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EDITORIAL

Getting ready for the future

Dear colleagues

What is in today that will be out tomorrow? What will be important in the media world in the future that is of little significance today? A recent Swiss study entitled 'Media of the Future' reveals interesting trends and developments.

The fact is, print is being used more and more as hybrid media, in whatever form is available at the moment, depending on what is more convenient, or what fits the content better from the reader's point of view. Although this could be the actual printed form, it could just as easily be a push message on a smartphone or a longer background article to be read on a tablet.

'Print' thus becomes 'page,' in other words, journalistically produced and editorially prepared readable content. The high importance of the 'page' as a medium is also reflected in the readiness of the reader to pay. Every second respondent believes that good journalism should continue to cost

something (49%). Consumers are much more willing to pay for reading content than for video or audio content.

The International Journal of Esthetic Dentistry (IJED) is open to this development and accepts this challenge. As a first step, we have successfully strengthened our activities on social media, and have asked our readers and followers to be part of our social media editorial board.

If you have a background as an author and/or a reviewer in fields related to esthetic dentistry, and some experience using social media successfully, please contact me to join our team.

In a next step, we hope to increasingly use other forms of online presence, in the sense of the 'page strategy.'

Our goal is to grow and expand our base of readers and followers and make the IJED even more successful by bringing it to the next level.

Share your opinion on this topic with me via email, Facebook, Instagram, and Co.

Enjoy reading.

Sincerely yours

Alessandro Devigus

Why a diatom on the cover?

Diatoms are single-celled algae that produce large amounts of oxygen and biomass. Due to their reinforced cell walls, called frustules, diatoms can withstand extreme pressure of up to 1,000 psi and beyond. The frustules, consisting of silica, show a variety of fascinating forms comprising spheres, discs, pentagons, stars, rods, prisms, and others. Their sophisticated microstructure of pores, ribs, and marginal ridges provides strength and force absorption, while minimizing weight. It is for this reason that diatoms inspire the design of highly stable structures such as rims in aircraft and automobile construction.