

# Editorial

## AJVR and JAVMA are standing strong; here's the evidence

Dear colleague,

Whether you are a reader, reviewer, author, or some combination thereof, I hope you are enjoying the many transformative changes we have made in *JAVMA* and *AJVR* in the past year. I have described these initiatives in previous editorials, and now I would like to share the data demonstrating how these changes are positively impacting the journals' standing in the ranks of the veterinary science literature. We are tracking both journals' performance on Facebook, Twitter, Instagram, LinkedIn and Altmetric, and the results of our all-out social media efforts are nothing short of amazing. Here are a few of the top metrics:

- *JAVMA* consistently ranks in the top 3 Veterinary Science Journals for research output mentions online  
—an 84% improvement.
- *AJVR* consistently ranks in the top 10 in Agriculture and Veterinary Science Journals for research output mentions online  
—a 35% improvement.
- Readership has increased greater than 2,000% in *JAVMA* and greater than 200% in *AJVR*.
- Time from submission to publication is consistently less than 100 days.
- Currently the quickest turnaround of any veterinary journal.
- *JAVMA* article views via social media links per week have increased by 1,454% since early March.



**Lisa A. Fortier** DVM, PhD, DACVS

- *AJVR* article views via social media links per week have increased by 1,300%.
- Global outreach of *AJVR* has increased by 35%, supporting the transition to a fully open access journal.
- Submissions to *AJVR* have increased by 15%  
—another win for an open access journal.

I will report to you at least annually as we acquire new tools for tracking citations, but I'll share with you my goal—that *JAVMA* and *AJVR* climb up the ranks to join the most highly cited journals in our field.

On behalf of our Publications Staff, I wish to extend a special thank-you to our authors and reviewers for their patience while we continue to implement these and other changes, and for providing valuable feedback to further improve our customer service. We are proudly here to promote your important work to enhance the health and welfare of our veterinary patients.

Respectfully,

A handwritten signature in black ink that reads "Lisa A. Fortier".

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