

# The British Journal of Diabetes (and Vascular Disease): a brief history

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## The beginnings

The *British Journal of Diabetes (BJD)* began life as the *British Journal of Diabetes and Vascular Disease (BJDVD)*. It was conceived by Michael and Nina Gibbs (directors of Sherborne Gibbs Ltd [SGL] and MediNews-Cardiology), and by Henry Purcell who was editor of the *British Journal of Cardiology (BJC)*, the publishing model for *BJDVD*. A meeting of the initial editors and several members of the editorial team was convened to determine the scope and mission of the journal (Figure 1). MediNews-Diabetes was set up in April 2001 to publish *BJDVD*, with administrative support from SGL and their excellent production team headed by Helen McDonnell. The *BJDVD* logo of interlocking rings was designed to illustrate a broad coverage of diabetes, vascular disease and their interrelationships beyond glycaemic control. The journal launched in September 2001 at the European Association for the Study of Diabetes (EASD) conference in Glasgow with Clifford Bailey, Ian Campbell and Henry Purcell as editors, Caroline Day as associate editor (who did most of the work), Harry Keen as consultant editor and Michael Gibbs as publishing director.<sup>1</sup>

The core editorial team met regularly to plan content, invite reviews, encourage original submissions and write commentaries and conference reports (Figure 2). The title and scope of the journal has proved attractive to a readership of specialists in diabetes, endocrinology, cardiology and vascular medicine as well as health professionals in primary care (Table 1). During the first full year (2002) there were six issues totalling 480 pages, comprising 90 papers: nine editorials, 46 reviews, seven original research papers, 10 'achieving best practice', six 'landmark studies', six short case reports, 11 'current topics' plus round-ups of major international meetings and short news items (use of the internet was still in its infancy).

The journal was peer-reviewed, free to publish and free to read (an early open-access model). This was made possible by funding from advertisements, supplements, reprints and translations. A tight production schedule was adopted to ensure topicality and an average reviewing time to decision was typically less than one

**Figure 1.** *British Journal of Diabetes and Vascular Disease*; front cover of first issue 2001, the mission and the logo of interlocking rings.



**Figure 2.** *British Journal of Diabetes and Vascular Disease* initial core editorial team 2002: Back row left to right: Caroline Day, Mike Kirby, Michael Gibbs, Ian Campbell, Peter Andrews, Peter Grant, Michael Feher. Front row left to right: Harry Howlett, John Petrie, Henry Purcell, John Scarpello, Cliff Bailey. Inset, Harry Keen.



month, making the journal appealing to authors. Several themed issues provided important compendia of state-of-the-art articles by well-known authorities (Table 2). Of particular historical value were the issues to coincide with the Golden Jubilee (2002) and Diamond Jubilee (2012) of HRH Queen Elizabeth II. Volume 2 covered the

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**Table 1** Subscribers profession - 2010

General Practitioners	21%
Diabetologists (inc SpR)	35%
Cardiologists	21%
Geriatricians	2%
Pharmacists	2%
Diabetes nurses (DSN)	16%
Hospital nurses	2%

**Table 2** Themed issues with guest editors

Issue	Editor	Theme
2002 vol 2 pt 2	Peter Andrews	Nephrology
vol 2 pt 4	Mike Kirby	Sexual dysfunction
vol 2 pt 5	Peter Grant	Cardiovascular disease
2003 vol 3 pt 2	John Scarpello	Neuropathy
vol 3 pt 4	John Petrie	Hypertension
2004 vol 4 pt 1	Johnathan Levy	Insulin
2005 vol 5 pt 1	Alan Sinclair	Diabetes in older people
2007 vol 7 parts of pt 3 & pt 4	Glen Matfin	Drug development and clinical trials
2009 vol 9 pt 1	Tahir Mahmood	Obesity and reproduction
vol 9 pt 5	Tahir Mahmood	Diabetes and reproduction
vol 9 pt 6	Parth Narendran	Type 1 diabetes
2011 vol 11 pt 4*	Peter Schwarz	Diabetes prevention

\*BJDVD website hosted the IMAGE - Curriculum for the training of prevention managers. IMAGE (Development and Implementation of a European Guideline and Training Standards for Diabetes Prevention). This European Union funded project (2003–2008) produced the curriculum.

**Table 3** International readership - 2009

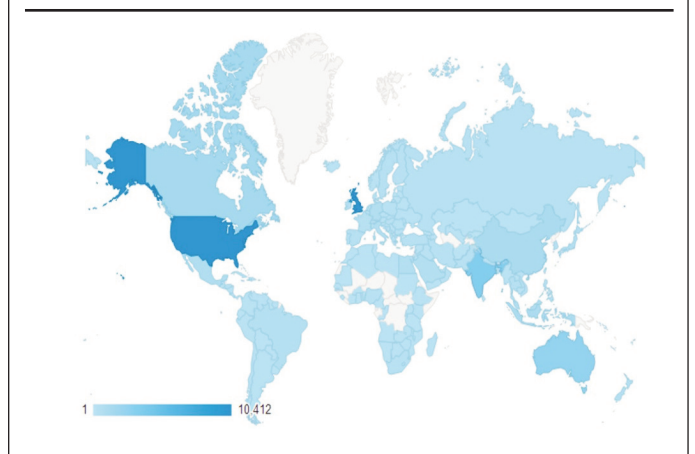
Europe	46.6%
N. America	29.7%
Africa	11.0%
UK	6.6%
Middle East	2.9%
Asia	2.2%

changing face of diabetes healthcare from 1952 to 2002, and volume 12 provided updates of the intervening decade as well as discussion of areas that had seen remarkable change over the previous 60 years.<sup>2,3</sup>

### Extended reach

Increasing numbers of submissions of original and detailed research manuscripts of a more academic nature prompted the birth of a sister journal in 2004 – *Diabetes and Vascular Disease Research (DVIDRes)* – with Peter Grant as editor-in-chief. Interest beyond the UK also gave rise to a South Africa edition (2005) and a Middle East edition (2006), both of which included additional local content.

In 2008 *BJDVD* was acquired by Sage Publications, but the

**Figure 3.** Visitors to the *British Journal of Diabetes and Vascular Disease* website between Jan-June 2013.

financial austerity squeeze in the following years reduced income from conventional revenue streams such as advertising. This in turn forced a reduction in the length of the journal to around 52 pages per issues (to curb printing and postage costs). However, *BJDVD* continued to enjoy an international on-line readership (Table 3), and the website consistently attracted visitors from more than 180 countries (Figure 3). Web traffic grew quickly and there were more than 145,000 article downloads in 2011.

### Some gains and losses

In December 2010 our cardiology editor Henry Purcell stepped down in order to devote more time to his editorship of *BJC*, and Christoph Schindler (Dresden and Hanover) joined (2011–13) to support the journal's cardiological content and growing European interests. By now the editorial team had diversified to include overseas members and additional areas of expertise, but very sadly death took our statistics expert Carole Cull (2007), consultant editor Harry Keen (2013) and Nina Gibbs (2011).

### Change of title

In January 2013 the publication format of *BJDVD* changed to Sage Publications' house style and later that year the Association of British Clinical Diabetologists (ABCD) was in search of its own journal and acquired the publishing rights. This acquisition was organised by Chris Walton, Bob Ryder and Rob Gregory, who seized the opportunity to align the journal to the Association. Sage Publications retained the back catalogue of *BJDVD* (2001–2013) and this is available on their website <https://journals.sagepub.com/home/dvd>. In 2014 the journal adopted the ABCD branding, with its current blue front cover. At this time Ian Campbell stepped across to consultant editor, and editors Cliff Bailey and Caroline Day continued for a further year before becoming consultant editors.<sup>4</sup> The new editors were Paul Grant (2014–16) and Mike Gwilt (2015) before Parth Narendran took over as acting editor-in-chief in April 2016, which was the year that *BJDVD* abbreviated its title to the *British Journal of Diabetes (BJD)*.

Figure 4. *British Journal of Diabetes*: current front cover design.



Key messages

- BJDVD
  - Peer reviewed journal, free to publish, free to read
  - 2001 – launched at EASD 37th annual meeting in Glasgow
  - 2008 – published by Sage (now hosts vol 1-13 online)
  - 2014 – became an ABCD journal
  - 2016 – renamed BJD

In 2017 the present editor-in-chief Marie-France Kong and deputy editor Chris Walton took up their positions to consolidate the revised focus of the journal. They are supported by a number of associate editors, a news editor (Umesh Dashora), and an enlarged editorial team with administrative support from Red Hot Irons and production back in the capable hands of Helen McDonnell (figure 4). The journal, which is now published twice yearly, remains free to ABCD members, and the latest information for readers and authors is at <https://bjd-abcd.com/index.php/bjd>. Submissions are always welcome.

**Conflict of interest** None.

**Funding** None.

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