

## The consolidation of the *Anais* in the medical journal scenario *A consolidação dos Anais no cenário das revistas médicas*

As we close the commemorative issue of the 80th anniversary of *Anais Brasileiros de Dermatologia*, the weight of maturity leads us to a reflection on its role in the dissemination of dermatological knowledge amongst the Brazilian, as well as foreign, medical community.

In spite of having to live with adversities inherent to nations with considerable economic and social problems, the Brazilian Society of Dermatology (SBD), organism responsible for its publication, through the boards of directors in its history, has made every effort to publish the journal continuously. Nevertheless, besides stability, the journal must have credibility and be respected by the scientific community. For this purpose, it is crucial to balance the interests of its readers, authors, and sponsors.

As the printed journal is widely distributed to SBD members, the mere size of its circulation – 5500 copies – is not capable of showing the real interest of readers in the articles published in the *Anais*. However, making it available on our website as an online bilingual version will allow us, in the near future, to assess the evolution of readership by counting hits and downloads. This will certainly serve as an indicator of the fulfillment of the *Anais* readers' expectations. The editorial in the last issue presents some preliminary statistics of reader access to its articles, allowing us to glimpse a trend of growing interest in the scientific material being published by the journal, including a significant number of foreign visitors, even though only volume 80 is available. In a short while, with the addition of all the issues of the journal since its foundation, the *Anais* website will constitute an invaluable source of dermatological knowledge, one that will mandatorily be consulted for any work of a dermatological nature. On the other hand, the ease of access to the complete holdings of the *Anais* will allow its articles to be cited in new publications,

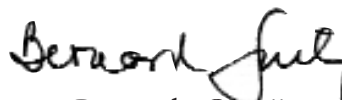
thus increasing the impact value of the journal.

The wide distribution of the *Anais* to SBD members, as well as the great number of visits, hits and readings of its files, will surely attract researchers and authors who will, more and more, elect the *Anais* as the media of choice to publicize their scientific work.

It is, therefore, to be expected that the number of papers submitted for publication in the journal will increase and, consequently, the Editorial Staff, the Editorial Board, and the Board of Consultants will have to be more and more demanding and rigorous in their perusal of submitted works. Besides, with the support of the SBD Board of Directors, the Editorial Staff has expressed its commitment to enhance the quality standards of the *Anais*, as can be seen in the profound changes the journal underwent in the last two years. Such changes will constitute a major incentive to the procurement of better quality work.

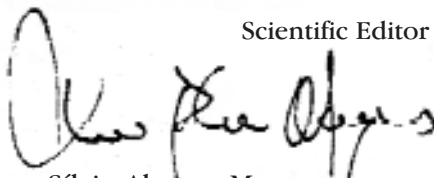
The medical journal market is a constantly expanding sector, in spite of being quite demanding and competitive. Thus, the competition for sponsorship is strong and it poses major requirements to awaken the interest of sponsors and to obtain financial support from scientific funding agencies. Yet, no matter the dependence on sponsorship for the financial vitality of the journal, the Editorial Staff must be constantly attentive and rigorously abide by the standards that regulate medical and pharmaceutical advertising.

Facing the challenges typical to this competitive market, the *Anais Brasileiros de Dermatologia* has striven to keep abreast of the current reality of scientific journals and it has, therefore, undergone constant transformation so as to establish itself as a prestigious publication in the scenario of scientific journals of Brazil, Latin America, and the rest of the world. □

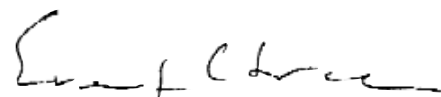


Bernardo Gontijo

Scientific Editor of *Anais Brasileiros de Dermatologia*



Sílvio Alencar Marques  
Associate Scientific Editor



Everton Siviero do Vale  
Associate Scientific Editor