Editorial

The new year brings good news to the readers and the authors of *Neuroendocrinology*: our impact factor has just reached 3.216, a 30% increase over its 1995 value. This upgrades *Neuroendocrinology* to rank 12 and 36, respectively, on the list of Endocrinology and Neuroscience *primary* journals (that is, not including *review* journals which generally have higher impact factors than those publishing original results). If one takes only the subset of *experimental* journals into account (thus not including clinical journals), *Neuroendocrinology* even ranks number 8 in Endocrinology and number 26 in Neurosciences.

Of course, the impact factor is only one element in assessing a journal's success, as already mentioned in previous Editorials (see for instance *Neuroendocrinology*, 2000;71:1 and 72:1). Choice of the best vector for a particular set of data should take into account the specific profile of a journal's readership rather than statistical markers of average 'consumption' of results. As now well documented by several studies, individual articles published in high-impact journals can be very poorly cited. One reason for this is that up to three quarters of readers of disciplinary journals can feel concerned about articles corresponding to their thrust area, whereas a much smaller proportion of the readership of high-impact journals may find interest in specialized topics. Targeting scientific information to an appropriate community of interest is thus a better communication strategy than seeking only the label or a more widely circulated journal, in which it is at greater risk of being diluted out – as would be the choice of a well-established local newspaper, not an international one of much greater circulation, to release information of high regional relevancy.

Nevertheless, an increased impact factor is a key asset to attract submissions of higher quality, to further improve our selection of articles addressing major, not only anecdotal, neuroendocrine issues, and thus to help us to achieve our objective of making *Neuroendocrinology* a must for the whole discipline. Along with editorial improvements, such as free publication of colour plates adding significant value to histological interpretations, on-going moves by our publisher to make electronic copies of the journal more affordable will certainly also contribute to this ambition.

The publisher and the Editorial team wish you a very fruitful and rewarding New Year!

Claude Kordon