

# Editorial

## Our New Look

One of the computer magazines I subscribe to changes its design and layout every year or so. *Pediatric Dentistry* hasn't had a real makeover since July/August 1991, almost 16 years ago. Last fall the time seemed right to significantly update our look. The Academy's Board of Trustees agreed, and with their approval and funding, Headquarters Office staff contracted with Bark Design of Chicago to provide three options for a new journal design. Each of the three was excellent in its own way, but the design that you're holding in your hands was a clear winner. The Publications staff, Executive Director John Rutkauskas, and I all agreed that it conveyed a contemporary, yet professional feel.

Let me point out a few of the new features. As with the previous journal design, the color palette will be rotated so that each issue will be distinguished by a new colors for the cover and title. This color will also be carried through on the inside of each issue. The table of contents remains on the front of the journal, a feature that our readers have considered important in previous surveys, but it has been "thinned out" so as not to dominate the cover. A more detailed Table of Contents is repeated on the inside of page 1. The members of your editorial board, Academy officers, and other masthead features will be carried on page 2. The table of contents for the online issues of the Journal of Dentistry for Children will appear in approximately every other issue of *Pediatric Dentistry*.

Pages in the body of the journal are two color, with the color bar indicating the nature of the article (Scientific Article, Case Report, etc). Titles, authors, and abstracts appear in the screened "back color" that should help draw your eye to those

items. We have incorporated a more readable font, but the amount of text per page is comparable to the previous layout. In the top right corner of the cover we have the option of placing photographs or graphic taken from articles inside the journal.

We hope that you will find the new design as pleasing as we did when we saw the first prototypes. I would appreciate hearing your comments, pro or con.

One aspect of the journal that has not changed is our mission to bring you the best scientific and clinical information relevant to pediatric dentistry. While an editor can only publish papers from among the manuscripts submitted to the journal, *Pediatric Dentistry* has been blessed with an abundance of submissions during 2006—273 papers. I attribute this influx of manuscripts to our adoption of the ScholarOne online journal service in early 2006. This Web-based submission and review site has made it easier for authors across the globe to submit to the journal. The site has also streamlined the review process, and has shortened the time from submission to decision. This approach has also furthered the international scope of the journal, with submissions from every continent reflecting the leading role that *Pediatric Dentistry* plays among journals in our speciality.



Editor-in-Chief

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