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2 **Why Publish in the *American Journal of Physiology-Heart and Circulatory***
3 ***Physiology?***
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55 For senior cardiovascular scientists, it is well-known and accepted that the *American*
56 *Journal of Physiology (AJP)-Heart and Circulatory Physiology* publishes important and
57 long-lasting cardiovascular science (2). Early career investigators and trainees may be
58 less familiar with the history of *AJP-Heart and Circulatory Physiology* and its importance
59 in the cardiovascular research field. In the inaugural issue of *AJP-Heart and Circulatory*
60 *Physiology* published in January 1977, Matthew Levy, the first Editor- In- Chief of the
61 new APS journal format, briefly outlined the scope and range of articles that would be
62 published in this journal (1). Over the past 40 years, the Journal has been true to
63 Professor Levy's vision, namely that we publish high-quality original research and
64 review articles that advance the field of cardiovascular physiology. We have focused on
65 studies that uncover underlying mechanisms of normal and abnormal cardiovascular
66 physiology. The latter, of course, means that many of our papers describe models of
67 disease that help in understanding the translational importance of physiology gone
68 awry. The work published in *AJP-Heart and Circulatory Physiology* purposefully spans a
69 wide range of cardiovascular investigation. We publish everything from genetic,
70 molecular, and cellular physiology of the heart and vasculature to human and animal
71 cardiovascular physiology under normal and stressed states. The editorial team ensures
72 that the papers published undergo rigorous peer review and provide new mechanistic
73 information to guide our continuously developing understanding of cardiovascular
74 physiology. Consistent with this view, publication statistics indicate that papers in *AJP-*
75 *Heart and Circulatory Physiology* have staying power, with an average citation half-life
76 of almost 9.8 years! There are many outstanding cardiovascular journals that publish

77 important and high-quality work. Many of these journals, however, provide a relatively
78 narrow niche in an area of cardiovascular science that appeals to a subgroup of
79 investigators or clinicians. *AJP-Heart and Circulatory Physiology* differs from many
80 competitor journals in the field of cardiovascular research not only in longevity, but also
81 in having a broad scope of work published in our esteemed journal. This editorial will
82 highlight the many benefits of publishing in *AJP-Heart and Circulatory Physiology*.

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84 As the editorial team looks to the future, we will maintain our broad view of
85 cardiovascular science. At the same time, however, an enhanced vision for the years
86 ahead is developing. First, we must maintain our objective of publishing physiological
87 research. As a result, *AJP-Heart and Circulatory Physiology* can provide a unique
88 translational niche in linking fundamental scientific observations to animal and human
89 pathophysiology. Investigators must incorporate functional mechanisms of normal or
90 abnormal states in their work. Studies that are purely observational, descriptive, or
91 anatomical will likely receive a low priority for publication. For methodological papers,
92 the new methods must be critical in uncovering underlying physiological processes.
93 Second, we will continue to commission insightful, focused review articles from thought
94 leaders covering all aspects of cardiovascular physiology. In addition, we will look
95 closely at unsolicited review articles to determine if they will make a significant
96 contribution to our readership. An important goal of review articles is to help the reader
97 understand the pertinent literature, but also to synthesize new ideas that motivate
98 investigators to take a field to the next level. This concept will be stressed in our review
99 commissions. Often, our reviews will be tied thematically to one of our Calls for Papers.

100 Reviews, along with all the papers in a call, will be provided to our readers as a
101 compilation for fast and easy access to pertinent subject areas. Third, readers can look
102 forward to more Editorial Focus articles. These commentaries on selected articles will
103 highlight the importance of the work and provide a translational perspective. We have
104 asked authors of these articles to include one unifying summary figure that we believe
105 our readership will find helpful.

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107 Authors, we know you have many options when choosing where to submit. Here, we will
108 highlight a few compelling reasons to submit to *AJP-Heart and Circulatory Physiology*.
109 There is added value to publishing in our journal (Table 1). Our articles have no page
110 nor word limits. APS members are not assessed fees for scientifically warranted color
111 figures. Because a high percentage of our articles include immunofluorescent images,
112 pseudo colored optical maps and other types of images where color enhancement is
113 necessary, this benefit provides substantial savings for investigators. Authors are
114 encouraged to include detailed methodology within the body of the article and take the
115 necessary space to develop and explain key concepts emerging from their studies. The
116 American Physiological Society (APS) publications department provides outstanding
117 copyediting services—correcting spelling, grammar, and unclear writing. Each figure is
118 scrutinized for clarity and mistakes, and the authors are given the opportunity to correct
119 them. Importantly, these checks are performed pre-publication, which greatly reduces
120 the chance for inadvertent errors advancing to publication. Our editorial staff provide a
121 tremendous service to authors by promoting every published article on *AJP-Heart and*
122 *Circulatory Physiology* social media sites (Facebook, Twitter and LinkedIn) and through

123 direct email marketing efforts to relevant potential readers. Editor-in-Chief Irv Zucker
124 also produces monthly videos on the *AJP-Heart and Circulatory Physiology* YouTube
125 channel, giving viewers a personal guided tour with detailed highlights of some of the
126 great work published each month. We would be remiss if we did not mention our world-
127 famous podcasts! If you have not listened to one of our podcasts we urge you to go to
128 <http://ajpheart.podbean.com> and listen. As of May 2017, our podcasts were downloaded
129 over 43,000 times! So, even if you think you are too old and set in your ways for
130 podcasts, give them a try. Our author interview podcast format lends itself to truly
131 candid conversations between the lead author, one of our editors, and a leading expert
132 in the field. This is a great way to find out the key aspects of the article in under 12
133 minutes. Finally, our readership should know that we now publish selected original
134 research and reviews that were part of APS sponsored conferences. These, too, will
135 ultimately be provided as compendia for easy access.

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137 Our editorial team is committed to providing critical but helpful reviews and advice for
138 authors. Because our time to a first decision is 18.7 days, authors will know rapidly if
139 their paper is acceptable or needs revision, or if the manuscript is not acceptable,
140 allowing authors to move on without delay. Our process for deciding on what kinds of
141 research to publish always involves consultation at multiple levels with appropriate
142 feedback given to authors. Our editorial board has recently had in-depth discussions
143 regarding reviewer calibration and making sure that our reviewers understand what is
144 sufficient and novel data for manuscript acceptance. We continue to ask our readers to
145 provide us with feedback regarding this topic. While not every kind of cardiovascular

146 study may be appropriate for *AJP-Heart and Circulatory Physiology*, we are one of the
147 few physiology journals that publishes an array of mechanistic physiology focusing on
148 the heart and blood vessels at the molecular, cellular, and integrative levels. We are
149 totally committed to promoting your work and moving cardiovascular science forward.
150 As always, we value your feedback and look forward to receiving your manuscripts. For
151 a list of our current and upcoming calls for topics, please see [http://www.the-](http://www.the-aps.org/mm/Publications/Journals/AJP-Heart/Special-Calls)
152 [aps.org/mm/Publications/Journals/AJP-Heart/Special-Calls](http://www.the-aps.org/mm/Publications/Journals/AJP-Heart/Special-Calls) Thank you for supporting
153 *AJP-Heart and Circulatory Physiology*. We look forward to receiving your next
154 submission and helping you to publish the best cardiovascular science.

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| Table 1. Top 10 Reasons to Publish in <i>AJP-Heart and Circulatory Physiology</i> |
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| No Charges for Color Figures for APS Members |
| Broad Scope of Cardiovascular Physiology |
| No Page or Word Limits (all details within the manuscript) |
| Popular Podcasts on Selected Articles |
| Monthly YouTube Video Table of Contents |
| Intense Editorial Promotion on Social Media |
| Delivery to PubMed Central of NIH-funded Articles by APS on Behalf of Authors |
| Rapid Time to First Decision 18.7 Days |
| Outstanding Copyediting and Figures Checked Pre-publication for Clarity and Errors |
| 9.8 year Citation Half Life |

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