more generally. Facebook has a regular following for our HRO Wednesdays, providing excellent networking among feminist philosophers and an avenue for authors to plug their work.

## **HYPATIA FINANCES**

*Hypatia* is in very good financial standing. Hypatia, Inc. handles all the income for the journal but I can report that the total return to Hypatia, Inc. \$8,234.42 from JSTOR and \$47,336 from Wiley Blackwell.

More and more insitutions are using a licensing arrangement rather than a full title subscription. The press remains very committed and supportive of the journal. The press proposed a 6% increase for institutional subscribers and a 3% increase for individuals for the 2017 volume year. Licensed agreements are negotiated with the institutions and are not included in this rate.

The journal receives substantial support from both Villanova University and San Francisco State University.

Expenses for 2016 are provided in the Appendix C.

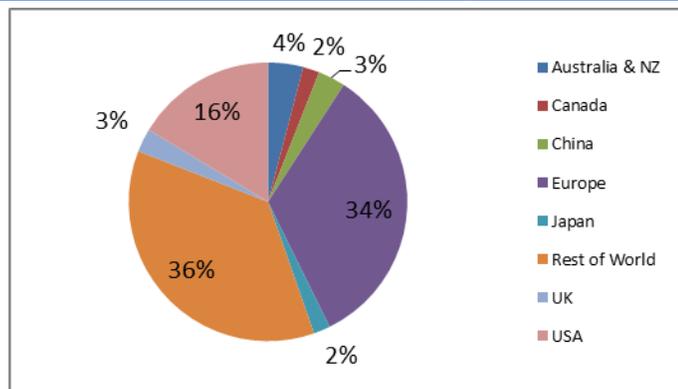
## **APPENDICES**

- A. Circulation and readership statistics: Excerpts from Wiley-Blackwell’s “Publisher’s Report”
- B. Marketing from Wiley

C. Financial Summary: Expense report from 2016

# Sales, Circulation & Readership

## 1. Global Reach: Institutional Reach by Region



In 2016, 4,048 institutions offered access to the latest content in your journal via either a Wiley License or a traditional (title-by-title) subscription. Our philanthropic initiatives extended low-cost or free access to current content to 6,943 developing world institutions.

## 2. Institutional Reach by Region

Region	2014	2015	2016
Australia & NZ	46	72	165
Canada	74	75	77
China	112	120	128
Europe	1,146	1,419	1,359
Japan	90	86	78
Rest of World	758	1,339	1,469
UK	91	107	110
USA	551	611	662
<b>Grand Total</b>	<b>2,868</b>	<b>3,829</b>	<b>4,048</b>

This table shows the number of institutions, by region, with access to the latest content in your journal via either a Wiley License or a traditional (title-by-title) subscription. 2016 figures correspond to the pie chart to the left. Key countries in the Rest of World category include Brazil, India and South Korea.

## 3. Institutional Reach by Type of Access

Sales Model	2014	2015	2016
<b>Institutions with access via the Wiley License</b>	2,807	3,775	3,997
Existing License	2,807	3,775	3,056
New License			941
<b>Institutions with access via Traditional Subscriptions</b>	61	54	51
Online	19	15	15
Print and Online	35	33	30
Print	7	6	6
<b>Grand Total</b>	<b>2,868</b>	<b>3,829</b>	<b>4,048</b>

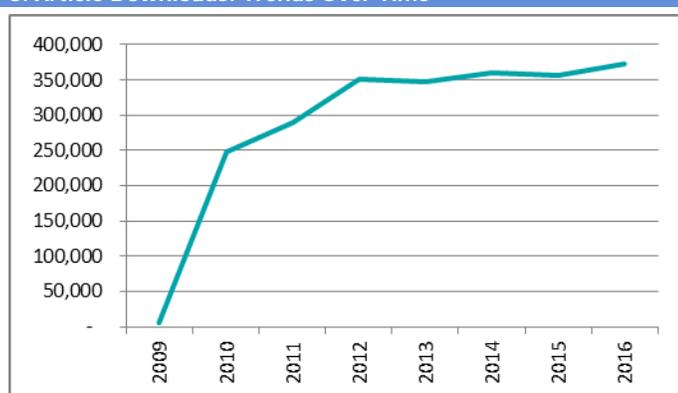
In 2016, 3,997 institutions offered access to your journal via a Wiley License, often through a consortium. Of these 941 had access via the New License model offered from 2016 to mature library customers in established markets. In addition, 51 individual institutions offered access via traditional (Online, Print and Online or Print) subscriptions.

## 4. Institutions Accessing via EBSCO

Region	2014	2015	2016
Australia & NZ	109	102	104
Canada	237	216	207
China	133	141	122
Europe	452	443	414
Japan	42	39	33
Rest of World	656	660	617
UK	144	161	163
USA	3,260	3,129	3,116
<b>Grand Total</b>	<b>5,033</b>	<b>4,891</b>	<b>4,776</b>

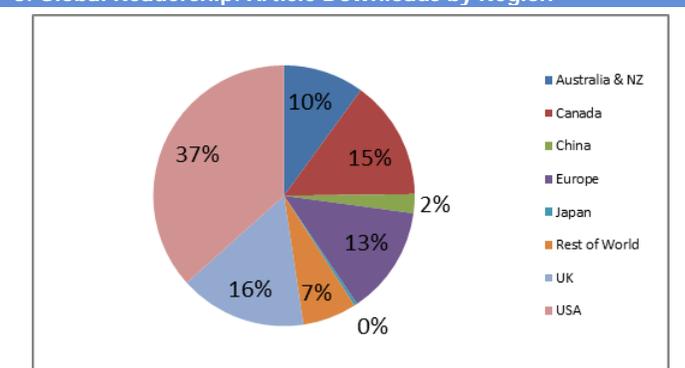
Wiley's arrangement with EBSCO allows us to extend the reach of your journal beyond core academic libraries. Institutions purchase embargoed access to articles (i.e., access to content at least one year old). The EBSCO database makes back content in your journal available in tens of thousands of institutions. The table here shows the number of institutions accessing your journal.

## 5. Article Downloads: Trends Over Time



There were 373,011 downloads in 2016. The total includes usage on Wiley Online Library. Downloads via Wiley Online Library increased by 20% in 2016. This compares with an increase of 16% across all Wiley Journals in Philosophy.

## 6. Global Readership: Article Downloads by Region



The global reach of your journal is reflected in its readership, as evidenced by this chart showing the origin of full text downloads of your journal on Wiley Online Library.

## 7. Most Downloaded Articles on Wiley Online Library

# Sales, Circulation & Readership

Ran k	Author(s)	Article Title	Volume	Issue	No. of Accesses
1	COLLINS, P.	It's All In the Family: Intersections of Gender, Race,...	13	3	2,579
2	EIDE, M.	"The Stigma of Nation": Feminist Just War, Privilege,...	23	2	2,504
3	BERGOFFEN, D.	The Just War Tradition: Translating the Ethics of...	23	2	2,129
4	LAWRENCE, B.	Gender, Race, and the Regulation of Native Identity...	18	2	1,376
5	DOTSON, K.	Tracking Epistemic Violence, Tracking Practices of...	26	2	1,177
6	DENIKE, M.	The Human Rights of Others: Sovereignty, Legitimacy,...	23	2	1,126
7	Beeghly, E.	What is a Stereotype? What is Stereotyping?	30	4	1,112
8	OKIN, S.	Feminism, Women's Human Rights, and Cultural...	13	2	1,004
9	LUGONES, M.	Toward a Decolonial Feminism	25	4	938
10	Singh, J.	Religious Agency and the Limits of Intersectionality	30	4	801

Here we include details of the top ten most downloaded articles. The average number of downloads per article published in your journal in 2016 was 96. For all journals we publish in Philosophy the average number of downloads per article was 125.

## 8. Content Alerts

At the end of 2016, 394 individuals were registered to receive automatic alerts when new content appears on Wiley Online Library.

## 9. Article Downloads by Country

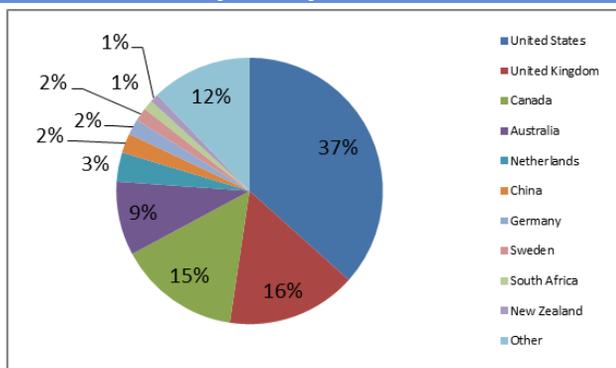
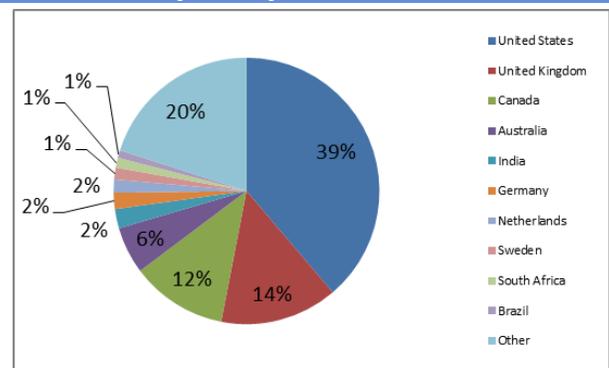


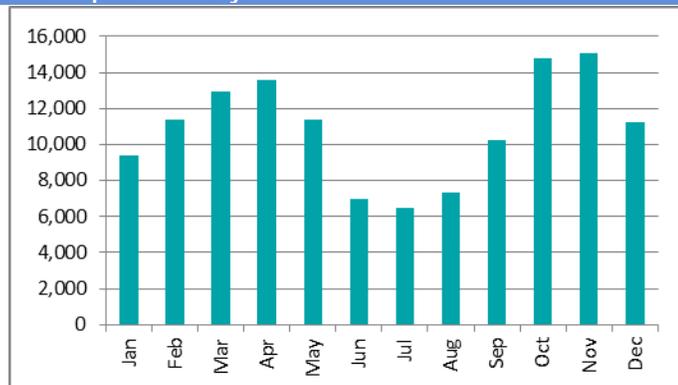
Figure 6 (previous page) illustrates downloads by region. Here, we provide a different view of the same data, listing the top countries from which articles in your journal were downloaded via Wiley Online Library in 2016 and the percentage of total usage each country contributed. All other countries are combined under **Other**.

## 10. Online Traffic by Country



Online traffic to your journal's pages at Wiley came from a wide range of countries in 2016. The top 10 countries are shown above, along with the percentage of overall traffic each country represents.

## 11. Unique Visitors by Month



Unique visitors to your journal's pages at Wiley, by month. A "unique" visitor is counted only once regardless of the number of separate visits.

## 12. Altmetric Impact

Ran k	Article Title	All-Time Score	One-Year Score
1	Heterosexualism and the Colonial/Modern Gender...	290	290
2	Vaginal Aesthetics	112	105
3	Are Feminism and Competition Compatible?	68	67
4	Is Longino's Conception of Objectivity Feminist?	29	29
5	Feminist Theory in Science: Working Toward a...	21	21

Altmetric scores for each article show the quantity and quality of the attention it receives via social media, blog posts, newspapers and magazines. In 2016 55 articles in *Hypatia* (75%) had Altmetric scores, compared with 39% across all Wiley journals.



# Marketing

## Our Marketing Approach

On behalf of *Hypatia: A Journal of Feminist Philosophy*, our marketing activities will include relevant marketing tools to ensure we are reaching as many different readers, authors, institutions, and members as possible. With each marketing campaign, we identify a target audience and the marketing objective we aim to achieve, always keeping our campaigns focused on the journal.

## Brand Awareness

### Conferences

Conferences provide strong branding opportunities and take *Hypatia* to where the delegates are. We continue to seek opportunities to promote *Hypatia* at key conferences in the field. We have introduced a number of techniques that engage delegates and drive them to content online and extend engagement with your readers beyond the conference. The intelligence and leads that we gather at conferences enables us to better promote your journals throughout the year. Among these techniques are a suite of publicity materials that encourage delegates to engage with booth representatives such as signing up for free sample issues of *the journal*.

Among these techniques are a suite of publicity materials that encourage delegates to engage with booth representatives such as direct sign-ups for free journal sample issues direct to their inbox from the conference. We supplement conference engagement with twitter promotion for the conference encouraging real-time conversation around key themes.

As a result, your journal was visible to over **8,000+** researchers through conference promotional activities at Philosophy & Ethics events in 2016, including:

- 2016 Session of the Aristotelian Society and the Mind Association
- American Philosophical Association – Eastern
- American Philosophical Association – Western



### Social Media

Social media is a valuable channel for engaging with the Philosophy and Ethics community as well as providing brand engagement for the journal. Used effectively, it can expand your reach, increase engagement, generate web traffic, and drive brand engagement among members of your community. The **@PhilosophersEye** Twitter feed grew 4,267 followers from 22,821 to 27,088 in 2016, with an average of 1.5% increase per month (about 355 new followers per month).

We ensure article content from *Hypatia* is promoted when it is published online, and engage the community during conference events, making relevant content freely available. We also promote content through other social media feeds – enabling us to profile interdisciplinary content and ideas across communities.

## Supporting Author Development

### Author Engagement

In 2016 we rolled out our Wiley Author Story messaging in author facing promotions across all markets and channels, and launched two Wiley Author Story videos, which celebrate the work of our authors and marks the beginning of a new strategy of engaging with authors.

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The first video, [#because of you](#), launched together with our 'What inspires you to do what you do?' campaign. The campaign invited the research community to share stories on a campaign website, of what drives them to make new discoveries, overcome challenges, and make a difference. The campaign generated 139 stories from researchers representing 39 different countries.

The second video, [#iwasinspired](#), launched together with our [campaign](#), created in partnership with [Build Africa](#). For every story the research community submits through our website or Twitter about what inspires them, Wiley will donate a textbook to a Ugandan classroom, supporting Build Africa in the creation of three mini-libraries.

## Visibility, Awareness and Usage

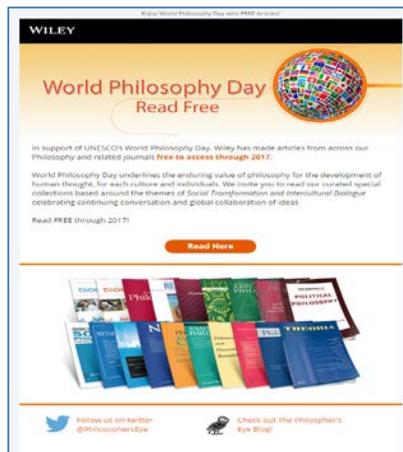
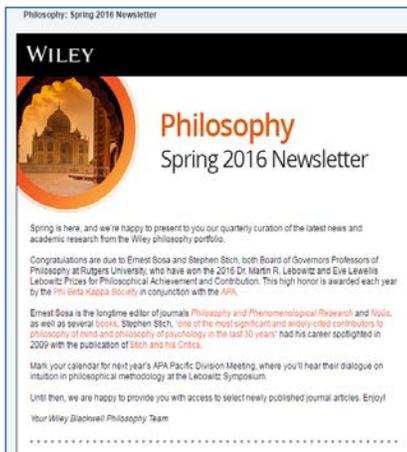
### E-mail Activity

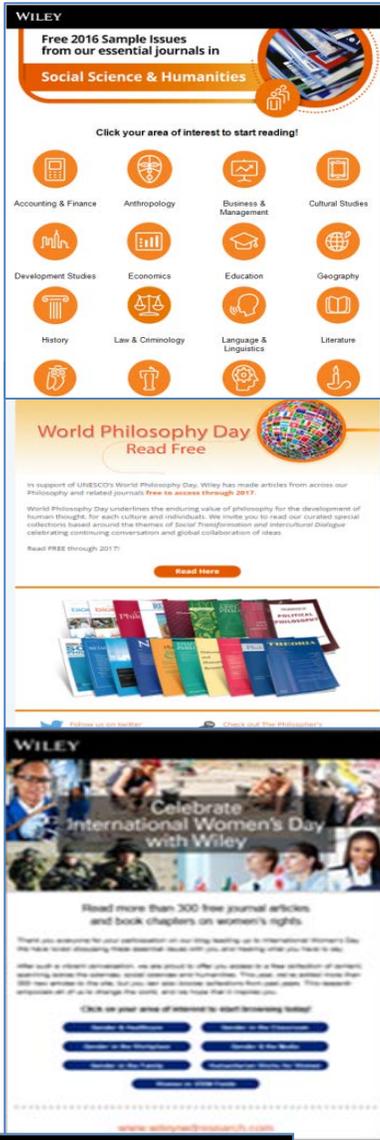
Dynamic content and news from *Hypatia* was strategically featured in subject outreach campaigns, across multiple subject disciplines in the Humanities.

Throughout 2016, *Hypatia* was included in the following email campaigns:

### Community Newsletter

- 12,540 contacts in Philosophy with 2,600+ opens and with 400+ engaging further with the journal content.





## Free Sample Issues from 2016

*Hypatia* was included in our campaign promoting the 2016 free sample issues from the Wiley portfolio of Social Sciences & Humanities. This campaign was deployed to over 555,800 contacts, and opened by over 13,400 individuals. The campaign was incredibly successful, and generated 48,890 full-text article downloads for Social Sciences and Humanities.

## World Philosophy Day

The journal was included in a community campaign in support of UNESCO's World Philosophy Day which featured a special collection of curated content in Philosophy. The campaign resulted in 7,463 page views and 2,644 full-text downloads of the featured articles.

## International Women's Day

*Hypatia* was **instrumental** in this multimedia campaign featuring a collection of themed content and blog posts with quotes from our authors on why women's research is important. The campaign included a webinar on women's rights and was delivered to over 650,000 researchers in Social Sciences & Humanities. The campaign was opened by 75,000 recipients with over 8,000 engaging further with the featured content.

## Marriage & Divorce

This cross community campaign included content curated by the Sociology, Law and Economic teams at Wiley. The email was delivered to over 124,466 contacts across the Social Sciences.

3,300 individuals engaged with the campaign, with a total of 12,399 page views and 1,286 full-text downloads for the articles featured across our portfolio.





## Wiley Humanities Festival

*Hypatia* content and editorial participation were **very appreciated** in the Wiley Humanities Festival campaign – a cross-disciplinary and omni-channel campaign (including webinar, email, and social media) designed to enhance brand awareness of the Humanities. The campaign was delivered to over 700,000 researchers across the Social Sciences & Humanities and had a 45% open rate with 6,220 page views and 2,160 unique users interacting with the content.

## Search Engine Optimization

Google and other search engines are the primary route for access to content and Wiley has marketers whose prime purpose is to work with Google and other search engines to improve accessibility and discoverability for search engines. Our team has worked with Google Scholar for over ten years to ensure articles in Wiley Online Library meet all criteria for inclusion in Google search engines. They meet the Google Scholar staff regularly to ensure our articles and platform continues to meet all Google standards for inclusion in their indexes and search results. They also ensure that we keep abreast of any algorithm changes Google may implement to determine how we can develop our online platform to continue our content's discoverability. As a result of these collaborations all articles in Wiley Online Library receive Google specific metadata tagging to allow better extraction of information by Google Scholar. In addition, all our articles are indexed by Google so allowing them to be discoverable by abstract terms, as well as terms available only within the full text.

## Email Table of Content Alerts

Each time a new issue of *Hypatia* is published, an automatic email is sent with direct links to the issue and article abstracts. Researchers receive the latest research, delivered directly to them. This helps increase visibility and usage of key content.

Results of your eTOC program are:

- On the publication of each *Hypatia* issue, **407 researchers** receive information on your content, and see your journal brand.

## Sample Issues

Each year, the first issue of *Hypatia* is set free and used to promote content to a variety of audiences.

## Spotlight Apps

*Hypatia* is also available via the Wiley Spotlight Apps in Philosophy, which have been downloaded over **33,234 times** collectively via the iTunes store. These apps are the only disciplinary subject apps offered among publishers and include access to the journal's free sample issue and latest abstracts.

## Developing Journal Authors

Authors look for ease, quality, reach and impact when publishing their work. Our Wiley Author Story framework provides visual and consistent messaging around these four key benefits. We focus on supporting authors through all stages of the publishing process – from finding a journal and preparing their article to post-publication services. Our ultimate goal is to attract the best authors for the journals we publish.

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*Hypatia* authors have taken advantage of this user-friendly platform that offers a clean, visual interface and step-by-step process improving their publishing experience.

Key current features include:

- Author, Reviewer and Editor Resource Centers
- Author Dashboard
- Open Access/OnlineOpen Ordering
- Wiley Author Licensing Service
- Article Citation Metrics

## Marketing to Global Audiences and Emerging Markets

- Sales support materials highlighting the value of *Hypatia* in key Philosophy and Ethics portfolios
- *Hypatia* resources website used to promote *Hypatia* content to readers
- Campaigns celebrating leading researchers and authors such as Nobel Laureates and top-cited authors
- Publishing workshops and author webinars providing authors support on their publishing journey
- Reader quizzes driving interest in *Hypatia* content

Our International Development teams across Sales and Marketing have been working in tandem to help attract and nurture customers that are in developing and fast-maturing countries. We are implementing demand generation and nurturing programs designed to support the needs of these customers.

- Europe, Middle East, Africa, Poland, South Africa, Saudi Arabia and Egypt had specific marketing programs designed to support usage of Wiley content. These support strategies include bespoke landing pages of materials, targeted and translated emails that have seen engagement rates 2-3 times higher than industry average. Customers have reported that they find this level of service valuable.
- In Asia Pacific we are supporting customers to increase their readership where they are in a maturing research environment. We have looked to gamify some of the marketing communications incorporating polls and quizzes to engage readers and librarians alike to use the resources in the library. These have proved to be very popular. Additionally we are identifying opportunities to support individual librarians through an awards program in India.
- In Latin America we have a strong Author Workshop program that is executed in conjunction with the Librarian at our partner institutions. This helps to build trust and a sustained relationship in fluctuating markets.

## Expenses 2016

### Copyediting

9/24/15-1/20/16	\$ 2,419.46
1/21/16-3/31/16	\$ 2,271.10
4/1/16-5/17/16	\$ 2,223.38
6/2/16-7/8/16	\$ 1,929.48
8/8/16-9/19/16	\$ 2,500.76
	\$ 11,344.18

### Diversity Grants and Prizes

Foreigners in Philosophy	\$ 3,511.77
Trans* experience (UofO)	\$ 3,999.46
Rachel McNealis - individual	\$ 500.00
Teresa Burke (carry over from 2015 conf)	\$ 197.98

### Misc

Fliers for conferences	\$ 42.67
Fliers for conferences	\$ 2.70

### Research Support

Wilcox - Europe (supplement)	\$ 492.46
Wilcox - APA	\$ 140.00
Scholz - Atlanta Rawls conf	\$ 326.45
Scholz- NASSP Ottawa	\$ 1,305.60
Wilcox - Discretionary Fund	\$ 10,000.00
Wilcox -Northwest Political Science Assoc	\$ 216.53

### Editorial Office Expenses

Lunch with outgoing and incoming team	\$ 203.60
Gifts for outgoing Assistants	\$ 174.32

### Summer Funding

Summer stipend EA	\$ 1,000.00
Summer stipend ME-Kurtz	\$ 2,500.00
Summer stipend ME-Pilipchuk	\$ 2,500.00

### Corporation Expenses

Radnor renewal	\$ 10.00
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### HRO Expenses

Apple Podcast expense	\$ 79.00
book	\$ 40.18
book	\$ 96.17
End of year gifts and lunch	\$ 403.62
staff lunch 10/14/16	\$ 63.74

### Webwork

Sitelock Security renewal 5/24	\$ 219.73
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Sitelocck fire wall  
Domain name registration \$ 67.62

**TOTAL** \$ 39,437.78