

《地学前缘》国际、国内宣传将迈上新台阶

New Era of *Earth Science Frontiers'* International and Domestic Marketing Promotion

- 自 2021 年 1 月 18 日起，借助加拿大国际顶尖出版技术服务公司 TrendMD 的“跨平台精准推荐相关文章”服务，《地学前缘》国际、国内宣传将迈上新台阶。

Starting from January 18, 2021, with the help of the " Cross-Publisher Website Recommendation Service of Related Articles", provided by TrendMD, a Canada's top international publishing technology service company, *Earth Science Frontiers'* international and domestic marketing promotion will reach a new Era.

- 推送技术评价：TrendMD 应用其独一无二的技术、算法和丰富的合作期刊资源，经过实时的、智能化的比对计算方法，将《地学前缘》已发表文章以文章链接的方式，跨平台精准推荐到 TrendMD 已经合作的 5,000 多本国际期刊和 500 多本国内期刊相关文章的网页上，引流回来众多国际高端读者阅读《地学前缘》网页上发布的全文内容，从而提升《地学前缘》文章的国际显示度、传播力、影响力和引用。

Technical Evaluation on TrendMD's Service: By applying its unique technology, real-time and intelligent comparison algorithms, and rich partnered journal resources, TrendMD will accurately recommend *Earth Science Frontiers'* published articles, in the form of rich article links, to the webpages of related articles of more than 5,500 international journals that TrendMD has cooperated with, and attract large amounts of interested high-profile international readers back to *Earth Science Frontiers'* website to accurately read the full text, thereby increasing the journal's international visibility, dissemination, influence and citations.

- 推送规模：《地学前缘》发表在 2018-2021 年的大约 600 篇左右的文章。

Promotion Scale: About 600 articles published during 2018-2021 on *Earth Science Frontiers'* website.

- 预期效果: 在从 2021 年 1 月 18 日开始的一年时间里, 通过 TrendMD 的“跨平台精准推荐相关文章”服务, 《地学前缘》的文章将被推送到包括 *Science*、*PNAS* 和 *Science Advance* 等顶尖期刊在内的众多国际期刊相关文章页面上至少 130 万篇次以上, 并从这些国际期刊相关文章页面上引流回来 6500 位左右的感兴趣的国内外读者, 阅读《地学前缘》的相关文章的全文, 经过一年时间, 将会为《地学前缘》带来数万篇次的全文阅读以及后续的 SCI 引用。
- Expected Results: In one year since January 18, 2021, by virtue of TrendMD's "Cross-platform Accurate Recommendation Service of Related Articles", *Earth Science Frontiers'* articles will be promoted, for more than 1.3 million times totally, to the webpages of related articles within TrendMD journal network, including such top-level journals as *Science*, *PNAS* and *Science Advance*, and about 6,500 interested readers at home and abroad will be attracted back from the related article webpages of many international journals to accurately read *Earth Science Frontiers'* full text, leading to tens of thousands of full-text readings and subsequently bringing in considerable SCI citations.