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European Association of Urology



Platinum Priority – Editorial

Rising up! Urology in Europe Another Triumph for the EAU

Francesco Montorsi

The recently released 2008 Impact Factor of *European Urology*, “your” Platinum Journal, represents the overwhelming and increasing success of the European Association of Urology (EAU). The result obtained by our association’s official journal is based on the enthusiastic support of the EAU governing body, the staff, and every single member.

What does the new Impact Factor tell us?

The take home message is that quality will always be rewarded. We need to continue the strategy of publishing only the topmost level of scientific contributions in the Platinum Journal.

I am very proud to inform you that the number of original articles submitted to *European Urology* during 2009 has remained extremely high, confirming that authors around the world recognize our prestigious position as the No. 1 journal in the field of urology.

The peer review process is always extremely fast, and our authors are confident that they will receive the first editorial decision within 16 days (including Saturday, Sunday, Easter, and Christmas) from the initial electronic submission. I am convinced that this fast and excellent level of peer review remains a key element of our success.

The editorial staff, the editors, and the reviewers work 24/7 to assess submissions, and we have noted that the number of reviews not completed within the allotted 14 days has been progressively decreasing. In other words, the passion in serving *The Platinum Journal* has been constantly increasing, although this endeavour is clearly demanding.

We have been obliged to be extremely selective during the initial evaluation of each submission, which has led to an increase of the “straight reject” rate. If we feel that a submitted manuscript does not precisely target the profile of the *Journal* or does not have all of the basic scientific requirements that an excellent publication should, then it

would be unwise to have the reviewers invest their time and the author wait 2 weeks.

Our new initiative, Platinum Priorities, has been receiving a significant amount of attention from our readers. We will continue to select the very best articles to be placed at the beginning of each issue, accompanied by a full-length editorial from a recognized world leader in that specific topic.

The Collaborative Review Articles initiative has also been extremely successful. These articles are written by a junior but talented author who is assisted in the writing process by a small group of senior authorities who contribute at each stage of the drafting of the manuscript and eventually appear as co-authors. I was honoured and satisfied to see names such as Prof. Fritz Schröder and Prof. Urs Studer, to name only two among many, investing so much of their time to optimize the content of these review articles.

Every day at the Editorial Office we continue to brainstorm new initiatives to further raise the scientific profile of the *Journal* and to interest our readers. We have the proof that our readers check the *Journal* website daily to read the articles just published online.

In another initiative, we selected the top articles published in 2008 and 2009 and made them available for free by e-mail to 20 000 urologists worldwide. Hopefully you had the chance to download the articles of major interest and read them this summer, maybe under a beach umbrella or in the mountains!

The greatest reward of my first 3 years as Editor-in-Chief of *European Urology* has been the continuing support that I have received from all of you on so many different occasions. I would like you to know that we all feel a significant responsibility and that we will always do all we can to make *European Urology* the top journal in the field of urologic publishing.

Thank you again for your support and dedication!