

Fine wine in a new bottle

Welcome to 2004 and the new look to *The Pharmaceutical Journal*. No doubt there will be some readers who will hate the design on principle. All readers, however, should be pleased that the text size is bigger than it used to be and, therefore, easier to read by those (including the editor) who are presbyopically challenged.

More seriously, committed readers of any publication — be it *The Spectator*, *New Scientist* or *Hello* and *Loaded* — will continue to read their favoured magazine or journal irrespective of its look: it is the contents they are after.

This is as true of *The Journal* as it is of any other publication — professional or otherwise. So readers will find all their old favourites, as well as some innovations, within these pages.

Vision for pharmacy (p19), for example, will be a regular item that will profile pharmacists who have developed services that match the Government's view for the future of the profession. The series starts with a community pharmacist but we are interested to hear from people in all sectors of the profession who believe they deserve similar treatment.

Publications that do not change at all start to look old-fashioned

Network News (the pull-out centre section) will be less frequent yet offer backing for the Society's branch and regional network. We hope members will find it useful and informative. We will draw attention to other developments when they appear.

But why redesign *The Journal*, at all, if readers will not be deterred by the previous version? There are a number of reasons. Journal and magazine design all move on over time — *The Times*, for example, only started carrying news on its front page (as opposed to advertisements) in 1966. Professional journals may not be at the leading edge in terms of design, but as all printed and written material is modernised, certain styles go in and out of fashion; publications that do not change at all start to look old-fashioned. Committed readers may not mind, but less frequent visitors to *PJ* pages will gradually start to wonder whether their effort is sufficiently rewarded.

An extension of that argument is the need for *The Journal* to be as attractive as possible to the younger members of the Society. There is evidence, admittedly anecdotal, that many pharmacists in their 20s simply look at the classified advertisements and then throw their copy in the waste paper basket. Maybe they are too busy establishing themselves in their careers, or believe that, since they were so recently trained, much of *The Journal* is not relevant to them.

When we commissioned the designer Peter Laws to take a fresh look at *The Journal*, one of the main criteria was for him to ensure that the final product would appeal to those nearer the beginning of their careers than the end. *Journal* staff and the editorial advisory board are more than pleased with the result. We hope that you are, too.

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