Editorial

R. Charles Coombes

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I'd like to welcome you to the launch issue of *Therapeutic Advances in Medical Oncology*. As editor-in-chief, I invite you to submit original research manuscripts and review articles across all areas of medical oncology. All manuscripts will be peer reviewed then, if accepted, rapidly published online and in print.

We will be publishing an issue every two months. To assist with content development and peer review, I will be ably assisted by our esteemed panel of associate editors – Axel Grothey, Paul Nathan, Derek Raghavan and Frances Shepherd – as well as a highly regarded team on our international editorial board.

Why publish another oncology journal, you may ask? With over 200 different types of cancers, and an increasing incidence that coincides with an ageing population, oncology is one of the most active new drug areas in therapeutics. Each year sees the introduction of highly successful targeted cancer drugs with hundreds of new drugs at various stages of development. There are many oncology journals; however, clinicians need to have as many avenues as possible to publish and access the material. They also need to be able to access concise summaries of the many hundreds of publications relating to these new drugs to enable them to be as well-informed. Increasingly patients require their physicians to be aware of these new therapies. Also, it's time for a journal focusing specifically on medical oncology. For these reasons,

I am excited to lead the launch of this new journal.

The journal will publish well-designed original research results of systemic cancer treatments including chemotherapy, endocrine therapy, biological therapy and immunotherapy. Manuscripts that might compete for rapid publication in more established journals are especially welcomed so that clinicians have access to latest studies as soon as possible. We will also specialise in publishing drug reviews of clinical relevancy. Thus, the journal will provide medical oncologists with a much-needed resource for cancer drug treatment.

Therapeutic Advances in Medical Oncology is the sixth title in SAGE's *Therapeutic Advances* series, following successful launches in cardiology, respiratory disease, neurology, gastroenterology and urology. All the titles, including this one, will be freely available on the award-winning *SAGE Journals Online* platform for the first three years – registration details may be found elsewhere in this issue. Articles will be subjected to rigorous peer review, usually within 2–3 weeks; and accepted articles will be published online within 7 weeks of publication. Medline and ISI applications will be made during the first year of publication (with retrospective indexing once accepted).

Please join me in making this new journal a vibrant and successful addition to the oncology literature. I look forward to receiving your comments and manuscripts.

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