

# New-look *Drug Discovery Today* in 2005



'And in the end, it's not the years in your life that count. It's the life in your years.'

*Abraham Lincoln*



**Christopher Watson and Stephen Carney,**  
*Drug Discovery Today*

In 2005 it will be a happy tenth birthday to *Drug Discovery Today* and, as eluded to by the above quote, we hope that during these ten years the journal has provided you with a stimulating, insightful and accessible analysis of all the important issues and developments in the discovery arena. It has been an eventful decade for the industry, although, on the face of it, little seems to have changed. In David Hughes' Editorial that accompanied the very first issue of *Drug Discovery Today*, mention was made of genomic technologies, structure-based drug design, attrition rates, regulatory pressures, rising costs of pharmaceutical R&D, multidisciplinary cultures, and so on: the same buzz-words, the same downbeat messages and unresolved challenges that we hear so much about today.

However, the past decade has witnessed many exciting developments and achievements. As far as therapeutic products are concerned, the approval of molecularly targeted therapies such as Gleevec®, Iressa® and Herceptin® have probably garnered the most attention, although there have been many other stories, spanning all therapeutic areas, and *Drug Discovery Today* has been at the forefront of the discussion and analysis of these. There has been an explosion in new drug screening and automation technologies, the development of better *in vitro* and *in vivo* models of disease, the advent of siRNA, a growing interest in biomarkers and pharmacogenetic/genomic approaches, the burgeoning convergence of information technology and drug discovery, and advances in proteomic and genomic technologies, the latter given huge impetus by the landmark deciphering of the human genome.

Away from the bench, there has been various business and strategic developments, including the plethora of mergers, initiatives and consortia, regulatory endeavours such as the FDA's Critical Path document and the NIH Roadmap, among others. There has, therefore, been no shortage of topics to discuss and debate. The next decade, as the potential of these tools and approaches begins to impact on drug pipelines and disease treatment, promises to be an eventful one and *Drug Discovery Today* will continue to provide you with the insightful coverage you have come to expect from the journal.

## New super-sized *Drug Discovery Today*

There will be numerous events and journal content dedicated to commemorating our milestone throughout 2005 but the most significant event will be occurring from the first issue of the year. You might have noticed that the sound heralding the arrival of this issue of *Drug Discovery Today* through your door was considerably louder than usual – something you will grow accustomed to from January 2005. This issue of *Drug Discovery Today* is accompanied by the latest issues of its sister journals, *Drug Discovery Today: TARGETS* and *Drug Discovery Today: BIOSILICO*. From January, all of this content will be in one super-sized twice monthly drug discovery resource.

The new-look *Drug Discovery Today* will retain the elements that we believe have made the journal so successful. In addition, we will be publishing more than double the number of reviews compared with 2004. The bulk of these reviews will come from the merged *Drug Discovery Today: TARGETS* and *Drug Discovery Today: BIOSILICO* content. We intend to retain the editorial flavour of these sections under the umbrella of the *Drug Discovery Today* brand, as we believe they have developed a position as the leading publications for specialised reviews in proteomics, genomics and pharma-IT. These changes will not affect the four newly launched online-only journals *Drug Discovery Today: Disease Models*, *Drug Discovery Today: Disease Mechanisms*, *Drug Discovery Today: Technologies* and *Drug Discovery Today: Therapeutic Strategies*.

We will continue to include focused review articles, up-to-date news, thought-challenging editorial content, interviews and the popular Monitor section, covering developments in chemistry, biology and computational drug discovery. In addition, each issue will have a longer, more in-depth article than has been published previously in *Drug Discovery Today*. Keynote Reviews will deal with an

area of great significance to drug discovery and will be written by leaders in the field. They may be related to chemistry, therapeutic areas, technologies, or other areas that you would expect us to feature in our journal. Foundation articles will have a more educational element to them; it is intended that they cover areas of science and technology that will be of interest to those who, although not experts or practitioners, will benefit from a solid understanding of concepts and principles associated with the field. Other new articles will include Industry Trends, which, in collaboration with PharmaProjects, will give concise, informative reviews of programme developments in therapeutic areas, or developments with respect to novel therapeutic classes. Alternating with the Industry Trends articles will be short articles outlining the developing biotechnology regions around the world.

### Why the change?

Our intention is to produce a journal that provides a broader and deeper coverage of those fields that are driving modern drug discovery. By doing so, we are responding to the comments of readers, authors and editorial board members, whose opinions we have sought throughout the year. There is increasing discussion within the community of blurring boundaries, be it a greater convergence of chemistry and biology, the integration of tools and technologies or the merging of information silos. In addition, there is an increased trend for eclectic mixes of medicinal chemists, bioinformaticians, statisticians, molecular biologists, automation specialists, engineers, clinicians and so on, to be working together in focused teams within biotech and big pharma. It therefore seems appropriate and sensible to merge the *Drug Discovery Today* print portfolio, pulling together all the relevant drug discovery content into a single 'one-stop' resource, producing a journal more aligned to the needs of the modern drug discovery professional.

The immediate benefit to our readers will obviously be the increased review and news content in every issue, still published 24 times per year. For those readers of *Drug Discovery*

*Today: TARGETS* and *Drug Discovery Today: BIOSILICO*, the content that they have valued will be published more frequently (every two weeks, compared with every two months). In addition, we will endeavour to increase the breadth and depth of our scientific coverage. For authors, we believe that increasing our print circulation by nearly 100% to 25 000, will increase the impact of their articles, as we would estimate that the print version would be read by up to 80 000 individuals. We will ensure that the rapid review process be maintained at its present level and hopefully improved over the next year.

Therefore, as *Drug Discovery Today* enters its tenth year, we have made radical changes to the journal with the intention that we will be as current and dynamic as when the journal was first published. As we have pointed out, we have made these changes in response to the comments of those most closely associated with the publication – the readers, authors and editorial board. We intend that the journal now, as in 1996, be adaptive and continues to reflect the issues and developments occurring within the industry. Most of all, we want the journal to represent the views and opinions of its most valuable resource – the readership. On behalf of all of the *Drug Discovery Today* editorial team, we hope that you had a profitable 2004 and will have an even more productive and enjoyable 2005. We hope that *Drug Discovery Today* will be your most valuable resource for review content and news of the pharmaceutical industry in the coming years. This is your journal; we value your opinion so please let us know what you feel about the changes in *Drug Discovery Today* and how we may better improve it.

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