Editorial

Celebrating ten years

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The title of this editorial is slightly misleading as nothing much in the nature of celebration has occurred since the journal moved into its 11th volume, but we did not want to let this anniversary pass without any reflection. We thought it about time to look at its progress in terms of online circulation, since Simon Anholt successfully launched the journal in November 2004. Unfortunately, Palgrave has only been collecting webstats since 2009, so we'll share with you some insights into the journal's online usage for the last 5 years.

The following metrics are reported:

Visit – An interaction a unique visitor has with the Website over a specified period of time or activity. Consequently, it is a series of page views, beginning when a visitor's browser requests the first page from the server and ending when the visitor leaves the site or remains idle beyond the idle-time limit.

Page Views – Views or page views are generally defined as a request to load a single page of a Website.

Article Views – A request to view an article page – we cannot distinguish between successful and non successful requests, that is, this figure is the total number of attempts to access an article (also by non-subscribers).

Figure 1 shows the trend line of Website visits, page views and article views for the period 2010–2014. It clearly reflects the growing success of the journal, doubling the visits and page views and quadrupling the article views over a period of 5 years. This means that increasingly people are able to find us and know what they are looking for (that is, more article views per visit on

average). Figure 2 shows the proportion of visits per country over the 2009–2014 period, which reflects quite a nice geographical spread of readership.

Table 1 shows the 50 papers that generated most article views between 2010 and 2014, representing 57 per cent (138 575) of all (242 681) article views. For a fair comparison, papers are categorised as open access or paid articles and then ranked according to the average quarterly views the paper generated since publication (that is, total article views 2010–2014 divided by number of issues published since publication of the article). In both rankings, the highest ranked papers (Dos Santos and Campo, 2014 and Zenker, 2014) have been given a somewhat unfair advantage as usually the number of article views peaks in the first year of publication and hence, the quantity of average quarterly views is relatively high for these recent papers, compared with older papers for which the initial high volume of views is averaged out in the quarterly stats across multiple years. Nevertheless, needless to say, Dos Santos and Campo (2014) and Zenker (2014) are some of the best performing papers of 2014. Lastly, what is also noteworthy is that Nuttavuthisit's 2007 paper 'Branding Thailand: Correcting the negative image of sex tourism' continues to perform well. Hence, in conclusion, it seems that in place branding and public diplomacy, as in so much in life, sex sells.

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Figure 1: Five year trend lines of visits and views.

Figure 2: Percentage of visits per country 2009–2014.

Table 1: Fifty papers with most article views since 2010, ranked based on average quarterly views since publication (total article views 2010–2014 divided by number of issues since publication)

Rank	Article title (papers that are/were published in open access)	Author	Year	Volume	Number	Quarterly views	Total views
1	Destination branding: A reflective analysis of Brand Cape Verde	Dos Santos and Campo	2014	10	1	835	2505
2	Branding Thailand: Correcting the negative image of sex tourism	Nuttavuthisit	2007	3	1	653	13 067
3	Place branding: Is it marketing, or isn't it?	Anholt	2008	4	1	579	11 583
4	An analysis of terminology use in place branding	Hanna and Rowley	2008	4	1	483	9662
5	The role and challenges of country branding in transition countries: The Central and Eastern European experience	Szondi	2007	3	1	430	8599
6	Why place branding is not about logos and slogans	Govers	2013	9	2	323	1939
7	Brand China: Using the 2008 Olympic Games to enhance China's image	Berkowitz <i>et al</i>	2007	3	2	271	5422
8	Attitudes towards American brands and Brand America	Hamilton <i>et al</i>	2007	3	3	265	5296
9	Developing brands and emerging markets: An empirical application	Thomas and Zerrillo	2007	3	1	264	5283
10	WikiLeaks, public diplomacy 2.0 and the state of digital public diplomacy	Cull	2011	7	1	264	3954
11	Brand Dubai and its competitors in the Middle East: An image and reputation analysis	Govers	2012	8	1	236	2594
12	Brands and national image: An exploration of inverse country-of-origin effect	White	2012	8	2	230	2296
13	Place branding sports: Strategies for differentiating emerging, transitional, negatively viewed and newly industrialised nations	Rein and Shields	2007	3	1	219	4387
14	Definitions of place branding – Working towards a resolution	Anholt	2010	6	1	204	3884
15	(Re)branding Amman: A 'lived' city's values, image and identity	Khirfan and Momani	2013	9	1	190	1333
16	Place branding: Dilemma or reconciliation between political ideology and economic pragmatism?	Gertner	2007	3	1	183	3659
17	Turkey's EU accession as a question of nation brand image	Kemming and Sandikci	2007	3	1	161	3228
18	From place marketing to place branding and back	Govers	2011	7	4	112	1345
19	Nation Branding in Asia	Anholt	2008	4	4	106	2117
20	The portrayal of Indigenous identity in Australian tourism brand advertising: Engendering an image ...	White and Pomeroy	2011	7	3	84	1093
21	Switzerland's nation branding initiative to foster science and technology, higher education and innovation: A case study	Fetscherin and Marmier	2010	6	1	73	1378
22	Brand Europe – Where next?	Anholt	2007	3	2	70	1402
23	The media and national image	Anholt	2009	5	3	45	891
Rank	Article title (papers accessible only to subscribers)	Author	Year	Volume	Number	Quarterly views	Total views
1	Measuring place brand equity with the advanced Brand Concept Map (aBCM) method	Zenker	2014	10	2	985	1969
2	The social revolution of place marketing: The growing power of users in social media campaigns	Ketter and Avraham	2012	8	4	170	1363

Table 1 (Continued)

Rank	Article title (papers that are/were published in open access)	Author	Year	Volume	Number	Quarterly views	Total views
3	Branding the nation: Towards a better understanding	Fan	2010	6	2	165	2977
4	Measuring success in place marketing and branding	Martin and Zenker	2011	7	1	117	1759
5	Soft power: Power of attraction or confusion?	Fan	2008	4	2	116	2315
6	From city marketing to city branding: Towards a theoretical framework for developing city brands	Kavaratzis	2004	1	1	113	2258
7	From image management to relationship building: A public relations approach to nation branding	Szondi	2010	6	4	112	1785
8	Cities and their brands: Lessons from corporate branding	Kavaratzis	2009	5	1	103	2058
9	Unfolding and configuring two decades of research and publications on place marketing and place branding	Gertner	2011	7	2	101	1407
10	Dubai's brand assessment success and failure in brand management – Part 1	Lee and Jain	2009	5	3	97	1947
11	Identity, image and brand: A conceptual framework	Stock	2009	5	2	80	1608
12	The role of internal stakeholders in destination branding: Observations from Kerala tourism	Vasudevan	2008	4	4	76	1517
13	Lynch, Urry and city marketing: Taking advantage of the city as a built and graphic image	Hospers	2009	5	3	75	1502
14	Unravelling the complex relationship between nationhood, national and cultural identity, and place branding	Kubacki and Skinner	2007	3	4	74	1486
15	Creative dimensions for branding and regeneration: Overcoming negative perceptions of a city	Trueman <i>et al</i>	2008	4	1	73	1462
16	City branding and film festivals: Re-evaluating stakeholder's relations	Ooi and Pedersen	2010	6	4	72	1156
17	Place branding: Evolution, meaning and implications	Papadopoulos	2004	1	1	70	1408
18	Place marketing, place branding and foreign direct investments: Defining their relationship ...	Metaxas	2010	6	3	68	1158
19	Public diplomacy: Seven lessons for its future from its past	Cull	2010	6	1	66	1250
20	Reimagining Singapore as a creative nation: The politics of place branding	Ooi	2008	4	4	63	1257
21	Branding on ambiguity? Place branding without a national identity: Marketing post-conflict Northern Ireland in the United States	Gould and Skinner	2007	3	1	62	1234
22	Liverpool One and the transformation of a city: Place branding, marketing and the catalytic effects of regeneration ...	Daramola-Martin	2009	5	4	61	1220
23	Marketing and managing nation branding during prolonged crisis: The case of Israel	Avraham	2009	5	3	61	1210
24	Nation branding: With pride against prejudice	Widler	2007	3	2	59	1175
25	City branding: Can goods and services branding models be used to brand cities?	Parkerson and Saunders	2005	1	3	56	1112
26	The children's city – The transition from a negative to a positive city image	Herstein and Jaffe	2008	4	1	54	1077
27	The World Heritage List: The making and management of a brand	Ryan and Silvanto	2009	5	4	49	988