

STRATEGIC PUBLISHING

CHOOSING OUTLETS FOR YOUR RESEARCH

OFFICE OF THE DEPUTY-VICE CHANCELLOR (RESEARCH)
& MACQUARIE UNIVERSITY LIBRARY



RELEVANCE

Your chosen outlet must be relevant to your field of research to guarantee it will target an appropriate audience.

- Is there a good fit between your topic and the scope of this outlet?
- Do the titles of the research published fit meaningfully into this scope?
- Is your potential audience citing and publishing in this outlet?
- Are members of the editorial board recognised experts in your discipline?
- Do board members list the outlet on their own institutional websites?

REPUTATION

It is important to choose an outlet that is well regarded by those in your research community.

- Will your output meet eligibility requirements for the [ERA](#) evaluations?
- Will this outlet/publisher look good on your publication record?
- Is it affiliated with a recognised publication initiative, society or association?
- Are there any relevant performance indicators (e.g. impact factors, journal rankings, etc.)?
- How is it perceived by the broader community in blogs, forums and other social media?
- Is it indexed in a relevant database for your discipline? Have you checked [Ulrichs](#)?

VISIBILITY

The exposure of your research will depend on the outlet being easy to discover and access.

- Will this outlet provide readers with sufficient access to the full-text version?
- Does this outlet have an open access policy?
- On the official website, is the lead-time to publication clear and reasonable?
- Has the outlet optimised visibility by adopting standardised numbers (ISSN or ISBN) and permanent links (DOI)?

VALIDITY

The increasing prevalence of “predatory” publishers indicates the importance of recognising ethical and valid publishing practices.

- Has there been any personalised unsolicited contact from this outlet?
- Does the official website provide clear information on its peer review policy?
- Is there a proper editorial workflow?
- How easy is it to contact the publisher? By post, email, phone?
- Are author fees associated with the publication process clearly stated and easy to find?
- Who owns the copyright? Is there an embargo?
- Does the physical address of the outlet appear to be legitimate? Are any assertions about metrics or quality indicators legitimate and current?