



SUBSCRIBE TO OPEN

Introducing an innovative
approach to open access

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ABOUT ANNUAL REVIEWS



OUR MISSION

A nonprofit publisher dedicated to synthesizing and integrating knowledge for the progress of science and the benefit of society.



OUR PRODUCTS

Journals in 51 fields across the biomedical, life, physical, and social sciences. Reviews, written by invited experts, are comprehensive, highly cited, and have a long shelf life.



OUR USERS

Researchers and students studying in their field or exploring a new one. Increasingly, professionals, policy makers, patients, and parents seeking reliable information on specific topics.



WHAT IS SUBSCRIBE TO OPEN?

Subscribe to Open converts gated access journals to open access using existing library relationships and subscription purchases.

Institutions and individuals that already know and value Annual Reviews content will continue to subscribe. There are no article processing charges or other additional costs.

As long as subscription revenues are maintained, the year's volume will be published open access and the back volumes will be freely available.

If levels of subscription are insufficient, the titles will remain gated access. Thus, **Subscribe to Open** is a subscription offering.

Nonsubscribing institutions that regularly access the open access titles will be invited to become subscribers.

SUBSCRIBE TO OPEN 2020 PILOT

Subscribe to Open will launch with five Annual Reviews titles in 2020.

They are:

Annual Review of Cancer Biology

Annual Review of Environment and Resources

Annual Review of Nuclear and Particle Science

Annual Review of Political Science

Annual Review of Public Health

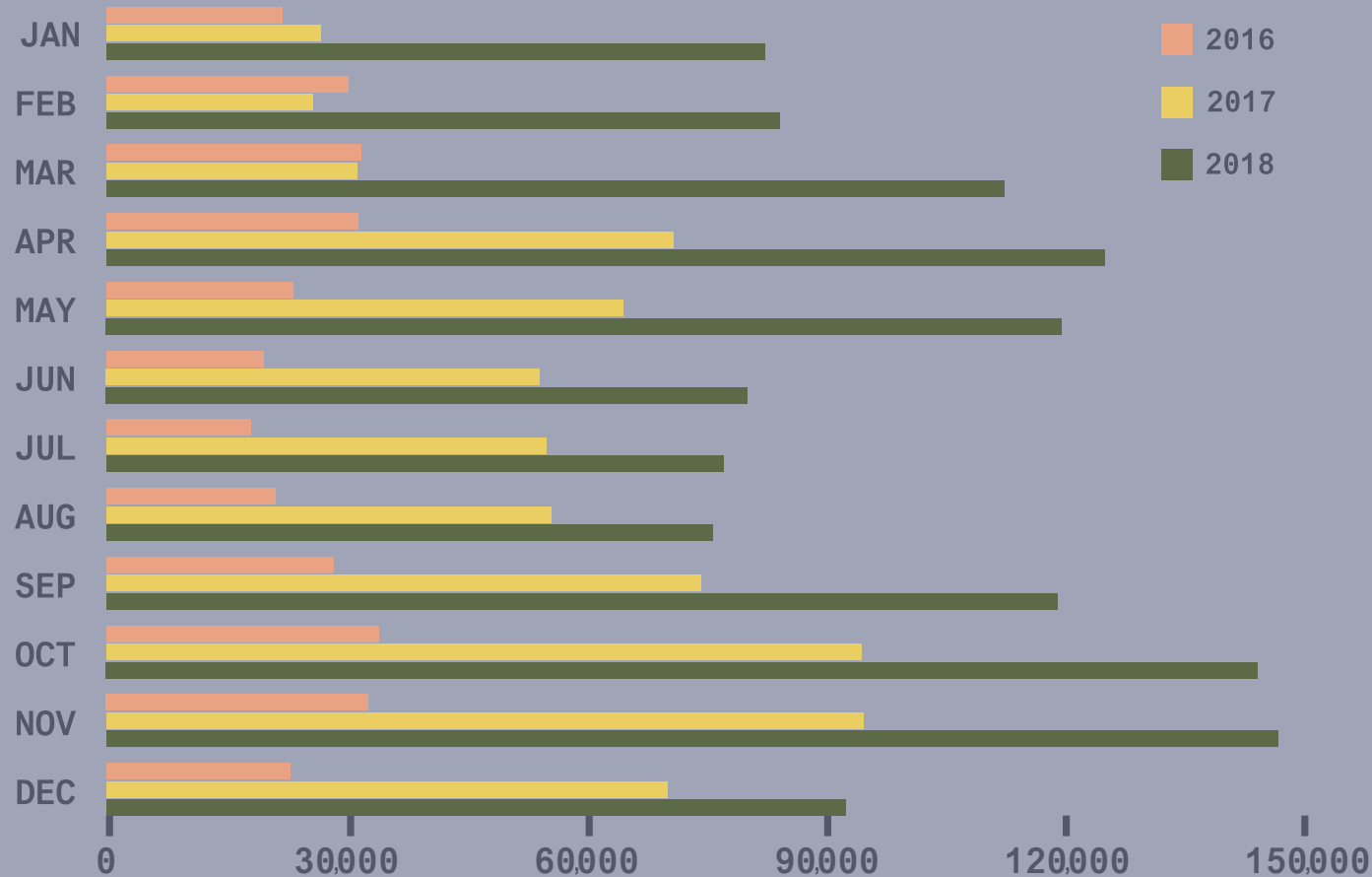
Customers will be incentivized with a 5% discount off the regular subscription price on these titles.

Further Annual Reviews titles will be added if the pilot program is a success.

Subscribe to Open increases the impact of existing subscription budgets by supporting open access to world-leading review journals.

DOES OPEN ACCESS INCREASE USAGE?

As a case study, the *Annual Review of Public Health* was transitioned to open access in April 2017 supported by the Robert Wood Johnson Foundation.



Month-by-month usage of the journal before and after the switch to open access

CONCLUSION: Open access dramatically increases readership of reviews

DOES OPEN ACCESS EXPAND AUDIENCE?

In the first five months of 2018, the *Annual Review of Public Health* was accessed from more than 9,900 institutions across 132 countries. This included many more universities and research institutes than had accessed the gated journal, but also government and state agencies, NGOs, corporations, schools, hospitals, and even prisons.

	2016 (Gated Access)	2018 (Open Access)
Institutions Accessing	2,000	9,900
Countries Accessing	57	132
Downloads	315,145	1,256,117

CONCLUSION: Open access generates new types of readers for reviews

AN OPEN ACCESS OPPORTUNITY AND CHALLENGE

OPPORTUNITY

If institutions redirected subscription fees to support open access, all existing journals could convert to OA with minimum disruption.

CHALLENGES

- Once content becomes openly available, it is in the economic self-interest of subscribers to stop paying.
- Sympathetic subscribers support open access initially, but the inequity of other institutions "free riding" results in withdrawals over time.

SUBSCRIBE TO OPEN WILL MAINTAIN SUBSCRIBERS BY:



Offering incentives for subscribers to participate.

Using a familiar invoicing process to minimize customer disruption.

Ensuring consistency with procurement policies that forbid donative payments.

Providing feedback on the impact of open access at subscriber institutions and beyond.

Subscribe to Open is an alternative subscription model. It does not rely on pro-social collective behavior. Social incentives that create collective funding do work for small, homogeneous groups, but the subscriber base for AR journals is large and diverse in terms of library type, size, and geography.

THE SUBSCRIBE TO OPEN MODEL

Library customers are invoiced for journals in the **Subscribe to Open** program at a 5% discount off the regular subscription price.

If all customers commit to **Subscribe to Open**, that year's content will be published open access and the paywall on all previous volumes will be removed.

The offer repeats each year, with the opening of each year's content contingent on sufficient participation.

If some customers do not participate in **Subscribe to Open**, that year's content will not be opened. Institutions that desire access to the journal must then subscribe to the gated journal at the (undiscounted) regular subscription price.

WHY SHOULD LIBRARIES SUBSCRIBE TO OPEN?

It is the only way to ensure continued access to the journal.

The subscription discount makes **Subscribe to Open** economically attractive relative to a gated subscription.

The entire content (back to Volume 1) of each **Subscribe to Open** journal becomes freely available (but remains gated if **Subscribe to Open** is unsuccessful).

Subscribe to Open empowers libraries to use their collections budgets to support open access publishing independently of additional open access funding support.

Library subscriptions are the sole source of revenue for Annual Reviews journals. All current subscribers must participate in **Subscribe to Open** to maintain the required income.

HOW WILL SUBSCRIBE TO OPEN BE PRESENTED?

Customers will receive a conventional subscription invoice.

The process uses current library accounts payable processes, minimizing customer disruption.

Existing library budgets can be utilized.

Participating institutions receive the **Subscribe to Open** discount.

Subscribe to Open satisfies procurement policies that forbid donations or paying for free resources. As subscription is the only way to guarantee continued access, it is not a voluntary donation.



SUBSCRIBE TO OPEN: LOOKING AHEAD



Subscribe to Open will be a recurring one-year offer, as are gated subscriptions.

Institutions should participate in **Subscribe to Open** for as long as they have demand for access to journal content; there is no risk of lock-in.

Subscribe to Open will be routinized in library collection budgets and procurement processes.

Annual Reviews hopes to increase the number of **Subscribe to Open** titles. Other publishers may also adopt the **Subscribe to Open** model.

Participation in **Subscribe to Open** will be sought from high-use institutions that currently do not subscribe, broadening the base of support.

FINAL THOUGHTS

A functional democracy requires that citizens have access to the knowledge and wisdom of the world's leading researchers.

Annual Reviews authors tackle the issues that society is grappling with today, such as climate change, aging, mental health, and crime and justice.

In addition, **Subscribe to Open** provides a savings to subscribing institutions.

Converting Annual Reviews to open access, meaning full and free availability to everyone, would be a substantial public benefit.

Discussions with librarians, consortia managers, funders, and other stakeholders have yielded enthusiastic support for **Subscribe to Open**.

Institutional subscribers to Annual Reviews journals can bestow open access simply by participating in **Subscribe to Open**.

We hope that subscribers will partner with Annual Reviews in this exciting new strategy to convert gated journals to open access, and we welcome feedback on the project.