

## A New Look For *The Scientist* -- And New Ways Of Internet Access

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Author: Eugene Garfield

Readers will no doubt have noticed that this issue of *The Scientist* is printed on flat-matte coated stock, rather than the newsprint we have used since the newspaper was launched more than eight years ago. In contrast to newsprint, which tends to yellow and fade, the new paper has a much longer shelf life.

This switch to higher-quality paper is a practical benefit to our readers. We know from various surveys that readers keep issues of *The Scientist* for weeks or months. Some even maintain a complete collection for future reference. Another indicator of retention is our reader-service cards -- we often receive requests for information on advertisements or new product listings that appeared in issues published months earlier.

Surveys also show that subscribers pass along copies of *The Scientist* to an average of about three readers. With newsprint, the last person on the routing list sometimes received a well-worn, tattered, or torn copy. The higher-quality paper is more durable and should minimize wear and tear both in the mail and as the copies are routed. Pass-along readers should also receive intact copies of *The Scientist* because it is now "saddle-stitched" -- that is, stapled along the spine.

Saddle-stitching is especially useful for securing reader-service cards. Previously, these product-information cards were loosely inserted. By the time the issue got to a pass-along reader, the cards might have disappeared. Pass-along readers will now have equal opportunity to request product information and enter subscriptions.

Readers will also benefit from the new paper for aesthetic reasons. The reproduction of photographs and other illustrations -- especially in color -- are far superior on this paper than on newsprint. Last year, in the April 18 issue of *The Scientist*, we reintroduced color images on our front page. Since then we have increased color graphics throughout the newspaper. Creating a more visually interesting and graphically dynamic publication makes *The Scientist* even more appealing and fun to read.

Higher-quality graphics are critical for information content as well as cosmetic appeal. *The Scientist* frequently publishes scientific photographs that illustrate, for example, computer-screen images, micrographs, blots, tissue cultures, and so on. The level of detail and information they contain often cannot be adequately reproduced on newsprint. However, the new paper accommodates much higher image resolution and ink density.

Thus, the fine detail in our editorial illustrations as well as scientific advertisements will not be compromised. And higher ink density results in greater clarity and richness of color reproduction. Of course, the coated paper commonly used in primary research journals has the same resolution and ink-density advantages. But we selected the new paper instead because it does not have the polished glare of coated stock. Its flat matte finish makes it more readable by eliminating glare, especially in brightly lit areas.

In addition to the obvious enhancements to our print edition, we've recently made improvements in our electronic edition on

the Internet. As many readers know, *The Scientist* has been available free of charge under the National Science Foundation Internic Award on the AT&T server since 1993. Current issues and back issues through 1992 in ASCII text-only format are accessible via ftp, WAIS, Gopher, and the World Wide Web (see box on page 7 for instructions).

Starting with the first 1995 issue of *The Scientist*, we have added our career-opportunity listings as a separate file to this Internet edition. This is a clear advantage to readers worldwide who are using the Internet to search for jobs. (R. Finn, "Career-Building Sites On The Internet: Hunting For Jobs Electronically," *The Scientist*, Jan. 23, 1995, page 22). As of this issue, announcements of new grant programs, symposia, and conferences will also be listed.

In the next few weeks, we will also launch the World Wide Web edition of *The Scientist*. This will give readers the opportunity to take advantage of the Web's ability to display attractively formatted text complete with photos and illustrations. Also, hypertext links will enable readers to navigate through *The Scientist* and locate any stories that include various highlighted terms and phrases of interest.

The improvements mentioned here reflect *The Scientist's* commitment to provide readers with news about their professional interests in an entertaining, engaging, and succinct manner -- both editorially and graphically. I welcome your comments and reactions to these changes and other suggestions you may have about *The Scientist*.

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