



## Publishing your stem cell research

This guide outlines steps and best practices for getting your work published.

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### Journal Selection

Selecting the correct journal for your paper is the most important step in getting your article published.

The questions you should consider when choosing your target journal are:

- Whom do I want to reach (target audience)?
- How do I intend to reach the desired audience?
  - Is the journal open-access?
  - How will readers access my article?
- What type of journal will best meet my needs (general or specific, local or international)?
- How soon do I need to publish the data?
  - Speed of review
  - Speed of publication

When you have selected a journal you should also consider:

- The scope and aims of the journal (e.g., narrow, broad, how well it matches your topic)
- The typical readership (e.g., researchers, clinicians...)
- Methodology preferences, balance of reviews and original research
- Credibility and prestige of the journal, impact factor, visibility, journal accessibility, society affiliation
- Is the journal indexed by PubMed?

Once you have a journal selected you should:

- Review the Author Instructions.
- Ensure your article falls within the aims and scope of the Journal.
- Read the content of a few issues of the journal

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### Pre-submission Inquiries

Pre-submission inquiries can help to determine your target journal's interest, but should not be used to circumvent the peer review process.

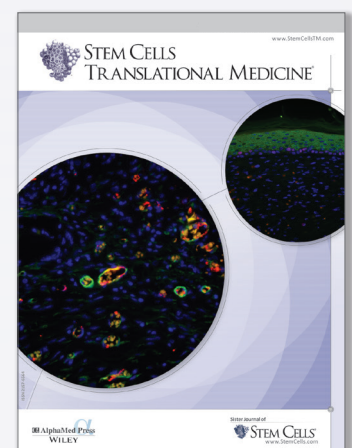
- These inquiries are directed to the Editors to gauge their level of interest in the topic of a manuscript and can help to determine whether the paper will likely be considered for peer review.

Submit a pre-submission inquiry especially:

- If you are unsure about your article's suitability for a journal
- If you have questions about the submission or review process

Provide sufficient study information for decision-making including:

- Abstract
- Perceived value to a journal's audience
- Relationship to an existing body of work for a specific topic
- Disclosure of prior submissions
- Description of unusual circumstances



## Manuscript Preparation

**Compliance with journal guidelines makes it easier to evaluate your submission.**

- Follow the journal's instructions regarding:
  - Formats and lengths
  - Graphic sizes
  - Types of supplemental data
- Use proper grammar, punctuation, and language; enlist a language editing service if necessary.
- Check that data and results within all text and accompanying materials are internally consistent.
- Data and results should be internally consistent. Ensure that results noted in tables are the same results noted in the text.

Be as transparent as possible when disclosing the research question, how the study was conducted, and what findings are included.

### Discoverability and Search Engine Optimization

As you prepare your manuscript, consider how to improve the chances that readers will find the article after publication through search engines. You can take steps to improve your articles online discoverability by paying attention to these key techniques:

- Carefully select at least 5 relevant key words
- Lead with key words in the article title
- Repeat key words 3–4 times throughout the abstract
- Link to the published article on social media, blogs, and academic websites

Because they are highly utilized by search engines when ranking search results, selecting appropriate key words (i.e., search terms) and using them frequently and appropriately in the title, abstract, and article is critical.

## Cover Letters

**This is the first summary of your article and a first chance to convey its significance and relevance. You should:**

- Explain why the selected journal is the right place to publish your article
- Describe how your article will advance the field
- Continue journal-author dialogue
- Disclose any prior submissions (including poster presentations)

## Acceptance & Rejection

**Acceptance or rejection decisions are based on these main factors:**

- Importance of the research to the field
- Originality of the work
- Quality of the study
- Relevance of the work to the Journal and its readership

### If Your Paper Is Rejected

**Following rejection, you generally have two choices:**

- Appeal the decision
  - Appeals can be lengthy and acceptance is not guaranteed even if the appeal is granted. The manuscript will usually go through additional rounds of review, which may lead to the same conclusion.
- Submit the manuscript to another journal
  - Refer to the original list of researched journals and reconsider those identified as having a strong fit