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## *Editor's Corner: The Future Is Now*

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JANUARY 2007 WILL MARK a host of changes for the *Journal of Studies on Alcohol*. Each of these steps forward reflects our efforts to keep the *Journal* as timely and informative as possible, while supplying our authors and readers with optimal access to the best journal in our field.

First, beginning with the January 2007 issue, the *Journal* will be available online. While we will maintain a print version as well, the electronic format broadens access and enhances ease of use for both subscribers and those who don't regularly receive the *Journal*. Subscribers will have direct access to the full-text .pdfs of the *Journal* going back to January 1995, and we have plans to place articles back to 1990 on the site soon—and even older articles in the future. Nonsubscribers, of course, will now be able to pay for access to individual articles.

Second, we will have fully updated our Web site. Here, all visitors to the site will be able to search the entire site and view all our online tables of contents and abstracts. We will provide the new URL for this site in the January 2007 issue as well as when readers renew their subscriptions for 2007. Of course, our Web site will continue to host all the features we currently offer, such as downloadable reviewer forms, information for contributors, and instructions on how to submit to the *Journal*.

The third major change reflects how the *Journal* has changed with the times. Beginning with our next issue, we will be known as the *Journal of Studies on Alcohol and Drugs (JSAD)*. In recent years we have published increasing numbers of papers focusing on nicotine and illicit drugs, both in the context of alcohol and as the subject of study on their own. This broadening of our focus reflects the facts that many people who use one substance are also likely to have had experience with another, some risk factors and contributory causes to heavy drinking and alcohol problems overlap with those factors related to use patterns for nicotine and illicit substances, and treatment approaches for alcohol and other drugs have many similarities. We encourage readers who have interesting papers dealing with drugs other than alcohol to submit to us.

Fourth, to celebrate these transitions, the cover of the *Journal* will have a new look. While we maintain the clean lines and simplicity of the presentation for the *Journal*, the

cover will now be colored gray and red. The banner on the cover will feature a picture of the Alcohol Studies building at Rutgers University, highlighting the fact that we are a product of the independent and interdisciplinary Rutgers Center of Alcohol Studies and that we offer our readers information that cuts across a host of professional fields.

These changes have been long in the making and have required a great deal of thought and effort from our entire group. This includes the staff at the Rutgers Center of Alcohol Studies, the managing editor's office, the editor, and associate editors. The alterations, especially the move to electronic publishing, have also involved substantial costs. The *Journal* has historically had one of the most reasonable subscription prices of the journals in the substance use-disorders field, and we aim to maintain that distinction. This has included, and will continue to incorporate, the absence of page costs to authors for the usual manuscripts as well as a reasonable price offered to both institutions and individual subscribers. However, to build and maintain the electronic publishing infrastructure, and as a reflection of the enhanced ease of access for our readers, the cost of individual subscriptions (six issues per year) will now be \$240, a price that compares with an average of \$295 for print and online access for six issues of other journals in the addiction research field. The subscription rate for institutions will now be \$350, a figure that compares with \$835 for comparable access to similar journals.

Currently, the *Journal* remains one of the most widely distributed journals of the addictions field, and for that matter in the field of behavioral science in general, as compared with journals published by the American Psychological Association (2006). For example, the *Journal's* subscriber base is comparable to that of the *Psychology of Addictive Behaviors*. In addition, our institutional subscriber base often is similar to, and frequently well exceeds, the number of institutional subscribers of other behavioral science periodicals.

Our move to electronic publishing, the new look of our Web site, and the expansion of our mission to acknowledge our interest in drugs as well as alcohol allow us to optimally serve our readers and authors. At the same time, we will continue the high quality of the papers published

in the *Journal* and will maintain the steps we have taken in recent years to serve you best. These include our average of approximately 5 weeks from the time of submission until the author is notified about the results of the review process and our goal of maintaining the 2- to 3-month period from acceptance until publication. Furthermore, we will continue to make the *Journal* available to our readers on time, with issues typically coming out several weeks before the due date for publication. Finally, of course we will strive to maintain the highest quality of reviews of manuscripts.

So, with the help of all of our staff and the support of our readers, the *Journal* is turning another corner. While

we strive to maintain our dedication to excellence and timeliness, readers can look forward to easier access through our electronic version, a range of articles that focuses on both alcohol and drugs, and a new look to both the *Journal* and the Web site. Our goal is to serve the field, and it is a pleasure to have the opportunity of offering these new features.

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