Marketing Corner

Table of Contents (TOC) Alerts for Journals

Our December 2010 statistics show that more than 648,400 individuals worldwide are currently signed up to receive Table of Contents Alerts (TOC Alerts) of one or more Springer journals.

The benefits of TOC Alerts for the subscribers are numerous; moreover, the numbers suggest that TOC Alerts play an important role in generating journal downloads, and thus citations.

We therefore encourage all our publishing partners to continue to vigorously promote the Springer TOC Alert Service via internal and external communication channels including the publication webpage, any conference webpage, print and e-Newsletters, and any social media and social networking account.

New: Your Announcement in TOC Alerts

Did you know that Springer can now include customizable messages, like the one shown in the screenshot below, via a banner ad in any TOC Alert? This is a great way for you annnounce upcoming conferences and events, to alert readers to important journal news, as well as to promote any of your social media/social networking accounts online.

Simply email the announcement text and the relevant link (the website URL you would like the banner to link to) to your Springer publishing contact.

Insert your message here!