Cell Proliferation On-line Only

I write this editorial today to draw our readership's attention to the fact that our first issue of 2014 will have undergone an important change, designed to enhance the position of *Cell Proliferation* and further improve the quality of our provision to authors and readers. From January 2014, *Cell Proliferation* will no longer be published in print format, and will be available electronically only, online. This new measure allows us to embrace up-to-date changes to ensure that the journal remains a leader in innovative publishing in our field.

Reasons for this advance are concerned with the clear way in which modern scientists access and use published information. The overwhelming number of us (in the region of 90%) access new data, *via* article downloads online. Hence, we will now be better able to avail ourselves of technological improvements such as hyperlinks and more, that can be read in different formats on different devices and in widely differing venues. Coloured figures (which used to be charged for)

will now be free, making our images resplendent in their wide varieties of hue. In addition, release of expenditure on printing, binding and distribution liberates revenue to maintain quality of the service our publisher offers, to further invest in promotion of the journal. Our carbon footprint will also be lower.

Some may wonder about new archiving formats. Wiley-Blackwell is ahead of the field in this area; all online content is preserved in long-term digital archives such as CLOCKKS (<http://www.clockss.org/clockss/Home>) and Portico (<http://www.portico.org/digital-preservation/>) and Wiley-Blackwell is working closely with CrossRef to introduce new initiatives that certify online versions of records, such as 'CrossMark' (<http://www.crossref.org/crossmark.html>).

Current subscribers to, and editors of, *Cell Proliferation* will continue to be provided with their issues of the journal, but now electronically. Readers! Enjoy *Cell Proliferation* in even more comfort and enthrallment than before!

Catherine Sarraf
Editor-in-Chief