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EDITORIAL

The future of printed journals

Already back in 2013, *Nature*, one of the biggest and most influential scientific magazines, dedicated a special issue to the transformation of scientific publishing.¹

The field of scientific publishing has changed dramatically. Major research nations such as the USA as well as the European Union have recently published guidelines to ensure that all funded research be open access at least one year after its initial publication.

With almost unlimited capabilities of collecting and sharing data via the internet, the question now might be whether classical scientific journal publications are still a relevant format. A likely scenario for the near future of scientific publishing is

that classical publications and services for scientific data will coexist in such a way that their content is interlinked, and we can profit from both worlds. Pure scientific articles do not necessarily need to be printed on paper. Researchers are only interested in using the information they contain for their work. We therefore need to assure online access to as much information as possible for everybody.

We are living in a digital world, but analog is making a comeback.

Older analog technologies provide the kind of tactile, physical experience that is not possible with purely digital technology. Many marketers are now investing more in ensuring that customers are able to touch and physically enjoy their products and services – Amazon creating a printed catalog and opening uptown stores to create a real-world experience for their customers is just one example of this. The tactility of print materials will always give them a sensory advantage: the feel of the pages, the smell of ink and paper. Also, hands-on workshops are becoming more popular in dental education and offer this tactile experience that is, after all, a key element of our profession. Digital data is used to prepare oneself for this tangible reality.

The clearest distinction between most print and online journals is the length of the article they are able to run. It is difficult to publish an online piece longer than

Why a feather on the cover? Being inanimate structures made of keratin, feathers represent a fascinating and complex marvel of adaptation. Highly specialized feathers serve a multitude of functions, providing thermal insulation and protection from moisture while enabling daring and fascinating flight maneuvers. Birds communicate through their color and iridescent shine, and yet feathers also provide them with camouflage. And, with all of this, they are simply featherweight. These are only a fraction of the secrets of feathers that have been revealed through bionics. Feathers are an inexhaustible paragon of design and technology, and for this reason we have decided to feature one on our cover.



2000 words and expect most people to read it. There are exceptions to this rule, but an online article, no matter how interesting, begins losing eyes the moment the reader has to scroll down more than once. Most people barely have the patience to read a full text message on their phones.

Print isn't dead, digital didn't kill it, and the hybrid we have now has a greater potential to stand the test of time than print or digital content alone ever had. Beginning with this issue, the *International Journal of Esthetic*

Dentistry, with its focus on clinical work and high-quality reproduction of photographic documentation, follows this trend with a new layout and design. We are also happy to announce our new website that will offer our readers additional benefits and increasingly meaningful interactions.

Enjoy holding, smelling, and reading...

Sincerely yours

Reference

1. A New Page, *Nature*, Volume 495, Issue 7442, 28 March 2013.

We would like to thank PlanetVisible for providing us with the impressive images in this issue. PlanetVisible is a small, like-minded and flexible photography collective positioned to collaborate in the creative process of shaping visual stories. The collective is passionate about caring for people and the environment and for creating a positive impact on our planet.

"Our lives started in different parts of the world, but it is the shared exchange and passion for storytelling and visual imagery that bonded us as friends. This friendship has grown into a purposeful partnership that is today PlanetVisible. By working closely within a team, we create a collection of versatile and striking images to

fit individual projects. We listen carefully to our clients' requirements and deliver professionally crafted work that appeals to editors and publishers. By collaborating with magazines, newspapers, and online media, we are able to expose and bring attention to local stories and share them with the world. Working on projects heightens our motivation and creativity, enabling us to cover in-depth stories in short periods of time. It is this togetherness that enriches our photography."

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