

## Re-engineering the Journal

Editing a scientific journal in a specialty as vast and diverse as nuclear medicine is a special challenge and delight. The number and quality of manuscripts received continues to grow and we have made a special effort to respond in a timely manner and to accept and publish all deserving material. As the number of accepted manuscripts and published pages increased, the burden on staff and technical resources also increased. The increase in the number of pages accepted led to prolongation of the interval between acceptance and publishing. As we began to request and require more severe limitations on manuscript length, *JNM* was encumbered by two additional problems affecting the ability to continue business as usual. First, there was a striking increase in paper costs, with increases greater than 25% over a brief interval. And, as if that were not enough to keep an editor up nights, SNM revenue, despite increases in advertising in *JNM*, could not support increases in the *JNM* budget nor allow budget overruns, regardless of the merit or justification for these costs. Given the economic problems across the medical care provider landscape, increases in dues or advertising fees did not appear to be a reasonable solution either.

The *JNM* leadership framed the problem as follows: how to maintain *JNM* publication with sufficient space to accommodate increasing investigative and clinical activity in nuclear medicine without increasing costs. After much soul-searching and downsizing of staff and resources, we identified several additional practical modifications that *JNM* readers will have noticed by now.

1. Increased surveillance on manuscript length and content. Authors are asked to rewrite manuscripts to meet reviewer requirements and to do so in fewer words. Authors who insist on exceeding the established limits on manuscript length will incur page charges to offset the printing/

production costs for the additional page(s). The use of figures and tables are reexamined for their contribution to the manuscript. Titles are edited and shortened in accordance with published guidelines.

2. The weight of the paper used for printing the journal has been reduced, which will result in cost savings on paper and subsequently postage.
3. *JNM* articles were reformatted to delete "white space" on the title page, and the font size for the Abstract section was reduced. Figures have been more strictly scaled. Authors are being asked to cooperate by assuring that alpha-numeric characters in figures are discernible when published one column wide.
4. Articles follow each other rather than each beginning on a new page, a practice which sometimes left seven-eighths of a page blank.
5. A less glossy process is used for the cover.
6. Strict page allocations (175 per issue) have been implemented. With the changes in manuscript length and publishing style, however, the total number of articles published on each issue will be similar to the 200+ page issues of days gone by.

The "new" or "re-engineered" *JNM* is still, in my opinion, attractive and readable. The changes allow us to maintain costs to our much appreciated advertisers and yet increase the number of ideas communicated each issue. We will continue to monitor content, readability and costs so that we may maintain the quality and timely publication of our still growing specialty.

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