

Editorial

What price knowledge?

No one wants to pay more than usual for a service or a product—but what price do you put on knowledge that benefits you and your patients?

As Editor-in-Chief of *Quintessence International*, I have nothing to do with the business side of the journal—and that is good. However, sometimes issues arise where I feel strongly that some support from the editorial side for a business decision is appropriate. Such a time is now, when a subscription price increase for *QI* is underway.

All is flux, nothing stands still, said Heraclitus. And of course it is true—the world around us is constantly changing. Nothing can stand still, and survive. While improvement in the products and techniques we use, for example for patient care, is always welcome, the inevitable price increase that comes with the costs of development of new technology is not always so agreeable. Nor are the reasons for price increases always understood by the purchaser.

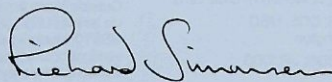
Some of the guiding principles upon which *QI* was founded in Berlin, Germany, 25 years ago relate to quality. Quality in the articles and information delivered to the readers, and quality in the paper and color reproduction used for *QI*. *QI* has led the way internationally for many years in color reproduction of clinical cases reported in the literature. Several other journals have followed suit in recent years. Some routinely charge authors for the color reproduction costs of their articles. None, I would say, have yet managed to match the quality color balance and reproduction and the high quality of paper used for printing that you find each month in *QI*. Color printing is very costly, but since it is of vital importance to the quality presentation of many of your articles of clinical techniques and research topics, color will continue to be used in *QI* without charge to authors.

In addition to the high cost of color reproduction, paper costs and postage rates have risen by more than 10% in recent months. The choice, regrettably, is clear—either pass on part of the higher costs of producing the journal in the form of increased subscription costs, or reduce the quality of the journal and use a less costly paper. Neither choice is a welcome one. *QI* will continue to give readers quality articles in a quality format.

Think about it. For 12 issues of *QI* you pay considerably less than you would pay to attend just one day of continuing education. For 12 issues of *QI* you pay less than it costs to take a family of four to a concert or a sporting event or out to dinner in a good restaurant—you even pay less than for a pair of brand name sports shoes for the teenager in the house! Once each month when *QI* arrives you will have the opportunity to learn from authors around the globe who wish to share their unique experiences, their knowledge, and their expertise. If you learn just one fact from each issue it will be well worth the year's subscription.

To survive in a world of increased production costs it is unfortunately necessary to increase subscription costs to you the reader. I hope you understand why this is necessary, and that you will continue to support the unique global source of clinical information that is *QI*. We want *QI* to remain a vital part of your office "family." I thank you for the continued support you give to the superb staffs in Chicago and Berlin who work very hard to give you the best journal for general practitioners of dentistry in the world.

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Richard J. Simonsen
Editor-in-Chief