In Appreciation of Supporters of Refractive and Corneal Surgery

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Refractive and Corneal Surgery exists because of the contributions and support of our authors, reviewers, and readers. I wish to let you in on a “behind the scenes” look at some of the economics involved in the production of the Journal as it continues a phase of rapid growth and maturation.

SLACK Incorporated is the publisher of Refractive and Corneal Surgery and takes on most of the financial responsibility of publishing the Journal. The Editorial Office at Emory also receives support from SLACK, but its financial underpinnings are provided by the International Society of Refractive Keratoplasty (ISRK) and the European Refractive Surgical Society (ERSS)—the societies that sponsor our Journal. ISRK has supported the editorial offices since 1989 and we are pleased that ERSS has added its financial support in 1991. ERSS provides both direct support for the office and mailing of the Journal in Europe to help lower subscription costs. Other refractive surgery societies plan to support the Journal in 1992. This international support reflects the world-wide status of Refractive and Corneal Surgery and the continual stream of international contributions that are published.

Advertising revenues are often the major financial source that keeps a journal in print. Unfortunately, the early 1990s are a grim time for advertising in print publications; this is true throughout the industry, in both medical and lay publications. Many subspecialty journals, in particular, are showing few ads. Although Refractive and Corneal Surgery has been accepted into INDEX MEDICUS and is the source of ground-breaking news (the article we published on excimer lasers by Seiler et al in the May/June issue last year was cited in the WALL STREET JOURNAL), it is not exempt from these trying economic times. We thank the companies who are advertising in the Journal; they enjoy a paradoxical advantage—fewer ads mean more visibility for those that are present.

Another source of revenue for many journals, ours included, comes from subscriptions. With the improved timeliness and quality of articles such as excimer laser photorefractive keratectomy and phakic intraocular lenses, the addition of news items, and expanded reporting from meetings and abstracts, the number of subscribers is steadily increasing for our Journal. Most ophthalmologists subscribe through the International Society of Refractive Keratoplasty, the European Refractive Surgical Society, or an affiliate society, receiving the Journal as a membership benefit in addition to the societies’ meetings, courses, and newsletters. The circulation of the Journal is now approximately 2000.

Other sources of support include reprints ordered by authors and orders for individual issues. Fortunately, we have not found it necessary to require page charges for authors and/or their sponsors. The rising costs of postage, paper, printing, and personnel, however, continue to provide us with the great challenge of how to run a cost-effective publication.

One of the greatest unremunerated sources of support for Refractive and Corneal Surgery is our reviewers, the anonymous, unpaid volunteers who maintain the high quality of the Journal and ensure publication of contributions as rapidly as possible. As the volume and complexity of manuscripts increases, so does the responsibility of our reviewers.

Of course, without authors there would be no articles and no journal. We are indebted to the many ophthalmologists and other eye-care professionals who choose to publish their research, surgical techniques, ideas, and opinions in Refractive and Corneal Surgery. Oftentimes, after their original submission, authors spend their valuable time in months of collaborative effort with the editors to revise a manuscript. Because of these authors and their dedication, the Journal has become a rich source of information for ophthalmologists world-wide.

Many people are involved in the birth of each issue of Refractive and Corneal Surgery, but there is only one standard for publication—that of scientific and literary excellence. Without each of you, reaching this goal would not be possible. Thank you.