

AUTHOR'S BENEFITS

A brief guide to services that benefit
Bentham Science contributors



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INTRODUCTION

Bentham Science Publishers publishes over 100 journals (print and online) and an extensive library of eBooks in science, technology, medicine, and social sciences.

A digital marketing approach is actively used by Bentham Science to increase awareness among end-users of all published content. This approach includes complete website accessibility, search engine advertising, blogging, search engine optimization, social networking, affiliate marketing, and online press releases.

Besides the use of these online marketing tools, Bentham Science also promotes their publications at various events including scientific conferences and publishing tradeshows worldwide.



BSP HOMEPAGE

JOURNAL HOMEPAGES

All research journals have their own dedicated homepages. The homepages can be easily searched by journal and article names. From the company homepage visitors can access the various journal homepages.

Home Journals & eBooks Articles by Disease Bentham Online Marketing Opportunities For Librarians For Authors & Editors

Current Medicinal Chemistry

[Aims & Scope](#) [Abstracted/Indexed in](#)

Ranking and Category:

- 10th of 59 in Chemistry & Medicinal
- 63th of 253 in Pharmacology & Pharmacy
- 100th of 289 in Biochemistry & Molecular Biology

IMPACT FACTOR
Current: 3.455
5-Year: 3.792

ISSN: 1875-533X (Online)
ISSN: 0929-8673 (Print)

Volume 23, 42 Issues, 2016

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JOURNAL INSIGHT

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Journal homepages provide the following:

- Aims and Scope
- Instructions for Authors
- Abstracted/Indexed in
- Ranking
- About the Editorial Board
- Full access to current and all volumes and issues
- Editor's Choice articles
- Open Access Articles
- Related journals and eBooks

EDITOR'S CHOICE

The Editorial Board has an important role to assist with the solicitation, submission and peer -review of manuscripts. All submitted manuscripts are peer-reviewed usually by independent experts in the field in association with members of the journal editorial board. The editorial board and Editor-in-Chief help to ensure that the highest publication standards and ethics are maintained.

The *Editor's Choice* section on every journal's homepage contains a selection of articles exclusively nominated by the Editor-in-Chief as important and noteworthy. These selected articles are promoted on the Bentham Science website and on all the relevant social media pages.

Current Issue **E-Pub Articles** **E-Pub Abstracts** **Editor's Choice**

Statins in Stroke Prevention: Present and Future, 2016; 22(30): 4638 - 4644
Luis Castilla-Guerra, María del Carmen Fernandez-Moreno and Miguel Angel Colmenero-Camacho.
DOI: 10.2174/1381612822666160510125229

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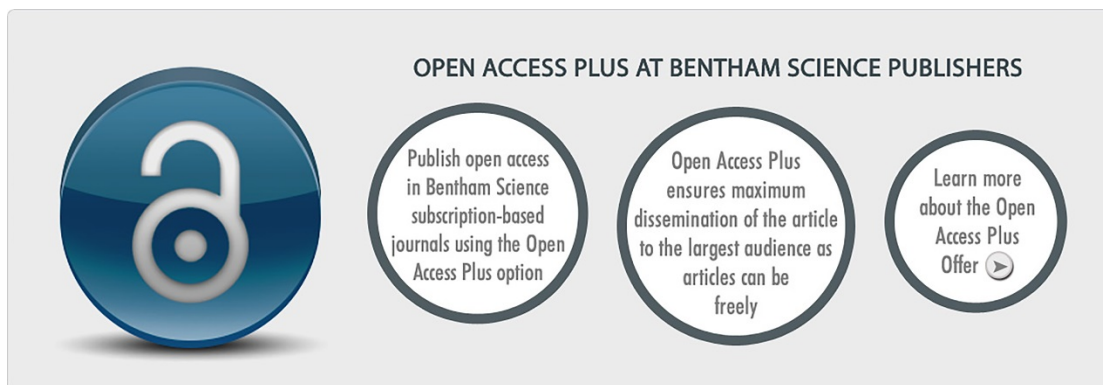
Antiplatelet Therapy in Acute Coronary Syndromes. Evidence Based Medicine, 2016; 22(29): 4519 - 4536
Evangelos Oikonomou, Georgia Vogiatzi, Georgios-Angelos Papamikroulis, Leon Naar, Gerasimos Siasos, Konstantinos Mourouzis, Theodoros Zografos, Manolis Vavuranakis, Alexis Antonopoulos and Dimitris Tousoulis.
DOI: 10.2174/1381612822666160617105634

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Using Cytochalasins to Improve Current Chemotherapeutic Approaches, 2015; 15(3): 327 - 335

Matthew Trendowski.

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Articles by Disease

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Hemophilia ▼	Neuroscience ▼	Cardiology ▼
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Obesity ▼	Metabolism ▼	Pain
Gastroenterology	Orphan Diseases	Haematology ▼
Hepatology	Endocrinology ▼	Genetic Diseases
Geriatric Medicine	Nephrology	Ophthalmology
Rheumatology	Sleep Disorders	Obstetrics And Gynaecology
Urology ▼	Pediatrics And Neonatology	

SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization, or SEO, is a technique used to make content easily accessible through search engines like Google, Yahoo etc. It enables the link for any webpage or content to appear ahead of other links for the same keywords when searched on a search engine.

We request our authors to provide their preferred keywords which are relevant to their research publications. When users search for specific keywords that match with their research, SEO makes it more likely that the article appears in the search results.



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Highlighted article flyers (print and electronic editions) are brochures that focus on a specific article or group of articles based on a theme. These flyers serve as promotion for our authors for distribution at relevant conferences and to their research colleagues and to other contacts in the field.

JOURNAL IMPACTING

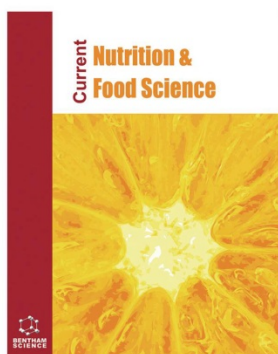
CLINICAL TRIALS AND MEDICINE

CURRENT NUTRITION & FOOD SCIENCE

VOLUME 12, NUMBER 2, 2016

- Cluster Analysis to the Factors Related to the Dissemination of Information About Healthy Eating in a School Population of Young Adolescents
- Proximate Composition and Mineral Content of Some Cameroonian Traditional Sauces Prepared from Red Sorrel Leaves (*Hibiscus sabdariffa* L.)
- Impact of Different Soil Enrichments on the Physicochemical and Anti-Oxidant Potential of Red and White Calyx from Roselle (*Hibiscus sabdariffa* L.)
- Goat Milk Frozen Yogurt Cajá (*Spondias mombin* L.) Flavor: Development and Sensory Acceptance of an Exotic Food
- Preparation and Evaluation of a Food Additive Based on Polymeric Nanoparticles for Controlled Delivery of Antioxidant Extracts
- Relation of Neck Circumference with Total Body Fat and BMI
- Robust HPLC-Refractive Index Analysis of Simple Sugars in Beverages using Silica Hydride Columns
- Attitudes Towards Dietary Fibre on a Multicultural Basis: A Fibre Study Framework
- Total Phenolic Content and Antioxidant Activity of Cereal Bran Enriched Ready to Eat Breakfast Cereal Porridge

● **Cyanogenic Toxicity and Human Health**
Poonam Singhal, Santosh Satya and Satya N. Naik



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SPECIALIZED PLATFORMS FOR RESEARCH PROMOTION

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Academia.edu is a platform for academicians in order to share their research papers. Academicians use Academia.edu to share their research findings, monitor deep analytics around the impact of their research, and to keep updated with regards to the research of academics they follow. Over 32 million academicians have signed up for Academia.edu, adding over 7.5 million papers. Academia.edu attracts over 36 million unique visitors a month. A recent study found that papers uploaded to Academia.edu receive a 73% boost in citations over 5 years (Source: Price *et al.*, *Open Access Meets Discoverability: Citations to Articles Posted to Academia.edu*).

Bentham Science manages various accounts on Academia.edu, which include corporate as well as journal and ebook specific accounts. In this way, author's research abstracts and papers are readily made available in a huge database to fellow researchers worldwide.

The screenshot displays the Academia.edu profile for Bentham Science Publishers. The profile includes a logo featuring a molecular structure and the text "BENTHAM SCIENCE". The name "Bentham Science Publishers" is prominently displayed, along with a "Chemistry +38" tag. A bio states: "Bentham Science Publishers is a leading STM publisher of more than 100 high quality journals which helps to answer the information needs of the pharmaceutical, medical & bio-medical research community. ... [more](#)". Statistics show 412 Followers, 339 Following, 27 Co-authors, 4,092 Total Views, and a top 2% ranking. A "+ FOLLOW" button and social media icons are present.

Below the profile, a section for "Current Pharmaceutical Design" is highlighted. It features a cover image with the text "CURRENT PHARMACEUTICAL DESIGN" and a bio: "Current Pharmaceutical Design publishes timely in-depth reviews and research articles from leading pharmaceutical researchers in the field, covering all aspects of current research in rational drug design. Each issue is devoted to a single major therapeutic area guest e... [more](#)". Statistics for this journal include 155 Followers, 280 Following, 39 Co-authors, 2,666 Total Views, and a top 2% ranking. A "+ FOLLOW" button and social media icons are also shown.

The journal page lists several articles under the "EDITOR'S CHOICE" filter. The first article is "Biomarkers Predicting a Need for Intensive Treatment in Patients with Early Arthritis" by Current Pharmaceutical Design and Rosario Garcia-Vicuña, with a download icon and 17 views. The second article is "Cardioprotective Effects of Sour Cherry Seed Extract (SCSE) on the Hypercholesterolemic Rabbit Heart".

BSP PARTNERSHIP WITH KUDOS

Kudos is a web-based service that helps researchers and their institutions and funders to maximize the visibility and impact of their published articles. Kudos provides a platform for assembling and creating information to help searching and sharing research, and for measuring and monitoring the effect of these activities. The objective is to increase the discoverability of new or related research publications.

Bentham Science has now partnered with Kudos to reach out to the growing community of researchers, institutions and publishers signing up on the Kudos network. In this way, author's published research helps to get more acknowledged among a wider net of researchers who access the Kudos networking platform.



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How mTOR inhibitors show some success in clinical trials



Review of PI3K/mTOR Inhibitors Entering Clinical Trials to Treat Triple Negative Breast Cancers

Amélie Fouqué, Mickael Jean, Pierre Weghe, Patrick Legembre

Published in: [Recent Patents on Anti-Cancer Drug Discovery](#)

Publication date: August 2016

Publisher: [Bentham Science Publishers](#)

DOI: <http://dx.doi.org/10.2174/1574892811666160519113731>

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What's it about?



Presentation of some clinical outcomes reached by different mTOR and PI3K inhibitors.

Why is it important?



PI3K/mTOR signaling pathway is deregulated in cancers and inhibition of this cue may represent an attractive therapeutic option to treat cancer patients.

If you are a co-author, please claim this publication using the button above. You can then explain and share it to help increase its impact.

You might also like...

[PI3K/AKT/mTOR Inhibitors In Ovarian Cancer](#)
M. Mazzeletti et al., Kudos, 2010

[Targeting PI3K/mTOR Signaling in Cancer](#)
Alexandre Arcaro, Kudos, 2014

BSP NEWS via EUREKALERT!

EurekaAlert! is an online, global news service operated by the American Association for the Advancement of Science (AAAS). *EurekaAlert!* provides a central medium through which universities, medical centers, government agencies, corporations and other organizations engaged in research can bring their important research discoveries to the media. It also offers its news and resources to the public. The service features news and resources focused on all areas of science, medicine and technology.

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PUBLIC RELEASE: 31-DEC-2015

Saffron-based crocin prevents liver cancer: Preclinical studies and beyond!!

Biomolecule of the golden spice is good for your liver

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IMAGE: THE GOLDEN SPICE IS GOOD FOR YOUR LIVER. [view more >](#)

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Liver cancer remains among the leading causes of cancer-related death worldwide. New study lead by UAE University Prof. Amr Amin unravels mechanisms by which saffron-based 'crocin' protects against liver cancer. The study entitled 'Saffron-Based Crocin Prevents Early Lesions of Liver Cancer: In Vivo, In Vitro and Network Analyses' is funded by Al-Jalila Foundation & Terry Fox Foundation and is published in *Recent Patents on Anticancer Drug Discovery*. Using murine model, human liver cancer cells, gene expression profiling and computer-assisted modeling analyses, Amin's study identifies NF- κ B as a regulatory hub and a candidate therapeutic drug target for liver cancer.

Media Contact
Faizan ul Haq
faizan@benthamscience.org
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More on this News Release

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KEYWORDS

BIOCHEMISTRY MEDICINE/HEALTH
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MULTIMEDIA

 Saffron (IMAGE)

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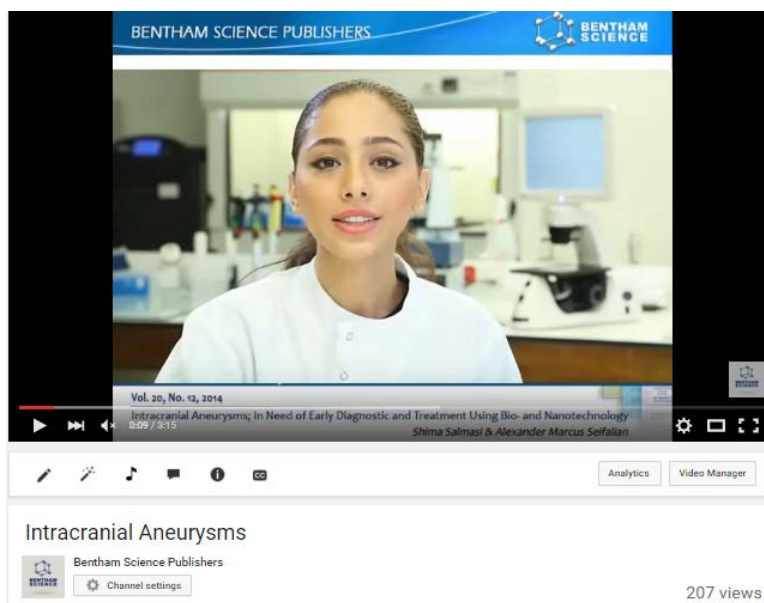
BSP uses social media channels to help disseminate and promote author's research findings. The following are regularly shared through social media of author's published work:

- recent published articles
- highlighted articles
- press releases from authors
- videos
- contributors' testimonials
- call for papers
- informative blogs

All of these activities help the published work to reach a larger global audience and to provide an opportunity to increase the discoverability and citations of the work. Bentham Science can share information about their author's published work on a variety of social media networking sites as summarized below.

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YouTube, being the most visited video-streaming website, proves to be an extremely effective mode of promotion. Bentham Science has its own channel on YouTube, featuring videos and presentations helping to promote further published research articles and eBooks unique to Bentham Science. The channel also provides our authors a valuable opportunity to describe their research work to their global target audience. Authors can also use YouTube videos to provide additional content that can supplement or complement their published work.



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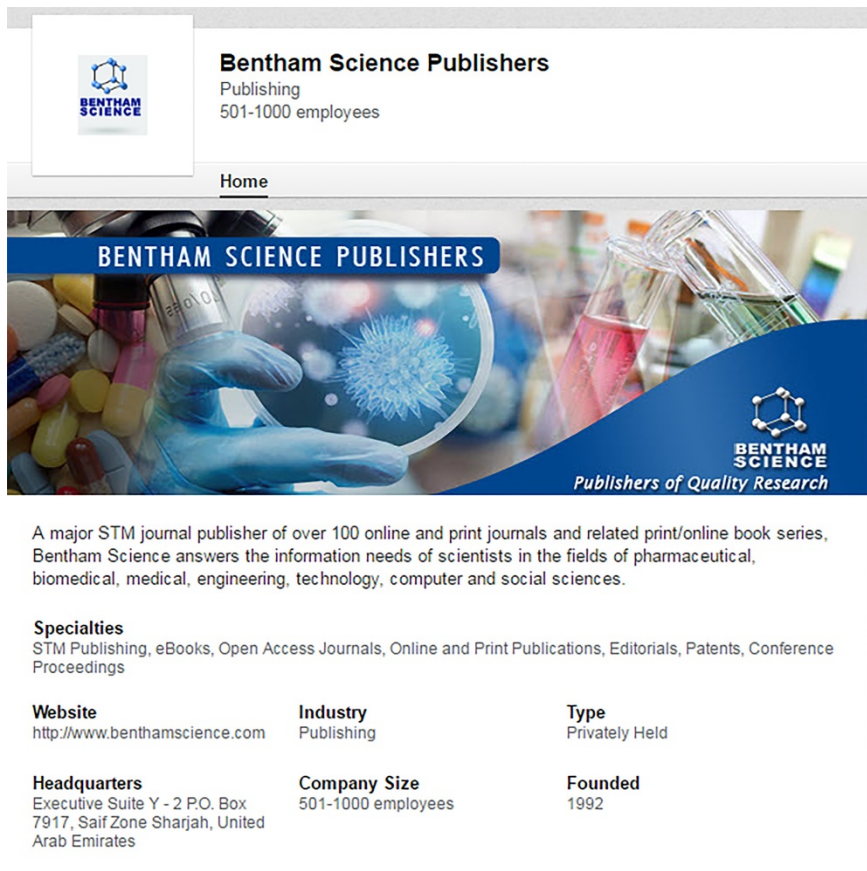
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- EBooks profile
- High Impact Factor journals' profile

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Impressions

1,058

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- CDs containing scopes, abstracts and information of the articles and authors
- Flyers and catalogs for journals and books
- Giveaways



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