

The *Experimental Biology and Medicine* and Royal Society of Medicine Press partnership

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DOI: 10.1258/ebm.2009.009e01

Today it is my pleasure to announce and explain a new partnership that will change the future course of two organizations. A key objective of the partnership was to optimize the readership and contributor pool for *Experimental Biology and Medicine (EBM)*, ensuring continued growth and impact of the journal. To this end, the leadership of the Society for Experimental Biology and Medicine (SEBM), its Publication Committee and I have embarked on a long search for a publisher to produce, market and seek advertisers for the society's journal, *EBM*. The selection of the Royal Society of Medicine (RSM) Press followed a competitive process in which proposals from numerous publishers were reviewed, and the selection was the unanimous choice of the responsible committees. RSM Press is our publisher beginning with this January 2010 issue and extending for the next three years. This event will cause no change in the Editors, Editorial Board or the manner in which we handle manuscripts pre-acceptance, but will greatly improve our post-acceptance journal production, individual and library marketing, and outreach to potential advertisers. The RSM Press will be responsible for 'copy-editing, proofreading, typesetting, design, printing, binding, distribution, warehousing, publication in electronic form, marketing, accounting, fulfilment of non-member subscriptions andsale of subscriptions, including online licences, single and back issues of the Journal, pay-per-view, advertising and.....This will include all advertising-related obligations (e.g. selling and contracting with advertisers)'.

Why did we select the RSM Press as our publisher? The RSM Press, located in London, grew out of the RSM, which is a distinguished international medical society that, like the SEBM, has a multidisciplinary membership. The RSM Press is rapidly growing and currently publishes 21 medical and research journals. We met with Peter Richardson, Managing Director of RSM Press, and Ian Jones, Head of Marketing and Sales for RSM Press in Washington DC in 2009. From this meeting we were convinced that as a publisher for a medical society, Peter and Ian understood our specific needs and our vision. They embraced the concept of *EBM* being a leading globalized journal with multidisciplinary and interdisciplinary sections and articles, with an Editorial Board that reflected this vision. Further, it was clear to us that this was the direction that they wanted to take their publishing company and that we would receive the personalized attention that we

needed. One of the members of our Washington DC SEBM/*EBM* delegation, when Peter and Ian had left the conference, compared the meeting to looking for a home and walking into the one that you know is right for you and your family. This sense was shared by all of us.

There were many people responsible for creating this partnership and I would like you to hear their thoughts. SEBM Past President Burt Sobel, MD played a major role in bringing this partnership to fruition. In explaining the importance of this event Burt said 'The culmination of establishing a partnership between the Society for Experimental Biology and Medicine and the Royal Society of Medicine Press (RSM) for publication of the society's flagship journal, *Experimental Biology and Medicine (EBM)*, is an extraordinarily positive development for the society and for the journal. RSM's expertise, international presence, prestige and elegance in publishing practices will ensure that the production and distribution of our journal will meet the highest standards and complement the scientific excellence of the material appearing in every issue'.

Current SEBM President Susan Mulroney, PhD will oversee the implementation of this partnership. Susan has been very supportive of the new *EBM*/RSM partnership and she explained 'The partnership between the Society for Experimental Biology and Medicine and the Royal Society of Medicine Press (RSM) for publication of *Experimental Biology and Medicine (EBM)* is truly a winning combination. As a member of the SEBM since graduate school, I've watched the Journal continually fill an important role in research and medicine, being a truly integrative publication. Now, in the 21st century, with the intensified focus on the importance of integrative medicine and systems biology (our strengths), the RSM commitment to excellence and expertise with international markets will help us be well-poised to be a lead journal. I am truly delighted to see *EBM* going in this extremely positive direction'.

My partner from the beginning of this journey has been Martin Adamo, PhD. When we began looking at potential publishers, Martin was the Chair of the SEBM Publication Committee and by the time the *EBM*/RSM Press partnership was executed he was the SEBM President-Elect. Concerning the new partnership, Martin said 'The new publishing partnership with the Royal Society of Medicine Press offers unparalleled opportunities for *EBM* and SEBM: terrific marketing and advertising power that will increase our profile and grow our membership nationally and

internationally; a very generous and advantageous financial arrangement that will contribute to our future stability and expansion; and most importantly, the chance to work with the like-minded people of RSM Press who share our values and our vision of *EBM* as the premier international journal dedicated to basic and translational biomedical research within and across diverse disciplines’.

The comments from Burt, Susan, Martin and I indicate how SEBM/*EBM* views this collaboration. But as you will see our enthusiasm is matched by that of RSM Press. In explaining the RSM Press view, Peter Richardson said ‘I am delighted that the prestigious Society for Experimental Biology and Medicine has chosen the Royal Society of Medicine Press to be its publishing partner for *EBM*. As the publishing division of the Royal Society of Medicine, itself a multidisciplinary membership organization dedicated to educational and scientific excellence, RSM Press fully understands the needs and goals of scientific societies. We look forward very much to working with SEBM on all aspects of developing *EBM*, and in particular to building the journal’s international reach outside North

America, including links with other like-minded societies. My colleagues and I at RSM Press look forward very much to a fruitful collaboration with everyone at SEBM and all those involved with its journal’.

During my first three-year term as Editor-in-Chief, which ended on 30 June 2009, my major goals were to expand the interdisciplinary sections of *EBM*, globalize the journal with the establishment of Asian and European offices and Editors, expand the editorial board accordingly, and increase the quantity and quality of submitted and accepted manuscripts. With the strong support of the SEBM President, Council, and Publication Committee we have seen dramatic and exciting changes in *EBM*. During my second term these efforts will continue and be expanded. The second term’s additional new goal will be to improve the production and marketing of *EBM*, including the recruitment of advertisers. These efforts will in turn expand the imprint, importance and membership of the SEBM. This new goal begins its realization today, with this issue of *EBM*, because of the partnership between *EBM*/SEBM and RSM Press.