

Journal Impact Factor & CiteScore Data

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Journal	Journal Impact Factor	5-Year Impact Factor	CiteScore
Journal of Interactive Marketing	4.691	7.483	6.62
Telematics and Informatics	3.714	3.768	4.94
Journal of Retailing and Consumer Services	3.585	—	4.53
Journal of Advertising	3.518	4.279	4.16
Journal of Services Marketing	2.421	3.194	3.65
International Journal of Advertising	2.234	2.807	2.92
Journal of Research in Interactive Marketing	2.156	—	2.81
Journalism & Mass Communication Quarterly	2.030	2.291	2.74
Online Information Review	1.928	2.529	2.70
Psychology & Marketing	1.882	3.076	3.16
Health Communication	1.846	2.162	2.25
Journal of Health Communication	1.773	2.596	2.37
Marketing Letters	1.624	2.271	2.19
Asian Journal of Communication	1.097	1.182	1.09
Review of Communication	—	—	1.00
Pharmaceutical Medicine	—	—	0.77
The Internet Journal of Law, Healthcare and Ethics	—	—	—
Journal of Advertising Education	—	—	—
Journal of Business Diversity	—	—	—
Journal of Advertising and Promotion Research	—	—	—

- ❖ Journal Impact Factor and 5-year Impact Factor: *2018 Journal Citation Reports* (Clarivate Analytics, Thomson Reuters 2019)
 - The journal impact factor measures the average number of citations received in a particular year by papers published in the journal during the two preceding years.
 - To calculate the 5-year Impact Factor, citations are counted in 2018 to the previous five years and divided by the source items published in the previous five years.

- ❖ CiteScore: *2018 Scopus citation database* (Elsevier 2019)
 - CiteScore measures the average citations received per document published in the journal. CiteScore values are based on citation counts in a given year (e.g. 2018) to documents published in three previous calendar years (e.g. 2015 – 17), divided by the number of documents in these three previous years (e.g. 2015 – 17).