

Angewandte Chemie Online, Anywhere

Mario Müller*



Mario Müller
Senior Web Editor
Chemistry Journals

Early experiments to make *Angewandte Chemie* available in forms other than print started around 1980 with magnetic tapes, but in 1998, *Angewandte* seriously took off on the internet with Wiley InterScience (today: Wiley Online Library, WOL, Figure 1). It delivered PDF and HTML files of Communications and Reviews, and introduced comprehensive Supporting Information (experimental details, spectroscopic data, etc.). In 2003, the International Edition was digitized back to Volume 1, Issue 1, followed by the German edition in 2006.

New services to make readers' lives easier are constantly being developed. Readers have been able to subscribe to tables of contents by e-mail for some time. Today however, most articles are published online in "Early View" after editing and typesetting have been carried out and approved by the authors, but before they are even assigned to an issue. WOL offers an option to be notified of such publications on a daily or weekly basis by e-mail. Should you rather wish to be notified of new results of your own query (for an author, a title, a keyword, ...), you can set up a pertinent alert in WOL. The website also offers RSS feeds, which let you keep up to date with suitable software on your desktop, laptop, tablet, or even smartphone from a personal selection of journals across publisher boundaries, for example by using Feedly (Figure 2).

The results of a few queries defined by *Angewandte's* editorial team can be found on the journal's website under the label "Virtual Issues": Research

topics such as organocatalysis and photovoltaics, but also, more recently, batteries, photo- and redox catalysis are truly "Hot Topics". Suggestions for new topics are welcome at any time.

Angewandte can also be found in social networks, such as Facebook and Twitter. All newly published articles are announced there (Figure 3), and team members report from the conferences they attend, and on what else is going on in the office. This is a benefit for everyone who spends a lot of time in such networks but also makes articles more attractive to search engines. The team also receives (and answers!) various requests and comments from readers. Currently, Wiley runs a pilot with Altmetric to determine the echo of journal

articles on the web, especially social media, blogs, and news outlets. You can tell from the little rainbow-colored "Am" logo on the International Edition's abstract pages—click for yourself and find out more.

Rather than a social network, ChemistryViews.org is a portal website that Wiley-VCH runs on behalf of ChemPubSoc Europe, a consortium of 16 European chemical societies which publishes sister journals of *Angewandte: Chemistry—A European Journal*, *European Journals of Organic and Inorganic*

The screenshot shows the Wiley Online Library interface for the Angewandte Chemie International Edition. At the top, there are navigation links for 'Home', 'General & Introductory Chemistry', and 'Angewandte Chemie International Edition'. A search bar is located in the upper right corner. The main content area features a featured article titled 'Directing-Group-Assisted Copper-Catalyzed Olefinic Trifluoromethylation of Electron-Deficient Alkenes' by Chao Feng and Prof. Dr. Teck-Peng Loh. The article includes a chemical reaction scheme showing the conversion of an electron-deficient alkene to a trifluoromethylated product using a copper catalyst and a directing group. The page also displays various journal tools, a journal menu, and a list of recent articles.

Figure 1. Besides access to full text, *Angewandte* offers various services such as alerts and search through Wiley Online Library (search by citation: in the upper right corner, click on "in this journal" to select).

[*] Dr. M. Müller
Wiley-VCH Verlag, Weinheim (Germany)
Homepage: www.angewandte.org
E-mail: angewandte@wiley-vch.de

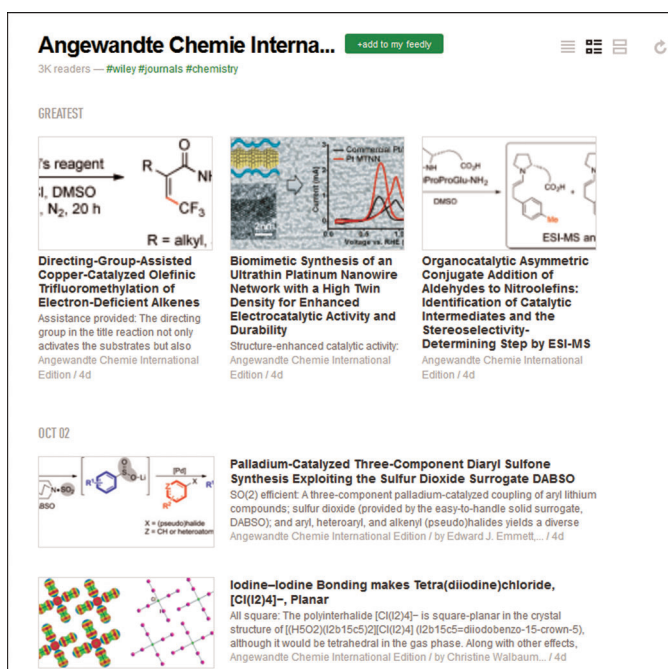


Figure 2. RSS feeds enable the use of *Angewandte* in a variety of services, such as Feedly.

Chemistry, *ChemPhysChem*, *ChemBioChem*, *ChemMedChem*, *ChemSusChem*, *ChemCatChem*, *ChemPlusChem*, *ChemElectroChem*, and *ChemistryOpen*. ChemistryViews offers news and views of everything that happens in chemistry. It also offers an option to combine streams of Early View articles based on one's interests published in various journals, including *Angewandte*.

The successful introduction of tablets has allowed publishers to bring more content to readers. With *Angewandte Chemie International Edition* as a pilot title, Wiley, the parent company of Wiley-VCH, have undertaken a large effort to develop a journal app for the iPad^[*], because a two-column PDF file can only be read with some effort on a tablet. The *Angewandte* app offers

existing subscribers access to all articles, even off-campus, at no extra cost. If you are not in the fortunate position to have access to an academic or corporate library, you can subscribe in the app, but for members of ChemPubSoc Europe societies, such as the GDCh (Gesellschaft Deutscher Chemiker; German Chemical Society), the cheapest way is a personal subscription. The app lets users download articles and issues to read offline. The reading experience was designed to take full advantage of the device. Reference and figure lists are placed independently of the running text, one can browse through articles, issues, and figures, and it is easy to alert colleagues or students to interesting articles or figures by e-mail (Figure 4). An app for the iPhone is being developed, apps for further titles have been launched also (see chemistryviews.org/wileyapps), and Android users will soon have their own apps, too. Importantly, WOL itself will soon offer this reader-friendly article presentation, which will adapt to the user's screen size.

Without any doubt, *Angewandte Chemie* is one of the most widely disseminated chemistry journals in the

[*] The choice of platform was based on the usage statistics of WOL. While other devices are now catching up, by far the largest fraction of mobile usage is from the iPad.

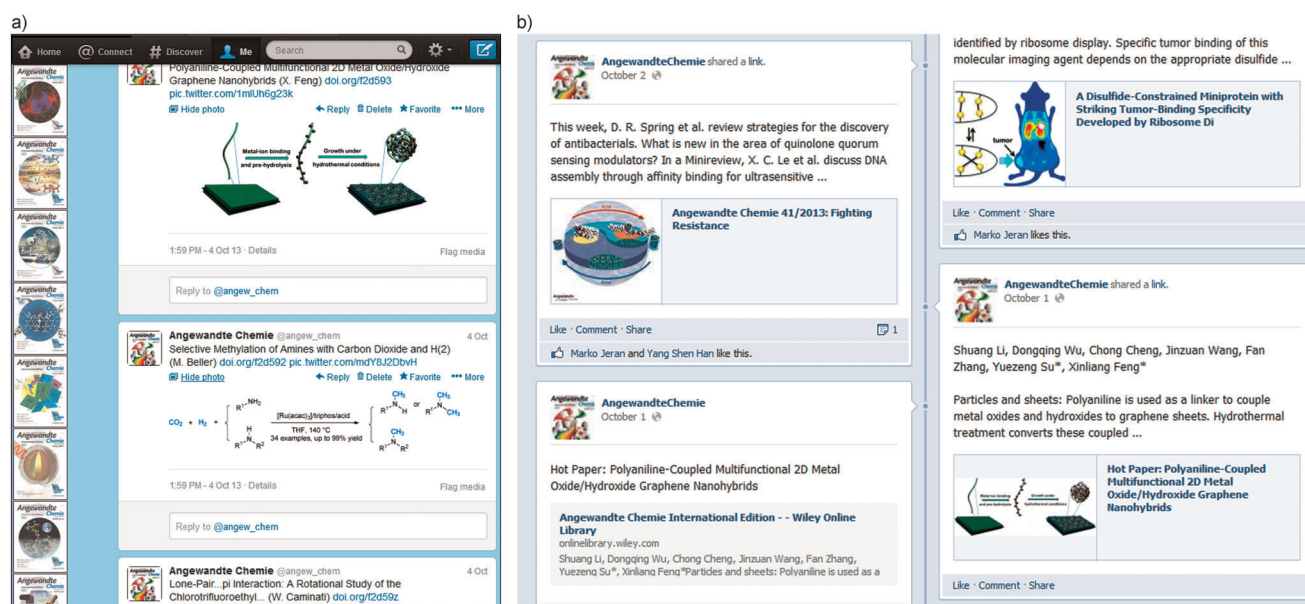


Figure 3. *Angewandte* on a) Twitter and b) Facebook.

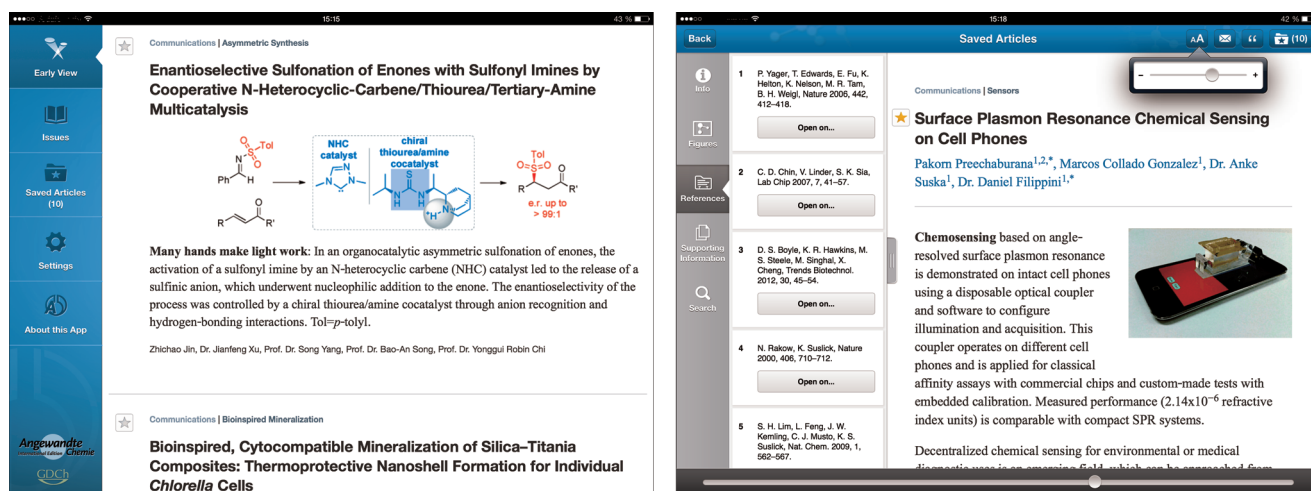


Figure 4. On the iPad, *Angewandte* offers a great reading experience: tables of contents (left) and full-text reading (right) make the best use of the device's capabilities, and can be tuned by the reader.

world. Now, this is also true for countries whose budgets, not only for education and research, leave much to be desired. Under the umbrella of the Research4Life initiative of the World Health Organisation, the United Nations and

others, *Angewandte* is offered to readers in developing countries at a nominal (or even no) fee.

“My *Angewandte* belongs to me—anywhere” was once an advertising

slogan for the journal. It has never been more true than today. All services discussed in this article can be accessed through the journal's homepage at www.angewandte.org.