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Journal Development: Key Aspects

**Strategies and Tools to Improve Your Journal's
Performance**

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Acquisitions & Development Editor



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Development Plan

- Every journal is unique and has its own objectives
- Previous history: strengths and weakness
- Scope
- Aims & goals
- Competitors

Development Plan

- Increase high-quality submissions
- Increase visibility for articles
- Provide excellent service to authors

Editorial Board

- Keep EB updated on journal's goals and developments
- Ask for advice and assistance
- Engage the EB in journal promotion and quality content commissioning
- Ask EB members to review/handle manuscripts for the journal
- Conduct regular editorial board meetings

Content Commissioning

- Keep an eye on what is going on in the field (conferences)
- Identify hot topics
- Approach potential authors and follow up

Thematic Series & Supplements

- To attract submissions the journal doesn't usually receive
- To encourage readership
- To increase visibility in other geographic regions
- To work with/build relationships with conference organizers
- To increase visibility of the journal in general

Promotion & Marketing

- Use internet/social media to promote articles in the journal
- Develop an editorial/marketing plan tailored to the journal's goals
- Use key events in the field to promote the journal

Peer Review Management

- Keep an eye on peer review metrics
- Resolve issues quickly, fairly, and kindly
- Never forget to thank to reviewers and authors
- In cases of suspected COI or misconduct, follow COPE guidelines

DIABETOLOGY & METABOLIC SYNDROME **IMPACT FACTOR 2.50**

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Diabetology & Metabolic Syndrome publishes articles on all aspects of the pathophysiology of diabetes and metabolic syndrome.

By publishing original material exploring any area of laboratory, animal or clinical research into diabetes and metabolic syndrome, the journal offers a high-visibility forum for new insights and discussions into the basic of importance to the research community.

Editor-in-Chief
Daniel Garavito-Ramos, Universidad de los Andes (UNDAES)

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Society affiliations
Diabetology & Metabolic Syndrome is the official journal of the [Brazilian Diabetes Society](#).

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Santoro-Gil M, Espinoza-OC and Casali-Ara J
Diabetology & Metabolic Syndrome 2015, **7**:39 (28 April 2015)

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Associations of TNF- α 330T polymorphic variants and adipose

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Review
The impact of sleep disturbance on glucose metabolism, oxidative and metabolic dysfunction
Bjorntorp K, Holmang A, Rosmond R, Rosmond H, Thomas A, Sudo-Ribot D and Fahl J
Diabetology & Metabolic Syndrome 2015, **7**:23

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22 April 2015
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Society affiliations
Biological Research (formerly the Anuario de Biología y Medicina Experimental) is the official journal of the [Chilean Biology Society](#) (Sociedad de Biología de Chile).

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Aims & scope
Biological Research is an open access, peer-reviewed journal that encompasses diverse fields of experimental biology, such as biochemistry, bioinformatics, biotechnology, cell biology, cancer, chemical biology, developmental biology, evolutionary biology, genetics, genomics, immunology, marine biology, microbiology, molecular biology, neuroscience, plant biology, physiology, stem cells, structural biology and systems biology.

Editor's profile
Manuel J. Santos
Manuel J. Santos is an Associate Professor in the

Journal of Venomous Animals and Toxins including Tropical Diseases **IMPACT FACTOR 0.43**

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Journal of Venomous Animals and Toxins including Tropical Diseases (JVATID) is an open access interdisciplinary publication, dedicated to research on all aspects of toxins, venomous animals and their derivative products. The journal also welcomes submissions related to tropical diseases with a focus on infectious diseases, parasitology and immunology.

Authors based in Brazil can apply for a discounted article-processing charge of USD 1000 by selecting option 2 to request a waiver at the payment page during submission and mentioning the discount code JVATBRAZIL.

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Barbosa ADAA, de Oliveira LRC, Tavares FC, de Lima CRD, Oribio SM, Galvão SA, Vilas-Boas PE and Pereira DCB
Journal of Venomous Animals and Toxins including Tropical Diseases 2015,

Society information
CEVAP unesp
The Center for the Study of Venoms and Venenous Animals (CEVAP) was established in 1969 and became an official São Paulo State University (UNESP) research unit in 2009.

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INTERNATIONAL JOURNAL OF RETINA AND VITREOUS

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International Journal of Retina and Vitreous focuses on the ophthalmic subspecialty of vitreoretinal disorders. The journal presents original articles on new approaches to diagnosis, outcomes of clinical trials, innovations in pharmacological therapy and surgical techniques, as well as basic science advances that impact clinical practice.

Publishing informative, peer-reviewed articles that are easily applicable to medical practice, the journal provides a stimulating forum for discussion of clinical, scientific, and socioeconomic issues of greatest concern to clinicians who care for patients with retinal diseases.

The publication costs for International Journal of Retina and Vitreous are currently covered by the Brazilian Retina and Vitreous Society, and therefore no fees for article processing will be charged to authors whose articles are accepted for publication in the journal.

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Editors' Profile
Işık S. Ozkan is Director of the New England Eye Center and Professor and Chairman of

Thank you!

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