

WORLD FEDERATION OF NEUROLOGY

Annual Report of WORLD NEUROLOGY

World Neurology has undergone dramatic changes in 2008. Prof. J. Chopra produced the final issue of his long and successful tenure as Editor-in-Chief as the first issue of 2008. Prof. M. Hallett then took over as Editor-in-Chief and produced the next three issues. With the change of editor, there has been a change in format and style of the newsletter. The main changes have been the size of the page, the addition of neurology news in addition to WFN news, the addition of advertising, and the change in distribution procedures. The page size increased to about 11 x 14 inches, slightly varying in the different markets. With advertising, it is hoped that the publication will generate revenue for the Federation. As the only publication going to all neurologists worldwide, it should appeal to advertisers. Because some advertising markets are specialized, there will be several versions, differing only in advertising copy, depending on sales. As before, the issues of WN are placed on the WFN website as well as delivered in paper copies. The editorial board has been increased with members from around the world. The new venture is a partnership with Elsevier, who also publish the *Journal of the Neurological Sciences*. Their subsidiary, the International Medical News Group (IMNG), has direct responsibility for helping Dr. Hallett produce the issues. There have been some problems with distribution, but it is hoped that these are now solved.

Beginning in 2009, the decision has been made to increase the number of issues from 4 to 6. This should make news and other material more timely. There will be 4 separate editions, differing only in advertising copy: USA; UK; Europe other than UK; and the “rest of the world”. There will be one size for all four editions, the so-called “green size”: 10 1/2” x 14”.

The proof of the pudding is in the eating, and the *World Neurology* staff hopes that everyone is enjoying reading the publication. We welcome news and solicited contributions, including letters in response to publications, and, of course, feedback. These can be sent to worldneurology@elsevier.com.