

LIBRARIAN INSIDER

NEWS FOR LIBRARIANS

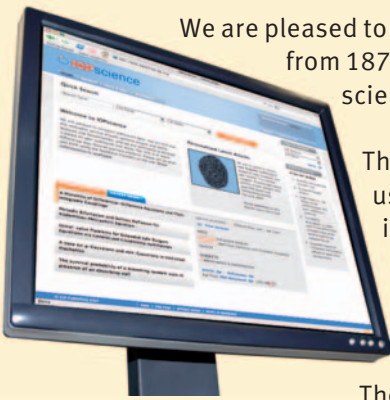
IOP

SEPTEMBER 2007

Welcome to the 12th issue of **Librarian Insider**, our quarterly newsletter dedicated to you. If you or your colleagues would like to be notified about future issues, please e-mail alison.hadley@iop.org

NEWS

IOPscience. Discover More.



We are pleased to introduce IOPscience, a new electronic platform for IOP-hosted journal content from 1874 to the present day. It has been developed with the research needs of the scientific community and the space and archiving concerns of librarians in mind.

The content in IOPscience has been organized by more than 6,000 classifications using PACS and MSC codes in physics, astronomy and mathematics. You can interact with these subject classifications in a multitude of ways. For every article in which you have an interest, you will be able to find different articles in the same area. Other key features include **RSS feeds, tag clouds** and **social bookmarking**.

The IOPscience development program has included research surveys, testing and beta trials among various user groups, and we would like to thank everyone who has been involved in this process.

IOPscience is available as an electronic-only license to view IOP content. We want to give every customer cost-effective access to IOP content, through our tailored pricing model, which is based on a number of factors including the size of relevant research at your institution and your geographic location. If you would like to trial IOPscience, or to find out more information, please contact your Regional Representative. Visit iopscience.org and click on 'contact us' for a list of representatives or click on 'request free trial'.

IOP in Virtual Journals

We are pleased to announce that two of our journals, *New Journal of Physics* and *Physica Scripta* are now accessible in Virtual Journals (the AIP and APS sponsored series). With no access restrictions, it is possible to view abstracts from both journals. *New Journal of Physics* full-text articles are freely available to all and *Physica Scripta* subscribers will find links to full-text articles. Non-subscribers to this journal will also be able to purchase articles online.

We are extremely happy to be contributing to the area of physics research through Virtual Journals. Please be sure to let your faculty members know that this access is available. You can find out more about Virtual Journals at www.virtualjournals.org

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The relaunched *physicsworld.com* is an essential resource for the world's physics community. It offers a wealth of information for your faculty members, including:

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EVENTS

14th Beijing International Book Fair (BIBF)



Desmond Reaney and Rick Liu at the IOP Publishing booth

IOP Publishing attended the 14th Beijing International Book Fair (BIBF), in China from August 30 to September 3 of this year. BIBF is China's largest and most international book fair with over 1,400 participating companies, including over 650 international publishers from over 50 countries, and is considered by many to be a vibrant expression of China's 3,000-year old book-reading culture. Organized by China National Publications Import & Export Corporation (CNPIEC), China's largest



subscription agent, the BIBF was described as "the best it's been".

IOP Business Development Manager, Desmond Reaney, and IOP Regional Representative for China, Rick Liu, attended the event. They were able to meet many librarians, professors and agents to talk to them about IOP journals and community websites. We are pleased to have been able to translate some of our publications, such as the IOP Journals Catalogue and Electronic Journal User Guides. If you would like Chinese copies of either of these, please contact rick.liu@iop.org.

We hope to see you at one of these upcoming events:

16th Panhellenic Academic Libraries Conference October 1 – 3, University of Piraeus, Greece

Frankfurt Book Fair (IOP Booth 4.2-J415) October 10 – 14, Frankfurt, Germany. Visit the IOP Publishing stand to see a demonstration of IOPscience and to sign-up for a free trial

XXVII Annual Charleston Conference November 7 – 10, Charleston SC. IOP Publishing is proud to sponsor a refreshment break, Friday, November 9, from 9.30–10.00am outside the Carolina Ballroom in the Francis Marion Hotel

EIFL General Assembly November 8 – 11, Belgrade, Serbia. Attended by Desmond Reaney, Consortia Business Development Manager and Yann Amouroux, Regional Representative

Online Information (IOP Booth 614) December 4 – 6, London, UK. Visit the IOP Publishing stand to see a demonstration of IOPscience and to sign-up for a free trial

Free access to chemical physics research for the rest of 2007

We are pleased to make *Chinese Journal of Chemical Physics* (CJCP) available to the international research community on behalf of the Chinese Physical Society.

This is the first year this bi-monthly publication has been translated completely into English, providing international researchers with access to some of the latest international developments in chemical physics research.

Founded in 1988, CJCP is devoted to reporting new research with a strong chemistry and physics foundation. The papers are of interest to a wide community of international researchers across fields from chemistry, physics, material and biological sciences and their overlap.

The first three issues are online and will be free to download at www.iop.org/EJ/journal/cjcp until the end of the year.

DID YOU KNOW?

2008 pricing now available

Pricing information for our titles and packages is now available online from our Librarians Channel, librarians.iop.org. Simply click on the pricing and ordering link and download the pricing bulletin or catalogue for your region.

We hope this will help you when renewing your subscriptions for 2008. For more information on the status of subscriptions at your institution, visit librarians.iop.org, or contact us at custserv@iop.org

IOP in support of COUNTER

We would like to remind you that IOP provides COUNTER-compliant Electronic Journals usage statistics reports for librarians. It is possible to view these reports through a secure website hosted by MPS Technologies, in collaboration with Coremetrics. The reports are updated on the 20th of each month. If you are a site

contact or a statistics contact for our Electronic Journals service, and you need to be reminded of your login details, please e-mail custserv@iop.org

If you are interested in becoming a member of COUNTER and for more information, please go to www.projectcounter.org/members

60 seconds with...

We are pleased to recognize librarians from around the world in our *60 seconds with...* interview feature, which offers an informal and personal look at librarians who are shaping the physics community.

Our current interviewee is Julie Hitchen, Librarian at

the University of Central Lancashire in the UK. Read all about Julie's favorite music, dream holiday and what led her into her chosen profession at journals.iop.org/sixty. You can also view previous *60 seconds with...* interviews using the link at the bottom of the page.

ASK LI



Our Customer Service department has received questions about the digitization of the EPL Journal Archive for 2007 and what will be happening in 2008.

We have recently digitized the entire archive for *Europhysics Letters* (EPL) which now goes back to Volume 1, published in 1986. It represents over 9,000 articles. The current

volume plus a 10-year archive continues to be available with a journal subscription. EPL content older than 10 years has been added to the IOP Journal Archive (1874–1997).

If you have already purchased the IOP Journal Archive it is still possible to add EPL. Please contact us at custserv@iop.org to learn more about your options.

We have also received enquiries about page charges for *The Astronomical Journal*, which we are happy to address here.

The Astronomical Journal is published by the American Astronomical Society and does not receive direct funding from any external agencies. Page charges cover some of the costs of publication and allow the society to more fairly share charges between researchers and libraries. Support from page charges allows lower subscription prices and therefore a greater circulation for the journal, as well as open access after two years.

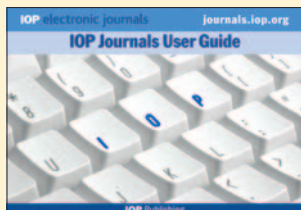
IOP will start publishing *The Astronomical Journal* in January 2008. *The Astrophysical Journal*, including *Astrophysical Journal Letters* and *The Astrophysical Journal Supplement Series*, are scheduled to begin publication with IOP from January 2009.

For information, please contact our American Headquarters at info@iopubusa.com

**Do you have a question for us that you would like answered?
E-mail us at custserv@iop.org with 'Ask LI' in the subject line.**

MARKETING YOUR LIBRARY

In previous issues of Librarian Insider, we've published articles about librarians who use creative marketing tactics to promote their libraries. In this issue, we thought you might be interested in learning the ways in which IOP Publishing can help you to promote your library to your faculty members and students.



Electronic Journal User Guides

These provide an overview of our Electronic Journals Service, journals.iop.org, and highlight key features, such as searching,

multimedia files, references, citing articles and e-mail alerts. They are a great introduction for those who are new to our website and a useful refresher for those who are not. We hope that the User Guides will help you to make the most of our online service.

User guides are available in different formats, including a fully-comprehensive, condensed and powerpoint version. You can download these from www.iop.org/journals/guides or more easily via an electronic button on the Librarian Channel. Alternatively, if you would like printed copies, please e-mail alison.hadley@iop.org

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For more information on adding your logo, please go to www.iop.org/EJ/librarians/-page=brand. If you have any questions, please contact custserv@iop.org



Posters and postcards

We have a large selection of posters for many of our journal titles, products and services to brighten up your library. You may like to promote your library collection by

displaying posters relating to your subscriptions. Additionally, please see below for this issue's special poster give-away.

We also produce a selection of eye-catching postcards, which you can hand out to your students. Each postcard aims to give bite-sized information on different themes, such as:

- clustering facility
- RSS feeds
- references and citing articles
- searching and browsing

Please e-mail alison.hadley@iop.org if you would like posters or postcards.

If you have any suggestions on how we can help you further, we would be delighted to hear from you. Please contact alison.hadley@iop.org

Free Collectible Posters

Our complimentary posters continue to be popular with readers. This issue we are giving away a striking *Metrologia* poster which was voted most popular of two designs by the measurement science community in a recent poll. We are also giving away a *Nonlinearity* poster, featuring cover images from the last 20 volumes of the journal. To get your free copies, available while supplies last, e-mail alison.hadley@iop.org



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We welcome your feedback and comments on **LIBRARIAN INSIDER**; please e-mail alison.hadley@iop.org

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