EDITORIAL

British Journal of Radiology online-only and BJR News: two exciting new ventures for 2011

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January 2011 sees the start of a new episode in the history of the British Journal of Radiology (BJR). Founded in 1896, the BJR is the longest established radiology journal in the world. In terms of impact factor, it remains the highest ranked radiological journal in the UK. In 2010 BJR articles had over 3 million downloads.

The Editorial Board and the Council of the British Institute of Radiology (BIR) realise that, in order to continue to thrive, it is important that the BJR evolves with the times, and to this end from the 2011 volume BJR will be distributed as an online-only service.

There will be no significant change to the format of the BJR and the highly-successful multidisciplinary philosophy will continue. The ISSN also remains unchanged. Subscribers requiring a printed edition may continue to do so, but for an additional fee.

Accompanying this change to the format of the academic BJR journal is a new bimonthly magazine entitled BJR News. This is intended to be a focus magazine with a wide appeal. It will feature full texts of selected BJR reviews and commentaries and abridged versions of others, plus abstracts of the scientific papers published in BJR over the preceding 2 months. In addition there will be topical news items, reports from the various BIR committees and subcommittees, meeting reports and

advertisements. BJR News will be distributed to all BIR full members but, on account of its easy-to-read format, it is expected to introduce a more extended readership to BIR activities and draw the attention of its readers to a wider range of articles that they can find and read online. The first issue of BJR News will be published in February 2011.

The BJR has long been essential reading for radiologists, medical physicists, radiotherapists, radiographers and radiobiologists and it is important that it remains so.

The decision to move the academic journal to an online-only model was taken after surveying our principal subscribers, namely university libraries, hospitals, research institutions and corporations, plus the membership of the BIR and BJR authors. Easy access and long-term electronic availability is of paramount importance to our subscribers. An efficient and cost-effective means of keeping BJR competitive, in an increasingly difficult market, is naturally important to the collective BIR interest.

We believe that the Institute's commitment to preserve the entire archive content of BJR digitally, currently back to 1928 and eventually back to 1896, coupled with this new venture into online-only publishing, will further enhance the BJR's academic status and provide the platform to guarantee a positive and successful future.