

Editorial

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I am pleased to announce the launch of *Reports in Organic Chemistry* – the latest peer reviewed open access journal published by Dovepress.

Reports in Organic Chemistry will publish original research reports, reviews, and commentaries in all areas of organic chemistry, broadly defined. This includes combinatorial, bioorganic and medicinal chemistry, supramolecular and materials chemistry, natural products, and carbohydrate chemistry in addition to organic synthesis, reactions, and catalysis.

This journal is open access and widely available. Although competing with subscription journals, this aspect of *Reports in Organic Chemistry* provides an important advantage. Sophisticated searches that include alerting services have largely supplanted browsing subscription journals for staying current in one's field. The articles flagged in such searches that are most easily accessed tend to be the ones that are most read. Open access also ensures worldwide availability wherever there is an internet connection. Just as importantly, this freedom comes with a rigorous, fair, and rapid review process.

An additional advantage of the online open access model is that the journal is freed from space limitations associated with print journals. This makes it possible to include full compound characterization data in a paper, making this important information prominently available to readers. *Reports in Organic Chemistry* also encourages the full use of digital resources, allowing inclusion of spectra, videos, animations, and other large data sets in either the journal article or the associated supporting information.

It is my hope and expectation that *Reports in Organic Chemistry* will draw high-quality work from chemists all over the globe. Submissions will be reviewed by at least two experts in the field in addition to the Editor-in-Chief. This emphasis on quality, together with the broad exposure that open access publication ensures, will make *Reports in Organic Chemistry* a leading journal in its field. So, let's ROC!

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