

# Online Access to *Drug Discovery Today*



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The Trends Online Website was launched on 22 February 1999. All 16 Trends journals are available online, and so *Drug Discovery Today* is now an even better information resource.

Over the years, many of you have expressed a desire to read *Drug Discovery Today* online, and we have also listened to feedback on how you currently use your printed issue as a foundation for further investigation. Accessibility, clarity of presentation and carefully selected reference lists that allow you to delve more deeply into specific topics have been cited consistently as the best benefits of reading any Trends journal. Our authors' consideration of the needs of people outside their area of specialization is also a distinguishing feature of Trends articles.

We can now introduce you to an environment that extends these established benefits in Phase 1 of Trends Online. It also marks the start of a development programme to deliver print and electronic resources that promote information exchange within the scientific community by offering content accessibility with greater functionality.

To bring this about, we have formed an alliance with BioMedNet ([www.biomednet.com](http://www.biomednet.com)) – The Internet Community for Biological and Medical Researchers. The combination of using BioMedNet's community environment as our Internet platform and the quality of content from each Trends journal results in a new online environment that has truly powerful features.

An important feature of *Drug Discovery Today* Online is the ability to link from items in the Trends reference lists to Evaluated MEDLINE, BioMedNet's version of MEDLINE. This offers an unparalleled range of facilities, including direct import of references to your own bibliographic software. An additional level of citation linking enables you to go directly into the full-text versions of cited articles and to any of the other articles in BioMedNet that cite the Trends article you are viewing. The 'Related Articles' link takes you to other articles that share cited references with the article concerned, even if they are not necessarily cited by the Trends article. You can therefore find related articles in other journals, such as different Trends Journals or Current Opinion titles, in the BioMedNet library.

Browsing and searching the articles is straightforward and designed around your need for simple navigation. Articles can be viewed in three display formats: with thumbnail figures; with full figures; or as text-only with pop-up figures for rapid downloading. High-quality printouts can also be obtained from the PDF files. Being able to provide additional functionality that

enhances the printed journal has been an important element in the development of Trends Online. Notable features include a full-text archive starting from January 1998, a record of your previous searches, and an e-mail contents alerting service.

We hope you have taken the opportunity to access the gateway site at [www.trends.com](http://www.trends.com) to explore *Drug Discovery Today* and any of the other 15 Trends journals temporarily available to all BioMedNet users at the site until 1 June 1999.

From 1 June 1999, only personal subscribers to *Drug Discovery Today* will benefit from continued access to *Drug Discovery Today* Online. This will require a unique subscription key code. For details on how to obtain and use your key code, see the letter accompanying this issue. Further information is available on the Trends website, at [www.trends.com](http://www.trends.com). The subscription key code is important and should be kept safe, as it is your unique access code to your online journal for the remainder of the year. The key code is designed and monitored to enable individual access to the journal – so, if you wish to demonstrate the benefits of the online journal to your colleagues, please do so with due diligence and responsibility. Institutional access is currently available through Elsevier's ScienceDirect ([www.sciencedirect.com](http://www.sciencedirect.com)) services, although we are investigating different models of delivery to multi-user groups in the future.

Subscribers and nonsubscribers alike will have access to full contents lists and abstracts, search facilities and the e-mail contents alert service, and it is possible to download full-text articles on a pay-per-view basis via BioMedNet. If your subscription needs renewing, make sure you continue to receive the full benefits of your free online access for a further 12 months by re-subscribing as soon as possible!

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Finally, we want to provide a service that meets the needs of our readers. We are very interested in your opinion of *Drug Discovery Today* Online and the benefits it offers you as a subscriber, above and beyond your print subscription. We would therefore be grateful for feedback about what you like, any problems you have encountered, how we could improve the service, etc. If you complete the Trends Online questionnaire, available on the contents pages of all online journals, you will be entered automatically into a draw for a US\$500 cash prize! We hope that you enjoy what *Drug Discovery Today* Online can offer and look forward to offering further benefits in the future.

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