

Journal of the Month review

In November 2011, Kate Smith, the marketing assistant for Maney, the publishers of the *Journal of Bryology*, suggested that the journal could be the *Journal of the Month* promotion for February 2012 to coincide with the Vienna International Plant Association Conference. This was an opportunity to promote not only the journal itself, but also the significant bryological contribution of the BBS, to a much wider audience.

The *Journal of the Month* webpage had contributions from members of the Scientific Editorial Board, focusing on their own areas of expertise, and many members of the BBS provided short articles on different aspects of the Society's work. Scientific Editors Alain Vanderporten, Neil Bell, and Maria Teresa Gallego each contributed an overview of their current area of research and future 'hot topics'. Jeff Duckett produced a stimulating video about his research on fungal associations in hepatics and his work in the Southern hemisphere. Jeff Bates, writing from the perspective of a long-standing Editor of the journal, as well as a current Scientific Editor and a lifetime career in university education, gave an overview of the state of bryology and the future role for the journal.

From the BBS, Mark Hill wrote a brief history of the society, and Liz Kungu contributed a history of the journal and its predecessor (*Transactions*). Sharon Pilkington, who writes 'Beginner's Corner' in *Field Bryology*, kindly provided an introduction to bryology for the webpage, and Ian Atherton provided a promotion for the *Field Guide* and images for the photo i.d. competition. The remaining contributions focused on the important work of members of the Society in promoting bryological study and providing the raw data for research. Nick Hodgetts discussed the work of the BBS Recording and Conservation Committee and Jo Wilbraham the work of the

members of the Tropical Bryology Group, which has produced 26 peer-reviewed contributions to the journal to date. Chris Preston's contribution highlighted the role of members of the BBS in collecting the vast amount of raw data that provided the statistical basis for a series of publications analysing the bryoflora of Great Britain and Ireland, and the current *Atlas*, and will enable the production of the next edition of the *Atlas*.

During this promotion Maney offered a number of incentives, including free downloads of the last 3 years of papers published in the journal, and this stimulated a lot of interest. The *Journal of Bryology* was the 25th most downloaded title on the whole of *Ingentaconnect*, and the second highest Maney title during February. In total there were 3,359 full-text downloads in February, compared with a monthly average of 446 for the whole of 2011 and the previous maximum monthly total of 1,368 in November 2011. The top download was *Distribution patterns in British and Irish liverworts and hornworts*, which is of special significance because this is one of the articles based on the data collected by BBS members through the decades. Jeff's video has had 380 views, and was most popular in the UK, followed by parts of Europe and the USA, but was viewed from a wide range of countries around the world.

For those of you who did not manage to see the *Journal of the Month* page at the time, it is still available online with the link from the BBS home page and Jeff's video is available on *YouTube*.

Finally, I give my heartfelt thanks to all those who contributed to this promotion, as without your help it would not have been possible.

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