

Introductory Editorial

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Cell Biology Insights encompasses all aspects of cell biology, from cellular to molecular levels. It includes, but is not limited to, cell properties, cellular compartments, organelle structure and function, organelle genetics, cellular metabolism, intracellular trafficking, active and passive transportation, cell division, signaling, gene expression, motility, autophagy, cell-cell communications and interactions. Prokaryotic and eukaryotic cells of all types will be covered. We also welcome reports of dealing with developments in laboratory techniques, software, and resources in all the above areas.

The journal will be competing head-on with a number of existing subscription-based journals. However, there is clearly a niche for this new journal. The reason for this is because all articles in *Cell Biology Insights* will be accessible to all internet users throughout the world, without any access boundaries. This freedom is coupled with rigorous, fair and prompt standards of peer review.

Cell Biology Insights is published exclusively online. Articles will follow a consistent format so that the visual impact will be high and equal to that of the best hard-copy publications. In contrast to paper-based journals, however, 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. Open access means that all articles are freely available to all, worldwide, and at no cost to the reader. 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.

In hard-copy journals, the costs of publication are met by subscriptions, paid by the reader. In *Cell Biology Insights*, as in other open access journals, these costs are borne by the author in the form of a publication processing fee. Many grant-awarding bodies recognise the value of open access publishing by allowing their funds to be used for PPFs. However, fee waivers and discounts are available on a case-by-case basis, and 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.

While I do not foresee that open access, online journals will totally replace the traditional print format in the immediate future, there is increasing recognition of the benefits of open access journals. Aside from rapid publication, extra opportunities that digital technologies give to authors, open access is of huge benefit to the researchers working in institutions around the world where institutional libraries are unable to afford subscription fees for a full range of journals.

I expect that *Cell Biology Insights* will attract manuscripts of the highest quality which are of the greatest possible benefit to readers. Peer review is undertaken by at least two leading experts in the area of the manuscript to ensure the highest standard for the journal in this field.

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.

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