

“Strategic partnership delivers results for HighWire customers and readers”

Twenty-one HighWire publishers see increases in readership through recent partnership with TrendMD

HighWire Press, Inc., the leading technology platform and strategic partner to scholarly publishers and societies, announced today initial success of its partnership with TrendMD. The TrendMD content recommendation widget has delivered over 1.36 million additional article views to HighWire publishers, attracting over 272,000 new readers across 156 journals on the HighWire Open Platform.

Figures from the past six months show the HighWire and TrendMD partnership has had a direct impact on readership – with twenty-one publishers seeing an average traffic increase of 4%. Publishers participating in the TrendMD Sponsorship Program achieved even greater increases in traffic, some seeing a 9.38% increase in traffic in just one week, compared to a 3.35% average weekly increase before participating in the sponsorship program.

Chris Kohler, Associate Publisher, Scholarly Journals of the American Diabetes Association said: “We need to be responsive to changing needs of readers and researchers. Our readers want to access research that is most relevant to them in the easiest possible way. HighWire’s partnership with TrendMD helps us deliver this for readers and increases discoverability of our journal content across the TrendMD Network to engage readers and attract new visitors to our site. We value the strategic relationship HighWire offers to help us address the changing needs of journal readers and authors.”

“Recent research shows that readers increasingly value article recommendations on publishers’ web sites,” said Paul Kudlow, MD, TrendMD. “We’re proud to partner with HighWire to enable publishers to increase reader engagement with links to highly relevant articles based on what the specific reader, and thousands of others, have recently clicked on.”

“Contributing to the success of our publishers is at the heart of everything we do at HighWire”, commented Dan Filby, CEO at HighWire Press, Inc. “The results from our partnership with TrendMD are very encouraging. Enabling our publishers to achieve maximum discoverability for their content is key to their success.”

“In this rapidly changing and challenging environment, our publishers benefit from innovative solutions delivered not only by our own highly talented developers, but also through our program of strategic partnerships with third parties such as TrendMD.”

About HighWire Press:

Through its innovative Open Platform, HighWire provides innovative technology solutions to influential societies, university presses, and independent publishing organizations which produce high-impact journals, books, and other scholarly materials. Long affiliated with Stanford University, the newly independent HighWire Press, Inc. offers publishers: digital content development and hosting services; a customizable peer-review manuscript submission system; strategic consultation services; and unique community networking opportunities.

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