

Sensing and Sensibility

The field of sensing has long been studied in science. At *ACS Nano*, we welcome submissions focused on novel sensors and assays (broadly defined) under the aegis of nanodevices, nanobiotechnology, and the methods and tools of nanoscience and nanotechnology. Nanomaterials can improve existing sensor and assay technologies or create entirely new ones, due to their large surface areas and novel physical properties. Of the many potential applications for nanoscience, sensors and assays are already well-established in most technical fields, making this area a significant near-term benefit of nanoscience to society. In some cases, nanosensors and assays have been commercialized even before significant applications have been established! Given the advanced state of sensor and assay technology, what is the best venue for manuscripts in this area? As always, authors should consider the intended audience and impact of the manuscript. *ACS Nano* covers nanoscience and its interfaces with biology, chemistry, engineering, materials science, medicine, and physics, so it is a good choice if authors want to reach a diverse audience. For example, a manuscript may describe how an existing sensor or assay can advance one or more applications or establish new sensing applications of a nanomaterial being developed for other purposes. Advances in sensitivity and detection limits, or elucidating the sensing mechanism, may also be of broad interest if they significantly impact research, clinical, or other capabilities.

However, equally significant advances that address difficult problems and speak to experts in more specialized fields will likely reach the best audience and have the biggest impact if published in a journal more tightly focused on that topic. Despite the fact that nearly the entire body of literature is searchable online, which would seem to render journal choice less important, journals still function to some extent as communities. Editors

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know their reviewers, and reviewer responses help shape future decisions. Authors often publish in a specific set of journals because they know the journals' typical areas of interest and audience. These communities are highly effective at distilling and organizing research. To learn about the latest advances in sensing, rather than search on the Internet, I went straight to the #1 journal in the relevant field: *Analytical Chemistry*. Not surprisingly, 2013 begins with a special issue featuring 19 critical reviews of current topics in analytical chemistry written by pioneers in the field¹—quite a community. Our journal communities influence, and are influenced by, other communities important to your research efforts, such as those that organize symposia and those that review proposals. Therefore, when considering where to submit your latest manuscript, especially for early stage investigators, do not obsess over journal metrics that would not necessarily apply to *your* paper. Consider your intended audience and impact, and think of your results as a contribution to a community. Also, to maintain a healthy relationship with that community, review thoroughly, well, and often!

We have two additional notes this month. First, the Call for Nominations is now out for the 2013 *ACS Nano* Lectureships.² Following our inaugural awards in 2012, there will again be three awards in 2013 to honor researchers from around the globe who have made major impacts on the field of nanoscience and nanotechnology. One recipient will be chosen from each of the following three regions: The Americas, Europe/Middle East/Africa, and Asia/Pacific. The chosen winners will give their Lectureship talks during the 2013 ChinaNano conference this fall in Beijing.³ The jury this year is composed of *ACS Nano* editors Jillian Buriak, Molly Stevens, Andrew Wee, and Paul Weiss and editorial advisory board member Jianguo Hou of the University of Science and Technology of China. Please send us your nominations by March 3, 2013!

Published online February 26, 2013
10.1021/nn400606w

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Second, this month, Associate Editor Dawn Bonnell was elected to the National Academy of Engineering. Please join us in congratulating her on this well-deserved honor!

Disclosure: Views expressed in this editorial are those of the author and not necessarily the views of the ACS.



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Associate Editor

REFERENCES AND NOTES

1. *Anal. Chem.* **2013**, *85*, Issue 2. <http://pubs.acs.org/toc/ancham/85/2>.
2. The 2013 ACS Nano Lectureships – ACS Nano (ACS Publications). <http://pubs.acs.org/page/ancac3/lectureship.html>.
3. International Conference on Nanoscience & Technology, China 2013 – ChinaNANO 2013. <http://www.chinanano.org/>.