



PLOS

PUBLIC LIBRARY
of SCIENCE

*Leading a
Transformation
in Research
Communication*

The Public Library of Science

Berlin9, November 2011

Peter Binfield
Publisher, PLoS ONE
& the Community Journals

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The Public Library of Science

- An organization since Oct 2000 & a publisher since Oct 2003
- The publisher of 7 Open Access journals
as well as PLoS Blogs, PLoS Currents, and PLoS Hubs
- The largest not-for-profit Open Access publisher
 - One of the 'big three' OA publishers (with Hindawi & BioMedCentral)
 - The only major 'US based' OA publisher
- Based in San Francisco, and Cambridge UK
 - Approx 120 people total
- Self Sustaining since late 2010

Old Mission:

to make “the world’s scientific and medical literature a freely available public resource”

New Mission:

“accelerating progress in science and medicine by leading a transformation in research communication.”

- Eliminate unnecessary barriers to immediate availability, access, and use of research
- Pursue a publishing strategy that drives openness, quality, and integrity
- Develop innovative approaches to the assessment, organization, and reuse of ideas and data

General Features of the PLoS Business

- Full CC-BY license
 - (i.e. commercial re-use is permitted)
- All journals operate ‘APC’ business models:
 - PLoS Biology & PLoS Medicine: \$2,900
 - PLoS Genetics, PLoS Pathogens, PLoS Computational Biology, PLoS Neglected Tropical Diseases: \$2,250
 - PLoS ONE: \$1,350
- APC fees have not risen since August 2009
- Ability to pay does not affect ability to publish
- Institutional & individual membership programs
- Banner advertising on the sites
- Some philanthropic grants

PLoS Biology

October, 2003

PLoS Medicine

October, 2004



PLoS Community Journals

June-September, 2005

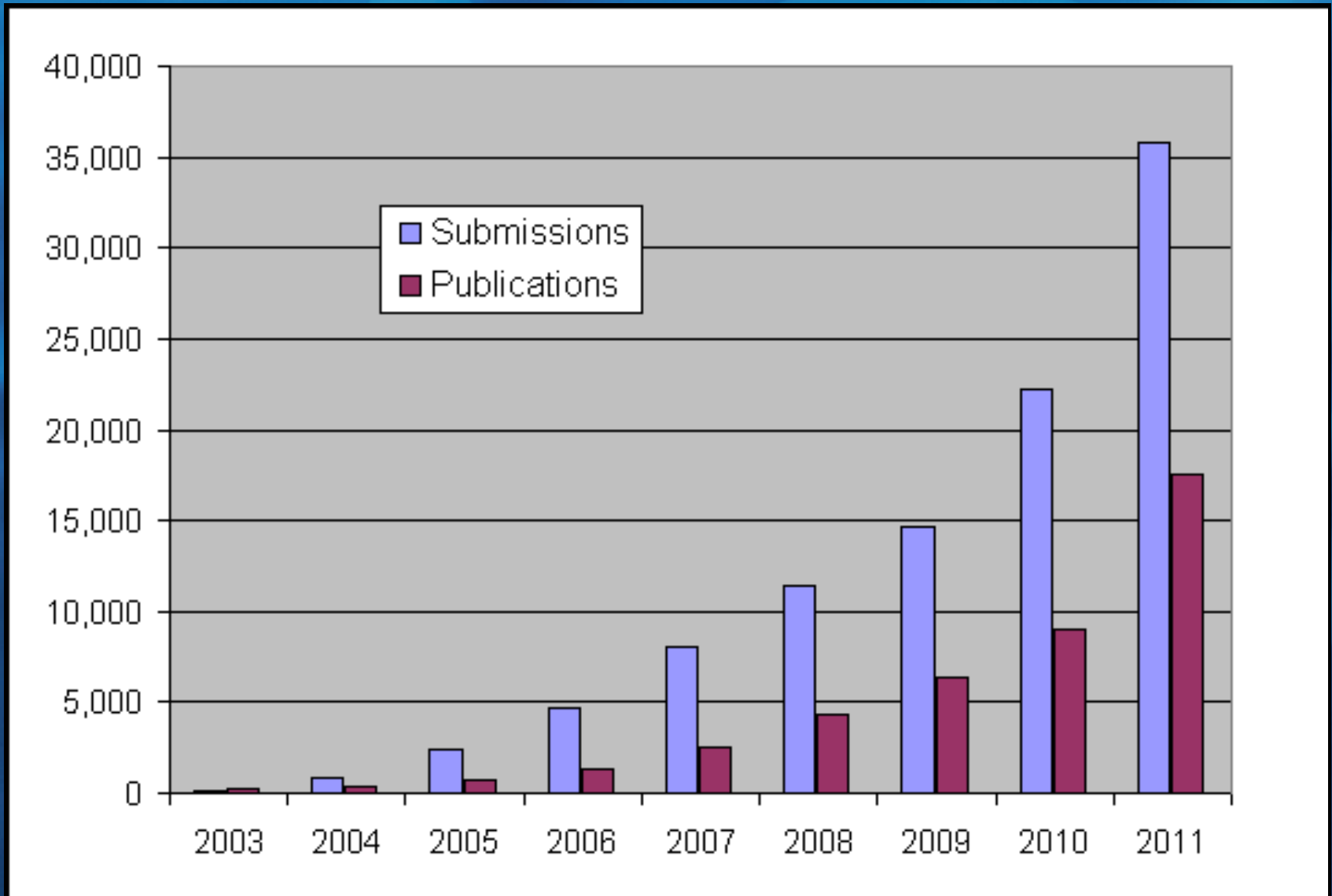
& October, 2007 (NTDs)

PLoS ONE

December, 2006



Growth in PLoS Submissions and Publications



Income Statement (\$000's)

	2010	2009
OPERATING REVENUES		
Net Author Fee Revenue	11,995	8,390
Advertising Revenue	281	192
Memberships	310	296
Interest & Other Income	409	21
Total Operating Revenues	12,995	8,899
OPERATING EXPENSES		
Direct Publishing Expenses	6,680	5,372
Operational Expenses	5,465	4,337
Advertising & Marketing	65	74
Total Expenses	12,210	9,783
Operating Income/(Loss)	785	(884)
PUBLIC SUPPORT		
Grants	2,054	497
Less: Fundraising Expense	-	121
Net Public Support	2,054	376
Net Income/(Loss)	2,839	(508)

Balance Sheet (\$000's)

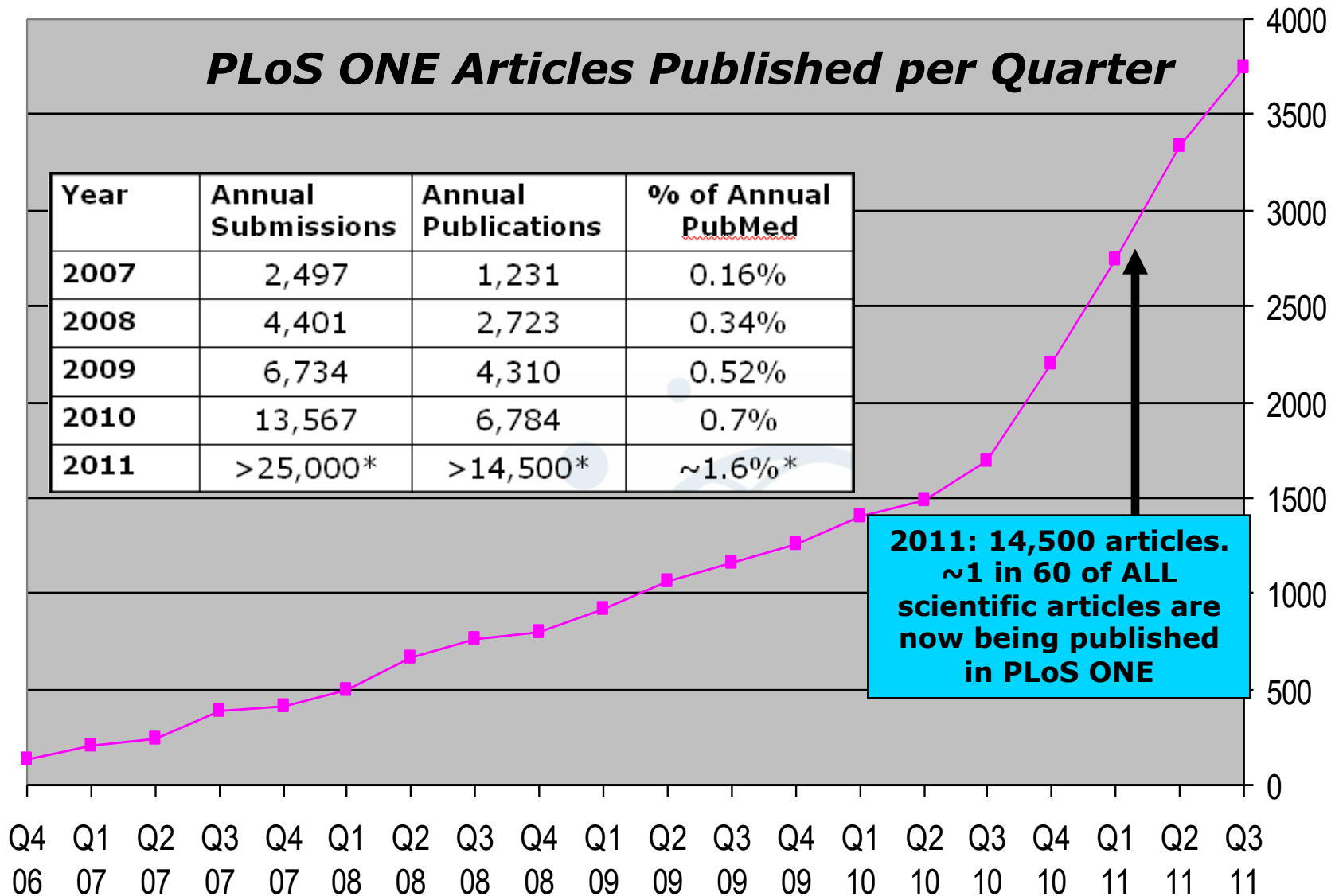
	2010	2009
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	1,203	434
Restricted Cash	331	-
Investments	1,363	1,129
Grants Receivable	1,100	-
Accounts Receivable	1,860	1,189
Other Current Assets	52	52
Total Current Assets	5,909	2,804
NONCURRENT ASSETS		
Net Fixed Assets	818	235
Other Assets	41	65
Total Assets	6,768	3,104
LIABILITIES AND EQUITY		
CURRENT LIABILITIES		
Accounts Payable	573	233
Accrued Payroll Liabilities	587	321
Deferred Revenue	837	618
Total Liabilities	1,997	1,172
Equity	4,771	1,932
Total Liabilities & Equity	6,768	3,104

Source: PLoS Progress report (<http://bit.ly/plosprog>)

Growth in PLoS ONE Publications

PLoS ONE Articles Published per Quarter

Year	Annual Submissions	Annual Publications	% of Annual PubMed
2007	2,497	1,231	0.16%
2008	4,401	2,723	0.34%
2009	6,734	4,310	0.52%
2010	13,567	6,784	0.7%
2011	>25,000*	>14,500*	~1.6%*





BIOLOGY OPEN

SCIENTIFIC REPORTS

Home Search For Authors For Referees About Scientific Reports

Editor-in-Chief: Jordan Raff, Milstein Professor of Molecular Cancer Biology, University of Oxford, UK

Founding Editors: John Gurdon, Alan 'Rick' Horwitz, Tim Hunt,

BMJ open

An open access, online-only general medical journal dedicated

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SAGE Open

SAGE Open is a new open access publication from SAGE. It publishes peer-reviewed, original research and review articles in an interactive, open access format. Articles may span the full range of the social and behavioral sciences and the humanities.

Latest Articles

Some Recent Launches of PLoS ONE 'clones'

- G3 (Genetics Society of America) - \$1,650 / \$1,950
- BMJ Open - £1,200
- Scientific Reports (Nature Publishing Group) - \$1,350
- AIP Advances (American Inst Phys) - \$1,350
- Biology Open (Company of Biologists) - \$1,350
- TheScientificWorldJOURNAL (Hindawi) - \$1,000
- QScience Connect (Bloomsbury Qatar Foundation) - \$995
- SAGE Open - \$695
- Springer Plus - \$ tba
- A series of Taylor & Francis journals (tba in 2012)

New Products at PLoS

- **PLoS Currents** (<http://www.plos.org/publications/currents/>)
 - Influenza
 - Huntington Disease (with CHDI)
 - Evidence on Genomic Tests (with US Centers for Disease Control and Prevention)
 - Tree of Life (phylogenetic studies)
 - Muscular Dystrophy (Parent Project Muscular Dystrophy)
 - Disasters

PLOS Currents: Huntington Disease

Rapid and open sharing of new research data, analyses, and ideas.

PLOS Currents: Huntington Disease enables research results and ideas to be shared immediately while ensuring that they will be permanently archived and citable. PLOS Currents provides open access to all content, ensuring that authors reach the widest possible audience. All content is reviewed by a group of expert researchers. PLOS Currents: Huntington Disease is produced with support from the CHDI Foundation.

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[View video about PLOS Currents: Huntington Disease](#)

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 - Disasters
- **PLoS Hubs** (<http://www.plos.org/publications/hubs/>)
 - PLoS Hub in Biodiversity

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Featured Article

Do Frogs Get Their Kicks on Route 66? Continental U.S. Transect Reveals Spatial and Temporal Patterns of *Batrachochytrium dendrobatidis* Infection

Traveling along U.S. Highway 66 and U.S. Interstate 64 from California to Virginia, researchers found that a fungus that is detrimental to amphibians is more or less present from coast-to-coast.



Recently Added Articles

Feed 

● **Could Seals Prevent Cod Recovery in the Baltic Sea?**

Brian R. MacKenzie, Margit Eero, Henn Ojaveer

PLoS ONE | Added 2011 September 19

● **The World's Rediscovered Species: Back from the Brink?**

Brett R. Scheffers, Ding Li Yong, J. Berton C. Harris, Xingli Giam, Navjot S. Sodhi

PLoS ONE | Added 2011 August 12

● **Investing in Threatened Species Conservation: Does Corruption Outweigh**

Curators & Steering Committee



Patricia Miloslavich is a professor of marine biology at the University Simon Bolivar (USB) in Caracas, Venezuela. [More...](#)



Edward Vanden Berghe is the current Executive Director of the Ocean Biogeographic Information System (OBIS) [More...](#)

New Products at PLoS

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 - PLoS Hub in Biodiversity
- **PLoS Blogs** (<http://www.plos.org/publications/blogs/>)
 - And the PLoS Journal blogs



NeuroTribes

White House Appointee Ari Ne'eman on the Power of Autistic Community

Ari Ne'eman discusses the value of community.



Work in Progress

Contemplating Complementary Medicine

Jessica Wapner ponders the use of complementary medicine.

Speaking of Medicine

How to Use PLoS's Advanced Search Function

The Panic Virus

SciWriteLabs #4, in which Alistair Dove argues that bad science inevitably gets "overwritten" by good science...and I point out on all the harm that can happen in the meantime



MIT SciWrite

For frack's sake, stop calling natural gas "green"

Stephen Craft digs into the controversy surrounding fracking.

« Older posts

Programming note: All atwitter

By [mangrist](#)

Posted: November 6, 2011



On Tuesday November 8 (don't forget to vote!) at 3PM EST, I will be having a Twitter chat with the extraordinary [Rebecca Skloot](#). In the event you've been on Alpha Centauri for the last

Around the Web



[Photoacoustic imaging beyond our wildest](#)

[dreams](#) Medical imaging, from whole organs to single blood vessels.



[Drinking water in Vietnam has excessive arsenic](#) Seven million

The PLoS Blogs Network

- [Body Politic](#)
- [EveryONE](#)
- [Genomeboy](#)
- [Gobbledygook](#)
- [MIT SciWrite](#)
- [Neuroanthropology](#)
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- [Obesity Panacea](#)
- [Speakeasy Science](#)
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Thank You!

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