

JoF Rejection Rate Exceeds 55%

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Since becoming the Editor-in-chief of the *Journal of Fluorescence* (JoF) in 2001, my colleagues and I have introduced numerous changes to the Journal. These have included an all electronic submission peer review process [1], electronic on-line publishing [1], a new rotating editorial board as well as the introduction of regional editors [2, 3], representing different regions from around the world, to name but just a few of the important changes made.

Several years later we are now starting to see the results of our collective hard work. Since 2001 the JoF impact factor has tripled [4–6], reaching a recent value of 2.6. These increases have also been accompanied by a significant increase in the number of manuscripts submitted to the Journal of Fluorescence for peer review and an approximately 4-fold increase in the number of printed journal pages a year. In addition, we have also been most happy with the Journals increased manuscript rejection rate. In 2007 we saw the percentage of manuscripts rejected climb to >25% and for 2009, the number of manuscripts rejected has increased to >55%.

As the JoF continues to publish more and indeed better quality scientific materials year after year, it is important to

recognize and thank authors, reviewers and our editors / editorial staff for their continued efforts and dedication towards the journal, thank you.

At this time I would also like to take the opportunity to wish you all a very prosperous, peaceful and safe 2010.

Many thanks for your continued support of the Journal.

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