



CHOOSING THE 'RIGHT' JOURNAL

SEVEN FACTORS TO CONSIDER WHEN SELECTING A TARGET JOURNAL



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HELLO THERE!



Ever thought that scientific publications are too complex?
Or that publishing your research seems too daunting a task?

To make things easier, we have developed a series of bite-sized guides covering a range of topics on scientific publications.

Let's make the complex simple.

TECH OBSERVER MEDICAL COMMUNICATIONS

WHY'S IT IMPORTANT TO CHOOSE THE RIGHT JOURNAL

It improves the chances of publishing your article and reaching your target audience.

An inappropriate journal choice needlessly prolongs the publication process and can be costly.

Below are some factors to consider when selecting a target journal for your article.



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**FACTORS
TO CONSIDER
WHEN SELECTING
A TARGET
JOURNAL**





#1

JOURNAL SCOPE

Read the journal's scope carefully. Ensure that the scope of the journal matches your research topic.

Even rigorous, high-impact work can face rejection if the research objective is not in line with that of the target journal.



#2

JOURNAL READERSHIP

Consider the readership of the journal. Is the journal read mostly by scientists or physicians? Is it read internationally, regionally, or locally?

Choose a journal that reaches your target audience.

#3

ARTICLE TYPE



Is your article a case report? An original research article? A review article? Or perhaps an expert opinion paper?

Check that the journal accepts the kind of article that you are planning to submit.

#4

JOURNAL VISIBILITY



Find out whether the journal is indexed in reference databases.

For greater article visibility, choose a journal that is indexed in popular databases such as PubMed, EMBASE, and the Cochrane Library.

#5

ARTICLE ACCESSIBILITY



Are articles accessible by journal subscribers only? Or is there an open access option available?

Check out the publication options offered by the journal. For greater article accessibility, select a journal which publishes open access.

#6

COST



Many journals charge an article processing fee upon acceptance of an article for publication. Such fees can range from \$1000 to \$5000.

Consider such costs when selecting a target journal for your article.

#7

JOURNAL REPUTATION



Choose a journal that conducts proper peer-review of the articles they receive and publishes high-quality research.

Avoid predatory journals that have poor journal practices and poor quality control.



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