

EDITORIAL

Helvetica Chimica Acta has undergone a radical reorganization during 1994. On July 1, 1994, the *New Swiss Chemical Society* transferred its publishing activities to a newly founded company, *Verlag Helvetica Chimica Acta AG (VHCA)*, which is located in Basel. The *New Swiss Chemical Society* is the majority shareholder, and the remaining shares are equally divided between the renowned German publishing group *VCH Verlagsgesellschaft*, Weinheim, who will be responsible for *marketing and distribution worldwide*, and *Birkhäuser+GBC Grafische Unternehmen AG*, Basel.

M. Volkan Kısakürek is Managing Director of the new company, in addition to continuing his function as Editor-in-Chief of the journal *Helvetica Chimica Acta*. The Board of Directors is headed by *Luigi M. Venanzi*, and an illustrious Publishing Board, chaired by the Managing Director, comprising *Richard R. Ernst*, *Albert Eschenmoser*, *Hans-Jürgen Hansen*, and *Gerhard Quinkert*, will be responsible for guiding the publication policy.

The journal *Helvetica Chimica Acta* will continue to constitute the central publishing activity of the new company. In its 77-year history, *Helvetica Chimica Acta* has evolved from a national to a highly regarded international journal. Recently released figures for *Impact Factors 1993* reveal that *Helvetica Chimica Acta* climbed up the ladder of this criterion, one of the best to assess the reputation and influence of a scientific journal. With its 1993 rating, *Helvetica Chimica Acta* has now moved significantly ahead of its closest competitors, and has become one of the leading chemistry journals worldwide. This and the very short publication time (an average of 2½ months) have unavoidably led to a dramatic increase in the number of submitted manuscripts and, consequently, in the number of printed pages.

While still having one of the lowest subscription rates among comparable journals, steadily rising production and distribution costs had already forced the *Editorial Board* of *Helvetica Chimica Acta*, in 1994, to introduce of a **stricter selection policy** based upon **topic, originality, quality, and length** of the submitted manuscripts.

By continuing to adhere to this policy in 1995, the *Editorial Board* of *Helvetica Chimica Acta* hopes to maintain and even improve the international reputation of the journal.

Christoph Tamm
Chairman of the Editorial Board

M. Volkan Kısakürek
Managing Director/Editor-in-Chief