

Milestones

Shortly, the *Journal of Prosthodontics* (JOPR) will conclude its 20th year of publication. And while the JOPR is not yet old enough to legally purchase a drink, I thought it would be appropriate to highlight several milestones.

The very first issue debuted in September of 1992, 20 years ago. Known then as the “purple journal,” for its distinctive deep purple cover, and under the wise leadership of Dr. Kenneth L. Stewart, founding Editor-in-Chief (EIC), the *Journal* printed 14 manuscripts in 72 pages. The JOPR published quarterly, continuing to do so until 2006. The initial publisher was Elsevier publishing (formerly Mosby Publishing). Manuscript submissions were in the 50 to 90 per year range.

In March of 1995, Dr. Patrick Lloyd became the second EIC of the JOPR. Dr. Lloyd served as EIC until April 2003. The JOPR continued as a quarterly publication, but underwent a facelift, with a new cover design and tag line. Recognizing the *Journal's* potential for further growth, Dr. Lloyd began the search for a new publisher, distributing a Request for Proposal (RFP) to scholarly publishing houses worldwide.

I was honored to become the JOPR's third EIC on April 1, 2003. In that year, Blackwell Publishing was awarded the contract to become our new publisher. Ms. Alethea Gerding was hired as the new Managing Editor, and the *Journal* offices moved from Iowa City, IA to Chapel Hill, NC.

In 2004, Blackwell began the use of ScholarOne Manuscripts system, a fully electronic submission and review system, moving the *Journal* from a paper- and FedEx-dependent concern to a modern, electronic outfit. Within the first year of our partnership with Blackwell, profits were at 7.5% of the budget, and advertising sales increased by 25%.

In 2005, the *ACP Parameters of Care* supplement was published. In addition, the entire backlog of JOPR content was placed online. The initial Editorial Review Board, a cadre of dedicated reviewers, was established, and the EIC's editorial “Do No Harm” received the prestigious ADA Gies Dental Editorial Award.

In 2006, due to the number of submissions received, the JOPR increased from a quarterly publication to publishing six issues a year (65 pages per issue, and 390 pages per volume). Wiley Publishing and Blackwell Publishing merged into Wiley-Blackwell, and continued as our publisher.

In 2007, Wiley-Blackwell transitioned to Online Early publishing, meaning that instead of waiting for limited print space before publication, articles can be published online as soon as they have been edited, typeset, and proofread, significantly reducing the time from acceptance to publication. Our issues grew by 20 pages, to 85 pages per issue, or 510 pages per volume. Author Services tools, to assist authors with manuscript preparation, went live. For the first time in the *Journal's* history, the number of rejections of manuscripts exceeded the number

of accepted manuscripts: we were able to be “choosier” with our published research.

In 2008, due to rapid growth, the JOPR increased to eight issues annually, with 680 pages per volume. Advertising sales exceeded \$100,000, and we became the first Wiley-Blackwell dental publication to detail a photographic ethics policy in our Author Guidelines. This year also marked a more noticeable change: the *Journal* underwent a second facelift, moving away from the traditional purple cover page to one more reminiscent of classic scientific journals, while keeping color print to maintain our “purple brand.” Our interior pages were also redesigned so that each article now takes up slightly less space, allowing us room to publish at least two additional articles per year.

In 2009, the February issue featured a “Facing the Future of Edentulism” section, a series of articles featured at the Federation Dentaire International Annual Meeting in Stockholm, Sweden. Full-rate subscription sales continue to grow. In fact, subscription sales have increased every year except for 2008. In 2010, the number of subscriptions and full-text downloads increased to over 135,000. In addition, the JOPR was admitted to the Committee on Publication Ethics (COPE).

In 2011, the JOPR published two sponsored supplements, entitled “Evidence-Based Guidelines for the Care and Maintenance of Complete Dentures” and “Inspirational Cases in Prosthetic Dentistry.” These supplements were sponsored by GlaxoSmithKline and NobelBiocare, respectively. In 2011, we also began the use of iThenticate antiplagiarism protection software wherein we randomly check submitted manuscripts and all accepted manuscripts for potential plagiarism violations. This was the year the number of manuscripts received for review eclipsed 400 for the first time in our history. Our success could be measured in other ways as well: over the previous 8-year period, the ACP's profit-share payments exceeded budget by 12.4%, solely from the success for the JOPR.

In 2012, the *Journal* launched its Continuing Education site (<https://www.wileyhealthlearning.com/jopr/asp>) where selected articles are available for convenient and economical at-home or in-office CDE credit. The *Journal of Prosthodontics* received its very first Scientific Impact Factor rating (a comparison of the JOPR to other dental journals, via Thomson Scientific). The projected number of manuscripts for 2012 is expected to exceed 500 annually. In a recent survey of over 1,200 ACP members conducted by an external firm, the JOPR was cited as one of the best member benefits in the College.

Over its 20-year history, the *Journal of Prosthodontics* has evolved into being one of the premier dental journals on the international scene. This has occurred due to the tireless efforts of our Managing Editor, and of our outstanding cadre of Section

Editors and members of the Editorial Review Board (both in America and worldwide). We have become known for publishing the best in prosthodontic basic and clinical research, and for providing the best evidence for ACP members to make informed decisions about their clinical practices. And, my pledge

to you is to make the next two decades of the *Journal* just as evolutionary as the first two have been!

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