

EDITOR'S PAGE



At the annual meeting of the American College of Cardiology in March each year, I have a responsibility to report to the Board of Trustees and the Editorial Board on the status of the *Journal of the American College of Cardiology (JACC)*. One of the trustees suggested that I might share the substance of this report with the readership so that they might have a picture of the current status of the Journal. The number of subscriptions to *JACC* through June 1995 totaled 306,113, an 8.6% increase over the June 1994 total.

The editorial office received almost 2,000 manuscripts in 1995. This average of about 165 per month is a 16% increase over the submission rate for 1994. This increase is accounted for almost entirely by overseas contributions. In 1992, there were 748 submitted manuscripts from outside the United States, in 1995 this grew to 1,022. This is in contrast to the submissions from within the United States, which were at 900 in 1992 and 952 in 1995. Thus, 1995 represented the first year that overseas submissions outpaced those from the United States. Japan leads the overseas submissions, followed by Italy, The Netherlands, Germany, France and the United Kingdom.

We have a little over 3,400 pages per year that can be devoted to published articles. Because this is a fixed number, we have had to decrease the acceptance rate as the submission rate has increased. Currently, our rejection rate is approximately 78%, and the lag time from acceptance to publication remains at about 5 months; 93% of our published articles are clinical, and 7% represent experimental studies.

The pharmaceutical industry has been decreasing the number of advertising pages in all journals over the past few years. We were gratified, however, to find that in 1995 we had a few more advertising pages than in 1994. This helps to maintain the fiscal stability of the Journal and the relatively low subscription price. We anticipate that pharmaceutical companies will continue to primarily advertise new drugs. Because of the new drugs coming out this year there will continue to be about the

Report to the Board

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Journal of the American College of Cardiology

same number or perhaps even a slight increase in advertising pages in 1996. The *Journal of the American College of Cardiology* gained slightly in terms of its share of the total market for cardiology journals. This increased from 19.1% in 1994 to 21.8% in 1995. Its share of the ad revenue also increased from 19.8% in 1994 to 24.3% in 1995. Thus, *JACC* has remained the market leader in ad pages.

The *Journal of the American College of Cardiology* on CD ROM is now available for 1995 and will be available in 1996 and thereafter. Those of you who have seen this new development are hopefully as impressed as I am with the ability to have rapid access to all articles, authors, etc., in the year 1995, with appropriate cross-referencing, illustrations, tables, etc. I anticipate that in the future, this will be the preferred way to store journals (CD ROM version). The 1996 version of *JACC* on CD ROM will also have meeting abstracts and a table of contents for the past 5 years. During 1995, five translation editions of *JACC* were published; three in Spanish, one in Italian and one in Portuguese for the Brazilian market. An agreement to publish reprints from *JACC* in Italian was also signed, as was an agreement to publish a Russian language edition in 1996.

An American College of Cardiology news release program was instituted last year, which also appears to be successful. Each month I pick two articles that may be of interest to the lay press. Summaries of these articles are sent to the appropriate press, and it is clear from the subsequent newspaper clippings that many of these articles are being highlighted in newspapers around the country. This is done in conjunction with the authors of the manuscripts. This high profile publicity should reassure authors that articles in *JACC* can receive attention similar to those in other larger general journals.

Several items of new business were discussed at the Editorial Board meeting. Based on the feelings of those present, it is likely that we will soon introduce the opportunity for authors to use selected abbreviations in each article; these will be highlighted in a box on the first page. This will help to save space and also should make it easier for readers of the article. There was also a considerable discussion about the review process itself and how one can maintain high quality reviews in

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an era when the number of manuscripts being submitted has increased and reviewers appear to be so overworked. Several solutions were discussed and will be considered for implementation in the future.

These represent the major items that were discussed at the Editorial Board and Board of Trustees meetings. The Journal remains healthy and strong, and all of us are committed to

maintaining the excellence of the Journal over the next several years. I would like to express appreciation to all of those who serve as reviewers for *JACC* and to those who serve so faithfully on our selected Editorial Board. I would also solicit any suggestions that you have for changes in the format of *JACC* or other related matters that would help us to further improve the Journal.