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## Introductory Editorial

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I am pleased to announce the launch of the *Indian Journal of Clinical Medicine*, a new peer reviewed open access journal exclusively in electronic format published by Libertas Academica.

The *Indian Journal of Clinical Medicine* is an innovative, broad scope journal focused on clinical medicine in one of the world's most populous and rapidly developing nations. Original research, case reports, reviews, methodologies and other paper types will be published in a broad range of fields:

- Arthritis and Musculoskeletal Disorders
- Cardiology
- Circulatory, Pulmonary, Respiratory
- Dermatology
- Ear, Nose and Throat and Otolaryngology
- Endocrinology
- Ethics, Health Services and Epidemiology
- Gastroenterology
- Geriatrics
- Obstetrics and Gynecology, Reproduction, Women's Health
- Oncology
- Pathology
- Psychiatry, Neurology, Psychology
- Trauma and Intensive Medicine
- Urology and Nephrology

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The journal will be competing head-on with a number of existing subscription-based print journals; but the electronic format offers many advantages.

1. The publisher's website offers exceptional visibility to authors. There are in excess of 5,500 article downloads per month.
2. The journal has an international readership and its editorial standards are identical to the international industry-standards employed throughout the world.
3. Peer review, by at least two leading experts in the area relevant to the manuscript, is rigorous, fair and prompt.
4. In contrast to paper-based journals, the electronic format allows the full use of digital technologies and permits the inclusion of large data sets, from field and laboratory studies, links to other web pages, animations, slide shows, video clips and unlimited colour, all at no additional charge. In effect, the author(s) can now provide all the other relevant information that would otherwise have to be excluded from print publications.
5. Articles will follow a consistent format so that the visual impact will be high and equal to that of the best paper-based publications.
6. Crucially, all its articles will be accessible by internet users throughout the world, free of charge and without restriction. Thus, many more people will be informed by such publications than is possible by conventional paper-based publications.
7. Authors retain copyright of their work and can grant anyone the right to reproduce and disseminate it, provided that it is correctly cited and no errors are introduced, under the Creative Commons "CC-BY" licence.
8. Finally, the ***Indian Journal of Clinical Medicine***, the latest publication from Libertas Academica, welcomes submissions from anywhere in the world.

## Costs

In hard-copy journals the costs of publication are met by subscriptions, paid by the reader. In ***Indian Journal of Clinical Medicine***, as in other open access journals, these costs are borne by the author in the form of an article processing fee (APF). Many grant-awarding bodies recognise the value of open access publishing by allowing their funds to be used for APFs. Authors working in India, Pakistan and Bangladesh will be

offered a special low APF. We shall make every effort to ensure that lack of funds does not impede the overall objective of publishing the best science, irrespective of authorship or country of origin.

## The Future

I do not foresee that open access online journals will totally replace the traditional print format in the immediate future, although this may be an increasing trend with time. I am certain, however, that the benefits of online publication, and the extra opportunities that digital technologies give to authors, will be increasingly recognised. Thus, such open access electronic journals are of huge benefit to the medical community worldwide, and where institutional libraries are unable to afford subscription fees for a full range of journals.

For further information on what we hope will be an exciting and highly useful new journal, please click on the "about this journal" link on the journal's web page.

## In Conclusion

I expect the ***Indian Journal of Clinical Medicine*** will attract manuscripts of the highest quality and which are of the greatest possible benefit to readers.

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