



Editorial

Authors speak ...

Building on my January and August 2024 Editorials (“Evidence-based journal strategies for 2024” and “Survey says ...”), this month I want to update you on what our surveys tell us about our all-important community of authors. Earlier this year, we solicited the opinions of AVMA members in academe (2,932) and of authors identified in Clarivate’s Web of Science as having published in the past 5 years in journals that cite *JAVMA* or *AJVR* (3,125). The results I’m reporting here come from an analysis of 411 survey responses overall.

Authors who are AVMA members are much more aware of the changes we’ve made to the journals since 2021—for example, that *AJVR* converted to open access in June 2022 and that the lag times for manuscript review and publication have been sharply reduced over the last 3 years. We hope you’ll continue to help us get the word out about the progress we’re making!

Some data we were especially keen to look at concern what factors influence an author to consider submitting to a particular journal. As the chart below indicates, our Clarivate authors (mostly nonmembers) told us that the top 3 factors influencing their decisions on where to publish are (1) the journal being indexed in PubMed/Medline (89%), (2) perceived fairness/helpfulness of the review process (88%), and (3) reputation (77%).

We find it fascinating that the much-touted Impact Factor (see my Editorial in the September 2024 issue, “Measuring journal impact”) scored 9th

out of the 12 factors authors say influence their decision about where to submit their paper! While *JAVMA* and *AJVR* led the field in indexing and reputation, it is interesting that, among authors responding to the original AVMA member reader/author survey (vs the largely nonmember Clarivate survey), we also scored better on time to first decision and low APC. This fact indicates to us that promoting our improving metrics and implementing our strategic initiatives remain key to attracting a constant stream of fresh, novel, and high-impact research from the community of authors. And those submissions are what will keep the journals full of great new information for all members of AVMA.

Finally, here are some quotes that confirm your journals are moving in the right direction!

There have been a lot of positive, progressive changes in JAVMA and AJVR in the last couple of years!

Due to short turnaround and low APC, I would try submitting my paper to AJVR in the future.

Recent changes have totally changed my opinion of JAVMA/AJVR!

As always, I welcome your feedback and ideas.

Respectfully,

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Importance of Factors Influencing Manuscript Submission

