



ISCBFM AND NPG ANNOUNCE A PUBLISHING PARTNERSHIP

The International Society for Cerebral Blood Flow and Metabolism (ISCBFM) and Nature Publishing Group are pleased to announce a new publishing partnership.

From January 2005, Nature Publishing Group (NPG) will publish the Society's leading international title: ***Journal of Cerebral Blood Flow and Metabolism***.

Established over 40 years ago, ISCBFM welcomes those individuals who have an interest in cerebral blood flow, metabolism, and function. The breadth of the Society's membership can be seen in the bi-annual Symposia, Journal and Summer Schools. These activities provide a forum for the presentation of original, high quality basic and clinical neuroscience research relating to normal and disordered physiology, chemistry, neurobiology, imaging and genetics of the circulation and parenchyma of the central nervous system. In particular, membership and participation in the Society offers valuable clinical contacts for basic neuroscientists seeking this, and similar, reciprocal contacts for clinical neuroscientists.

NPG, publisher of *Nature* and more than a dozen *Nature*-branded titles, is the world's leading scientific publisher in the quality and impact of its publications. In addition to the titles it owns, NPG publishes a growing number of titles in partnership with major scientific International, North American and European societies.

ISCBFM awarded NPG this contract ahead of several other STM publishers as NPG best meets the Society's goals for developing *JCBFM*, particularly with respect to synergies with other titles in NPG's portfolio, and NPG'S flexible and responsive editorial management.

JCBFM, edited by Richard J. Traystman, PhD of the Oregon Health and Science University in Portland, Oregon, has an Impact Factor of 5.370 and is ranked 22/198 in ISI's Neuroscience category.

Professor Anthony Strong, Chair of the Publications Committee of ISCBFM, said:

"ISCBFM is excited to be forming this new partnership with NPG to publish JCBFM. The Society is already seeing the benefits of NPG's critical insights, expertise and enthusiasm. We selected NPG as the partner to help us develop JCBFM by harnessing NPG's forward-looking publishing approach, its premier web presence and global marketing reach."

Annette Thomas, Managing Director of NPG, said:

"NPG is delighted to have been chosen to enter this association with ISCBFM. The partnership fulfils our mission to provide the highest quality information to the global scientific community. We look forward to building a strong reputation with the Society and its membership and to taking the journal forward."