

Editor's Page

The Hellenic Journal of Cardiology and the Internet

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The astonishing growth of the internet during the last decade has had a major impact on many areas of human activity. So pervasive has the internet become, that it would not be an exaggeration to say it has added a new dimensional plane to many people's perception of the world: a plane represented by the conceptual map of cyberspace.

One area that has been dramatically affected is that of medical publishing. Increasingly, traditional medical libraries have been giving way to dedicated bibliographic search engines, in particular the Medline/PubMed website,¹ while most major medical publishers now make full text electronic versions of their journal contents accessible via the World Wide Web.

The Hellenic Journal of Cardiology has not been slow to follow this trend. Since the launch of the international (English language) edition of our journal in July 2002, the entire scientific content has been made available free of charge at the journal's website in portable document format (PDF).² The response has been very encouraging.

Some recent statistics will make this clear. During the first three months of 2007, more than 5000 people visited the website (over 1700 in each of January and February, over 2000 in March). Almost ten percent of them added the home page to their list of "favourite" sites. The visitors represented over eighty different countries, spanning all continents except Antarctica.

These visits were more than just sightseeing. Almost twenty percent of the files supplied by the web server (>6000 files) were PDF documents, accounting for more than eighty percent of the overall bandwidth traffic. More than one hundred articles were downloaded twenty times or more, almost thirty were requested forty times or more, while three articles were

accessed more than one hundred times. It is obvious that many people consider the journal's website to be a valuable resource.

Approximately half the visitors to the HJC website this year arrived there via the Google search engine (over 4000 links in all).³ Being able to take advantage of such a window on to the world is an excellent way of raising the journal's level of visibility within the scientific medical community.

In September 2006 the journal's website was moved to a new web server and detailed usage statistics became available (Figure 1). It will be interesting to see whether the increasing trend continues over the coming year.

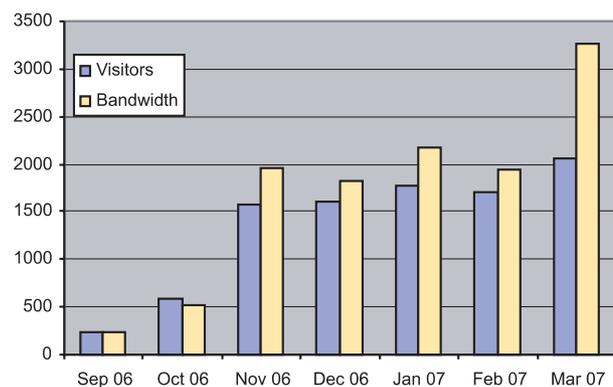


Figure 1. Visitors to the HJC website and bandwidth used (i.e. volume of data transferred) since September 2006 (bandwidth in megabytes, scaled by a factor of 10 for convenience).

References

1. <http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?DB=pubmed>
2. <http://www.hellenicjcardiol.com/>
3. <http://www.google.com/>