



How we Market your Journal

Pharmacological Research

Affiliated to the [Italian Pharmacological Society](#)

Journal Marketing Strategy

At Elsevier we are committed to offering the widest possible dissemination for published research and journal content is accessible electronically via ScienceDirect, Scopus and Scirus. Our marketing approach complements this strategy, aiming to increase the visibility, accessibility and readership for your journal's articles. Dedicated sales and marketing teams focus on the needs of our academic, government and corporate customers.

The Marketing Communications Department within our journal publishing group is solely focussed on supporting you and the work of your editorial team to increase journal quality and provide an excellent service for authors and readers.

We are constantly reviewing the approaches that are most effective in meeting the objectives for your journal and revise them as the needs of our customers develop. A definite trend in marketing communications is that electronic marketing, i.e. using websites, search tools, alerts and e-mail communications, is increasingly replacing the more traditional print communications. Electronic marketing offers improved speed of production, better response times, improved customer interaction, clearly measurable results, greater flexibility, and generally is more cost-effective. We use a combination of online, physical and print marketing approaches for your journal. More information on our marketing strategy can be found at: www.elsevier.com/editors

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For more information:

www.elsevier.com/locate/yphrs



How we market your journal online...

E-mail marketing

E-mail campaigns are carried out periodically to Elsevier author lists, and when specific marketing attention is required for a journal, at times to external lists such as ISI competitive journal author lists.

Email campaigns are usually journal specific and cover subjects such as: calls for papers, announcements of editorial changes or changes to aims and scopes, lists of highly cited articles, lists of most downloaded articles and sometimes promotion of special issues.

For our Pharmacology portfolio we also publish a Pharmacology Newsletter 2 times a year. The newsletter has currently a subscriber base of more than 5,000 names. *Pharmacological Research* featured in the newsletters click [here](#) to see the latest version issue of the newsletter.

Journal and subject homepages

Pharmacological Research has its own homepage on Elsevier's corporate website. The journal homepage is used in promotional material and provides a gateway to information on *Pharmacological Research* including, amongst other things, the aims and scope, editorial board, how to submit and a list of the most downloaded articles.

ScienceDirect - accessible to over 11 million scientists

Pharmacological Research is hosted on ScienceDirect, one of the world's most advanced web delivery systems for scientific, technical and medical (STM) information covering over one quarter of the world's full-text STM information.

ScienceDirect promotes *Pharmacological Research* in the following ways:

- Issue 1 of the current year of *Pharmacological Research* always has free online access
- ScienceDirect provides journal specific alerts (volume/issue) and wider alerts based on citation, search and topic. There are currently **1,783** subscribers to the volume and issue alerts for *Pharmacological Research*
- ScienceDirect provides a 'most downloaded article' alert for *Pharmacological Research* which is updated on a quarterly basis (<http://top25.sciencedirect.com>)
- ScienceDirect offers the 'forward to a friend' functionality where users can forward the link to an article on ScienceDirect to anyone they feel would be interested in reading that article

For more information:

www.elsevier.com/locate/yphrs



Pharmacological Research on ScienceDirect

- 404,994 full text *Pharmacological Research* articles were downloaded on [ScienceDirect](#) in the period January 2007 – December 2007
- The 5 most downloaded *Pharmacological Research* articles on ScienceDirect for the period January – December 2007 were:

Volume	Issue	Pages	Cover Date	Article Title	Author(s)
55	3	207-216	01-Mar-2007	Carotenoids and human health	Rao, A.V.; Rao, L.G.
53	6	482-491	01-Jun-2006	Adipose tissue lipolysis as a metabolic pathway to define pharmacological strategies against obesity and the metabolic syndrome	Langin, D.
55	3	187-198	01-Mar-2007	Coffee and cardiovascular disease: In vitro, cellular, animal, and human studies	Bonita, J.S.; Mandarano, M.; Shuta, D.; Vinson, J.
55	3	224-236	01-Mar-2007	Cruciferous vegetables and human cancer risk: epidemiologic evidence and mechanistic basis	Higdon, J.V.; Delage, B.; Williams, D.E.; Dashwood, R.H.
55	6	498-510	01-Jun-2007	The role of protein kinase C activation and the vascular complications of diabetes	Das Evcimen, N.; King, G.L.

Scopus

Pharmacological Research is included in Scopus, the largest abstract and citation database of peer-reviewed literature and quality web sources with smart tools to track, analyze and visualize research. Elsevier offers our editors access to Scopus which can help editors: identify leading researchers to invite for paper submission; find reviewers; expand reviewers; track references and documentation; see how their journal is doing (by issues and years); check if an idea is original; identify new research areas; check what's hot in their field; stay up to date in their research area; track how they're doing in comparison to their peers and help evaluate researcher's and institution's activities.

Pharmacological Research on Scopus

The 5 most highly cited *Pharmacological Research* articles between 2005 to-date on Scopus are:

- Kota, B.P., Huang, T.H.-W., Roufogalis, B.D.
An overview on biological mechanisms of PPARs
(2005) *Pharmacological Research*, 51 (2), pp. 85-94. Cited 83 times.
- Sonkusare, S.K., Kaul, C.L., Ramarao, P.
Dementia of Alzheimer's disease and other neurodegenerative disorders - Memantine, a new hope
(2005) *Pharmacological Research*, 51 (1), pp. 1-17. Cited 44 times.
- Koh, D.W., Dawson, T.M., Dawson, V.L.
Mediation of cell death by poly(ADP-ribose) polymerase-1
(2005) *Pharmacological Research*, 52 (1 SPEC. ISS.), pp. 5-14. Cited 41 times.

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- Amantea, D., Russo, R., Bagetta, G., Corasaniti, M.T.
From clinical evidence to molecular mechanisms underlying neuroprotection afforded by estrogens
(2005) *Pharmacological Research*, 52 (2), pp. 119-132. Cited 35 times.
- Graziani, G., Szabó, C.
Clinical perspectives of PARP inhibitors
(2005) *Pharmacological Research*, 52 (1 SPEC. ISS.), pp. 109-118. Cited 34 times.

Search marketing

Search engines such as Google and MSN are important partners to increase the discoverability of content included in ScienceDirect. Elsevier is already working with these search engines on several fronts. We have recently embarked on a programme of optimising the content within our websites to improve their position in the major search engine rankings for specific phrases (prospective) authors and readers use to locate information on the internet. We are also investigating the use of sponsored linking where we negotiate rates with the major search engines to display key titles when relevant searches are made.

How we market your journal at conferences...

Exhibitions

Elsevier has dedicated global exhibition teams and approaches scientific meetings in a number of ways, depending on delegate numbers, location, customer type and our objectives for the event. Our presence at exhibitions can take the form of: a physical stand, material promoted via a display table, an insert in the delegates' wallets, an advert in the conference programme or some form of sponsorship, such as a best paper award or sponsoring a coffee break or computer area.

The journal will be sent for display to various conferences throughout the year. If you are attending any meetings where as an editor you would like to take some promotional material, or you feel *Pharmacological Research* should be promoted, please contact Elizabeth Holmes.

How we market your journal using print material...

Business Cards, Flyers and Posters for Editors

We are now able to provide journal branded business cards, flyers and posters for all our journal editors. Please put in a request with your Publishing Editor should you want some promotion material.

We also use flyers and posters to promote journals at conferences and meetings when appropriate.

For more information:

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Flash

Elsevier offers journalists a free monthly tip sheet with a selection of our latest research. Our goal is to generate broader interest in science and health stories. FLASH also offers journalists courtesy access to ScienceDirect, our leading online platform.

If an article is ever published in *Pharmacological Research* which you feel would be of interest to mainstream media please inform your publishing or marketing contact.

Elsevier gives back to the community...

Advancing the World's Health HINARI, AGORA, OARE – a commitment to 2015

"Science and art belong to the whole world, and before them vanish the barriers of nationality." Johann Wolfgang von Goethe

Access to current international peer-reviewed research is essential to advance science and medicine worldwide. For developing countries in particular, this need is critical. HINARI, AGORA and OARE, led by the United Nations, bring together leading publishers to provide free or low cost health, agricultural and environmental research to those who would otherwise not have access. This journal is proud to be one of thousands involved in this important initiative.

Through these programmes, more than 2700 institutes can accessed research articles at no or little cost in more than one hundred of the world's poorest countries. Together, we are making a real difference in people's lives. All the partners involved in HINARI, AGORA and OARE declared a renewed commitment to HINARI, AGORA and OARE so that these vital programmes will continue to 2015.

For more information:

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