

# **Publisher's Report for *Studies in Christian Ethics***

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# Online Usage

## Full-text downloads

We are able to distinguish between paid and unpaid usage when reporting on article downloads. **Paid usage** refers to articles downloaded by readers who accessed the journal via their institution's paid-for subscription (so while the article may appear free to the reader, it was effectively paid for by the reader's library's subscription/consortia arrangement). **Unpaid usage** refers to articles downloaded by readers who accessed the journal through their individual accounts by signing up to one of our free trials. This distinction is important, as librarians only monitor paid rather than unpaid usage in order to determine whether to renew a subscription. Our primary focus is therefore on increasing paid usage.

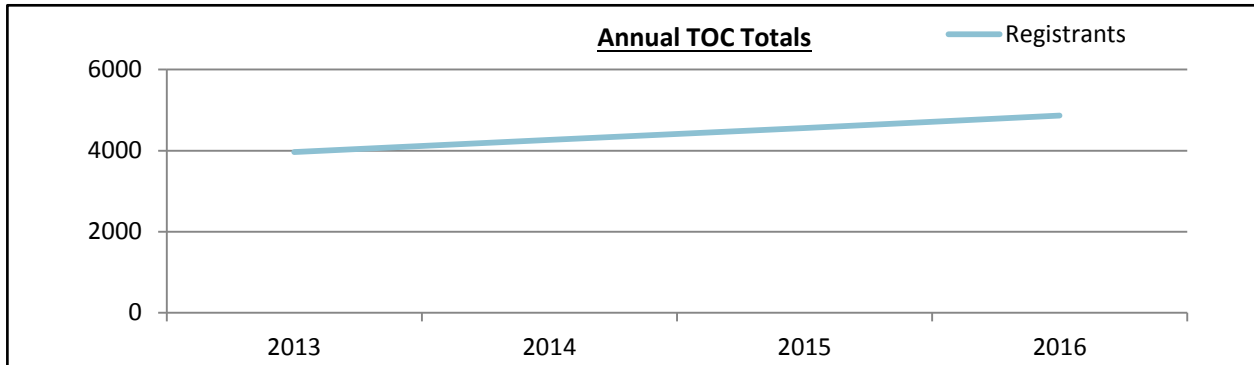
|                 | Total downloads |          | Paid downloads |            |
|-----------------|-----------------|----------|----------------|------------|
|                 | Total downloads | % change | Paid downloads | % of total |
| <b>2016 YTD</b> | 14,911          | -39%     | 12,419         | 83%        |
| <b>2015</b>     | 24,597          | -14%     | 20,153         | 82%        |
| <b>2014</b>     | 28,521          | -15%     | 22,647         | 79%        |
| <b>2013</b>     | 33,685          | 27%      | 24,683         | 73%        |

The combined monthly usage indicates in 2015 that November had the highest usage (**2,972**) with high usage also indicated in March and April (**2,522** and **2,701**, respectively). This is unsurprising as these months of high usage coincide with SAGE's cross platform free trials (March) and Theology free trial (November).

|                 | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Total  |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| <b>2016 YTD</b> | 2,675 | 1,930 | 2,356 | 2,674 | 1,874 | 1,285 | 2,117 | -     | -     | -     | -     | -     | 14,911 |
| <b>2015</b>     | 2,107 | 1,980 | 2,522 | 2,701 | 2,271 | 1,431 | 1,281 | 1,548 | 1,765 | 2,013 | 2,972 | 2,006 | 24,597 |
| <b>2014</b>     | 2,457 | 2,249 | 2,896 | 2,955 | 1,707 | 1,269 | 1,419 | 2,314 | 2,115 | 3,737 | 3,747 | 1,656 | 28,521 |
| <b>2013</b>     | 3,656 | 2,121 | 1,989 | 2,562 | 1,927 | 1,211 | 1,268 | 1,934 | 1,795 | 6,610 | 7,250 | 1,362 | 33,685 |

## Alert registrants

In total, **4,561** people had signed up to receive *Studies in Christian Ethics* e-alerts (Table of Contents, keywords and other email alerts) by the end of 2015. This is an increase of **7%** on the previous year, when the journal had **4,265** registrants. The largest increases were in April, August and September.



## Top 10 downloaded articles

The table below shows the 10 most frequently downloaded articles in 2015 with Joylon Mitchell's article, 'The Ethics of Photojournalism' the most frequently downloaded. Interestingly none of the Online First articles are in the top 10.

| Article   | Author/s           | Article type    | Year pub. | Abstract views | Full-text downloads |
|---|--------------------|-----------------|-----------|----------------|---------------------|
| The Ethics of Photojournalism   | Jolyon Mitchell    | Article         | 2000      | 25             | 421                 |
| Book Review: James V. Brownson, Bible, Gender, Sexuality: Reframing the Church's Debate on Same-Sex Relationships | Andrew Goddard     | Book Reviews    | 2015      | 3              | 363                 |
| Surveillance and the Eye of God   | David Lyon         | Article         | 2014      | 1061           | 306                 |
| Individual Rights versus Common Security? Christian Moral Reasoning about Torture                                 | Nigel Biggar       | Article         | 2014      | 828            | 264                 |
| Christian Witness on Abortion: The Examples of Paul Ramsey and Stanley Hauerwas                                   | John J. Fitzgerald | Article         | 2014      | 887            | 248                 |
| Does Sport Build Character? A Progress Report on a Victorian Idea   | Dominic Erdozain   | Article         | 2012      | 578            | 228                 |
| What Do We Want from the Just War Tradition? New Challenges of Surveillance and the Security State                | Eric Gregory       | Article         | 2014      | 678            | 227                 |
| Guest Editorial   | Philip G. Ziegler  | Guest Editorial | 2015      | 0              | 213                 |
| When Is Torture Right?  | Douglas McCready   | Article         | 2007      | 415            | 193                 |
| The Ethics of Punishment and the Ethics of Restoration: A Critical Analysis                                       | William J. Danaher | Article         | 2014      | 459            | 173                 |

The top 10 downloaded articles for 2016 YTD show that Christopher C. Roberts' Book review 'Robert Song, Covenant and Calling: Towards a Theology of Same-Sex relationships' is currently the top most downloaded article. However, since 2016 is not a complete year the top article may change.

| Article   | Author/s               | Article type | Year pub. | Abstract views | Full-text downloads |
|---|------------------------|--------------|-----------|----------------|---------------------|
| Book Review: Robert Song, Covenant and Calling: Towards a Theology of Same-Sex Relationships                      | Christopher C. Roberts | Book Reviews | 2016      | 10             | 504                 |
| Book Review: James V. Brownson, Bible, Gender, Sexuality: Reframing the Church's Debate on Same-Sex Relationships | Andrew Goddard         | Book Reviews | 2015      | 0              | 237                 |
| Surveillance and the Eye of God   | David Lyon             | Article      | 2014      | 690            | 207                 |
| The Ethics of Photojournalism   | Jolyon Mitchell        | Article      | 2000      | 54             | 193                 |
| Does Sport Build Character? A Progress Report on a Victorian Idea   | Dominic Erdozain       | Article      | 2012      | 366            | 156                 |
| (In)visibility Before Privacy: A Theological Ethics of Surveillance as Social Sorting                             | Eric Stoddart          | Article      | 2014      | 770            | 146                 |
| Consumerism as Folk Religion: Transcendence, Probation and Dissatisfaction with Capitalism                        | Matthias Zick Varul    | Article      | 2015      | 427            | 142                 |
| Christian Witness on Abortion: The Examples of Paul Ramsey and Stanley Hauerwas                                   | John J. Fitzgerald     | Article      | 2014      | 370            | 131                 |
| Kant on Christianity, Religion and Politics: Three Hopes, Three Limits  | Christopher J. Insole  | Article      | 2016      | 671            | 113                 |
| What Do We Want from the Just War Tradition? New Challenges of Surveillance and the Security State                | Eric Gregory           | Article      | 2014      | 364            | 109                 |

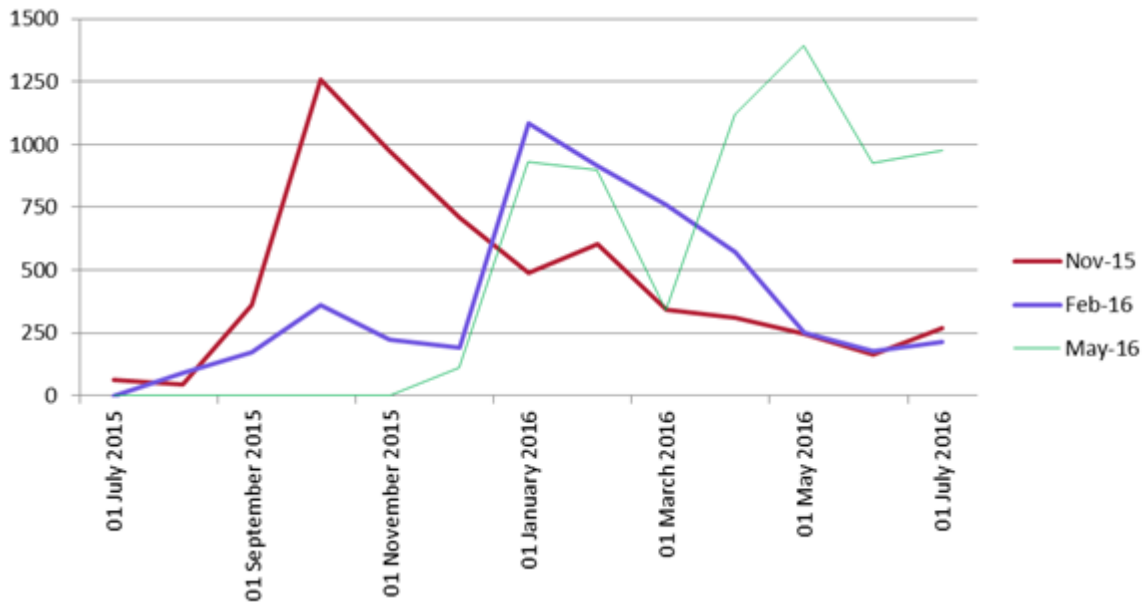
The table indicates the top 10 Institution article downloads with Liberty University Library at the top with 950 PDF downloads and 2,023 abstract downloads.

| Institution                  | Abstract Downloads | Type of Usage          | ToC Downloads | PDF Downloads |
|------------------------------|--------------------|------------------------|---------------|---------------|
| LIBERTY UNIV LIBRARY         | 2,023              | IP Access              | 31            | 950           |
| UNIV OF CALIFORNIA AT MERCED | 88                 | IP Access              | 0             | 585           |
| Oxford University Libraries  | 713                | IP Access              | 137           | 522           |
| Durham University            | 490                | IP Access              | 90            | 277           |
| UNIV OF CALIFORNIA AT MERCED | 1                  | Archive Content Access | 0             | 251           |
| CAMBRIDGE UNIV LIBRARY       | 377                | IP Access              | 83            | 247           |
| Ridley Hall Library          | 377                | IP Access              | 83            | 247           |
| Duke University Libraries    | 408                | IP Access              | 65            | 243           |
| UNIV OF NOTRE DAME           | 386                | IP Access              | 95            | 232           |
| Univ Pontificia de Salamanca | 251                | IP Access              | 38            | 225           |

## Feature usage

The graph indicates that when the May Special Issue, 'New Conversations in Islamic and Christian Political Thought' came out there was a surge in downloads during the month of May 2016, demonstrating the strength of interest in this special issue topic. The article was promoted through a SAGE Insight Blog piece and social media activity through the SAGE Religion twitter feed.

In comparison to the two previous publication month issues (February 2016 and November 2015), downloads for May 2016 publication date can be seen to have still had a greater impact.



## Web analysis

Google Analytics (GA) is a web analytics service that allows website owners to analyse how users interact with their site, providing crucial information on how best to meet their needs. Google Analytics allows us to see where users of the journal website are from, how they reach the website and much more.

The analysis that follows is based on the period from January 2015 to December 2015 (with the exception of the overview table below that shows a comparison of the current trends in new visitors, page visits, page views, average pages per visit and % of new visits for 2014, 2015 and 2016YTD).

### Visitors to Studies in Christian Ethics website

#### Overview

| Key visit statistics      | 2014   | 2015   | 2016YTD |
|---------------------------|--------|--------|---------|
| Number of unique visitors | 22,736 | 22,109 | 12,929  |
| Number of visits          | 28,590 | 28,170 | 16,539  |
| Number of page views      | 75,319 | 72,145 | 43,111  |
| Average pages per visit   | 2.63   | 2.56   | 2.61    |
| % of new visits           | 79.49% | 78.45% | 78.10%  |

## Demographics

Visits to the journal's website came from readers in **176** countries. The table below shows the top ten countries visiting the website during January to December 2015.

| Country      | Visits |
|--------------|--------|
| USA          | 11,984 |
| UK           | 4,600  |
| Australia    | 1,845  |
| Canada       | 1,389  |
| Germany      | 655    |
| India        | 591    |
| Philippines  | 571    |
| Netherlands  | 503    |
| Hong Kong    | 431    |
| South Africa | 348    |

The journal website is optimized for mobile delivery to allow readers to negotiate the site more easily on mobile devices. Visit [m.sce.sagepub.com](http://m.sce.sagepub.com) (when a visitor accesses the *Studies in Christian Ethics* platform via a handheld device it will automatically direct them to the mobile optimized version).

The table indicates that mobile access increased in **2015 (2,216 visits)** by **7.87%** in comparison to **2014's (1,618 visits)**.

| Device  | No. of visits 2014 period | No. of visits 2015 period |
|---------|---------------------------|---------------------------|
| Desktop | 25,880                    | 24,935                    |
| Tablet  | 1,092                     | 1,019                     |
| Mobile  | 1,618                     | 2,216                     |

## Search traffic

Visits via search engines account for around **34.2%** of all traffic, underscoring the importance of working to increase the discoverability of the *Studies in Christian Ethics* online. The vast majority of search traffic to the journal is from Google (**32.85%**). In partnership with HighWire, SAGE works closely with Google to ensure that *Studies in Christian Ethics* is fully indexed in Google Scholar, as well as the main Google search engine.

## Search engine keywords

The table below shows the top ten keywords used to search for journal content.

| Keywords   | Number of visits |
|--|------------------|
| Christian ethics   | 149              |
| Studies in Christian ethics  | 80               |
| Importance of moral theology   | 7                |
| Christian ethics journal   | 6                |
| Biotechnology and the normative significance of human nature: a contribution from theological anthropology | 5                |
| Christian ethics topics  | 5                |
| Discipline sport   | 5                |
| Faith or ethics or philosophy or theology or church or ecclesial author: "philip turner"                   | 5                |
| Martyrdom performance  | 5                |
| Studies in Christian ethics journal  | 5                |

# Marketing and PR

## Promoting the journal

Our marketing activities aim to:

- Help readers find your content
- Increase access to your journal
- Increase citations and downloads
- Help attract the best submissions from the best authors

We use a variety of marketing tools to promote your journal including social media channels, blogs, email, online advertising and free trials to journal content.

## Social media

Social media present new opportunities and new marketing channels to increase online readership, submissions and citations. It can also be useful in generating discussion around your journal content and building a sense of community. We are seeing a steady growth in engagement (followers, mentions, retweets) among many of our social media channels and evidence of increased traffic back to journal content on SAGE Journals.

### SAGE Twitter

We have created a number of discipline-specific social media channels in order to promote our journals. *Studies in Christian Ethics* is promoted via [@SAGEReligion](#). We also tweet to the library community via [@SAGELibrarynews](#) and to the wider community via [@SAGE\\_News](#)

If you would like information and advice on blogging, producing podcasts or setting up your own Facebook and Twitter account for the journal, have a look at our social media guidelines on the [SAGE Editor Gateway](#).



The May special issue was also tweeted about through the SAGE Politics twitter feed (7000+ followers) because of its focus on politics and inevitable interest to that community.





## SAGE blogs

In June we published a blog piece to accompany the May special issue. We would like to create more blog posts for *Studies in Christian Ethics* content as we believe that it has a broad appeal to many beyond the religious studies community. I encourage you to highlight interesting forthcoming articles to us so that we can get them into the SAGE Insight schedules to publish the blog piece as close to publication of the article as possible.

[SAGE Insight](#) is our research news blog highlighting journal research, both new and historical, across all subject disciplines. It aims to promote topical and interesting research to the public and policy makers. We invite authors to suggest their articles, if relevant; our PR team also regularly reviews journal content to check for suitable articles to promote.



## The Conversation

SAGE is proud to partner with the UK edition of [The Conversation](#). Originally launched in Australia in 2011 and now their largest independent news site, The Conversation UK brings a unique combination of academic rigour and journalistic flair to the world of academic research.

Articles published on the site are authored by academics with the help of experienced journalists to ensure research is accurately reflected within the media, and any individual is free to pitch a piece to the relevant editors at The Conversation (or via your contact at SAGE) for their consideration.

## Free access promotions

We run a free trial campaign across the SAGE Journals platform annually, providing free access to all journals published by SAGE. As well as increasing visibility and awareness, we also use this campaign to collect registrant data (which can then be used in future marketing campaigns). This year the SAGE Journals free trial was held during April.

We also run free trials for our theology journals. Last year the theology trial was held during November to tie in with the AAR/SBL conference.

There was a positive effect on journal usage from the free trial: there were 2,972 downloads in November 2015 and 2,674 in April 2016. The theology trial in November 2015 performed particularly well as the journal's downloads increased by nearly 1,000 downloads on the previous month.

## Email marketing

*Studies in Christian Ethics* is included in our regular theology e-newsletters which are sent to thousands of subscribers internationally. These are targeted and include information and updates about individual journals, such as calls for papers, editorial changes, special issues as well as broader industry news (events, conferences, developments).

If there are special articles upcoming, or you would like to do a call for papers or even draw attention to a particular article, do let us know. We can feature these in the newsletter, and could feature them on the SAGE Insight blog if suitable, as mentioned above.



## Author marketing

### Partnering with Kudos to increase impact

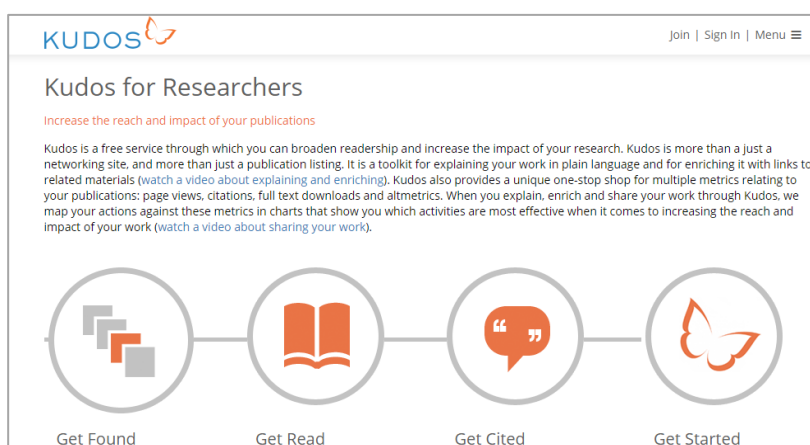
SAGE is committed to supporting your authors and providing them with an exceptional level of service. This commitment extends beyond the production process and into post-publication. To facilitate this, SAGE partners with Kudos, a third party service which provides authors with the tools and support to enable them to maximize the visibility and impact of their research.

As a result of our partnership, authors of *Studies in Christian Ethics* can benefit from this free innovative service. Kudos allows authors to explain, enrich and share their article, and then measure the impact of their actions. In the initial pilot study conducted in late 2013, authors using the Kudos sharing tools saw 19% higher downloads for their published work.

By registering on Kudos, your authors can:

- ✓ Add a lay summary to explain their article for a broader audience
- ✓ Add supplementary data such as podcasts and videos to enrich their article
- ✓ Share their paper directly on Twitter, Facebook, LinkedIn and by email
- ✓ Measure impact through seeing citations and Altmetric scores for their work

Upon publication of their article online, your authors will receive a personalized email inviting them to register on Kudos and start using this free service.



For more information please visit the [SAGE Author Gateway](#).

### Author care email series

Encouraging author engagement with the journal helps foster a sense of community and loyalty and hopefully will lead to repeat submissions. To that end, we recently introduced a new series of email campaigns for authors to engage them further with the journal in which they published. When an author publishes a paper, they will receive the following series of emails:

- Five ways to increase usage and citation of your article (to educate authors on tips they can implement to make their articles more visible)
- Stay up to date with research published in *Studies in Christian Ethics* - sign up for Journal Email Alerts (to present new content to authors as soon as it's published)
- Sign up for citation alerts to your article (to enable the author to track citations)
- See what your peers are reading and citing (linking to live feeds of most read and most cited articles on the journal site)
- Thinking about where to publish your next research article? Submit to *Studies in Christian Ethics* (to encourage further submissions to the journal)

The series has been set up in such a way that frequently published authors will receive the series of campaigns no more than twice in 24 months and the second time no sooner than 6 months after receiving the first.

# Circulation

## Traditional subscriptions

### Traditional Organization

These are your print and electronic subscriptions sold to single library institutional customers.

### Migrated Organization

These are the previously held print and electronic subscriptions to your journal that now form part of a larger bundled package sale to a library consortium.

|                                 | 2013       | 2014       | 2015       | 2014-2015 renewal rate | 2016 YTD   |
|---------------------------------|------------|------------|------------|------------------------|------------|
| <b>Individuals</b>              | 64         | 64         | 45         | 70%                    | 40         |
| <b>Traditional Organization</b> | 211        | 201        | 182        | 91%                    | 156        |
| <b>Migrated Organization</b>    | 38         | 39         | 57         | 146%                   | 61         |
| <b>Total Organization</b>       | <b>249</b> | <b>240</b> | <b>239</b> | <b>100%</b>            | <b>217</b> |

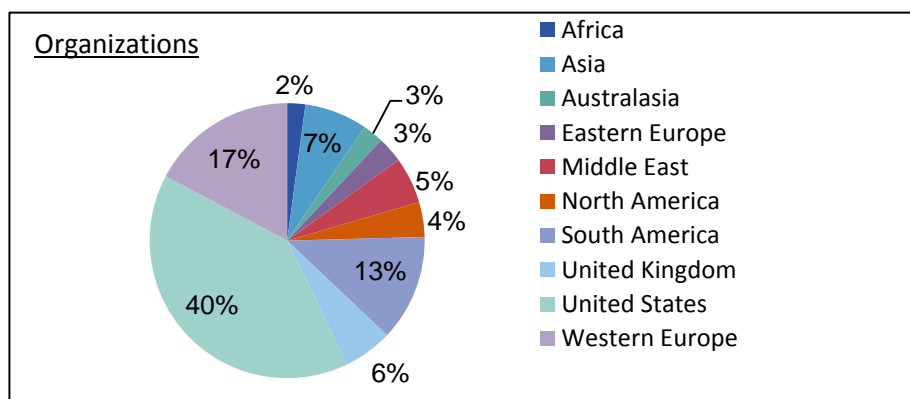
### Additional bundled packages

Additional bundled package sales refer to the provision of e-access to your journal sold within a larger package of journals, primarily to library consortia customers who were not previously benefiting from subscriber access to your journal.

|   | 2013  | 2014  | 2015  | 2016 YTD |
|---|-------|-------|-------|----------|
| SAGE Premier and other journal packages | 2,697 | 2,692 | 2,851 | 2,733    |

### Geography of subscribers

The following graph shows the geographical spread of institutional subscriptions (both traditional institutions and sales to institutions through Premier and online journal packages). The US continues to represent the largest proportion of all institutional subscriptions including packages; however we are also seeing strong levels of subscriptions in Europe.



## Philanthropic Access and Engagement with the Majority World

SAGE is strongly committed to the international dissemination of the research we publish. At SAGE, we believe passionately that engaged scholarship lies at the heart of any healthy society and that education is intrinsically valuable.

SAGE offers access to hundreds of our research journals and academic publications to institutions in developing countries for free or at a greatly reduced price. Currently **5,047** institutions in developing world countries have access to SAGE journals, including *Studies in Christian Ethics*.

In recent years we have sought and established partnerships with a growing number of important global initiatives to ensure that students, researchers and policy makers in developing countries have access to the latest leading peer-reviewed research in science, medicine, the social sciences and humanities.



Most notably we work very closely with the Research4Life programmes (HINARI, AGORA, OARE, and ARDI), which are key sources of scientific information in the areas of health, agriculture and the environment for developing countries. Other initiatives include INASP (International Network for the Availability of Scientific Publications), the Journal Donation Project, the eIFL Foundation and Book Aid International.

INASP and Research4Life conduct comprehensive marketing programmes in order to promote the availability of journals to eligible libraries in developing world through their schemes. In addition to providing our journals, SAGE supports these organizations in a number of key ways:

- This year we co-sponsored the INASP annual conference
- We regularly post on our [SAGE Connection](#) blog about the schemes
- We promote our involvement and journal availability through the schemes on our [SAGE Library](#) Twitter feed
- We have a dedicated page on our website targeted to librarians in the developing world

Research4Life recently published a piece about SAGE's activities, stating that we are 'closely aligned and committed to supporting the partnership's mission to provide access and dissemination of research information to libraries and researchers in the developing world.' Importantly, the piece also comments on SAGE's 'focus on communities', citing that, 'in addition to access, SAGE also maintains an active relationship with various organisations to support both original research and training opportunities.' The full article can be found on the Research4Life website:

<http://www.research4life.org/publisher-of-the-month-sage-publishing/>.

### Library Value in the Majority World

Demonstrating value for institutional stakeholders has become an increasingly important activity in academic libraries around the world. The concept of library value can be defined in several ways: value for users in the level of support and services provided; value for the parent institution in contribution to institutional missions and goals; or economic value for return on investment. In 2013, SAGE undertook a six month research project to investigate the value, and perceptions of value, of academic libraries for teaching and research faculty in developing countries.



The project focused on a sample of twelve developing country universities and explored evidence and perception of library value, availability and use of library services, as well as communication and visibility of the library and its services. Our aim was to proactively help and educate librarians in how they can maximise engagement and promote their resources to users. The report was published as a white paper in August 2013 and highlighted a number of points to be considered by

developing world librarians and universities, as well as publishers. You can read the original report here: <http://studysites.uk.sagepub.com/repository/binaries/pdf/LibValReport-2013.pdf>

The twelve participant universities all received free access to SAGE product platforms, with six of them being offered additional marketing support to drive awareness and usage of these resources. In 2014, SAGE published a marketing case study follow-up, which reported on the effectiveness of marketing channels, the value of usage statistics and looked at three of the institutions in greater detail. This report reiterated the importance of building a strong relationship between libraries and academic departments in the developing world, as well as demonstrating how publishers can be instrumental in helping secure that relationship. The marketing case study was published as a blog series and booklet and can be seen on the SAGE Connection blog, as well as being available here:

[https://uk.sagepub.com/sites/default/files/ndm\\_18078\\_lvdw\\_blog\\_booklet\\_ecopy.pdf](https://uk.sagepub.com/sites/default/files/ndm_18078_lvdw_blog_booklet_ecopy.pdf)

Further information on SAGE's developing world initiatives can be found [here](#).

## **Discounted Subscriptions to Theological Colleges, Seminaries and Theological Library Associations**

In order to support access to important journals for smaller institutions, SAGE offers a discount of 30% on the institutional subscription rates for our theology titles (including *Studies in Christian Ethics*) to all non-university-affiliated theological colleges and seminaries. In addition we offer a discount of 50% to members of key theological library associations: CALA (Africa), LATLA (Latin America), ABTAPL (UK), ForATL (Asia) and ANZATL (Australia and New Zealand).