



15 Years of Advanced Materials: Past and Future

By *Esther Levy**

2003 marks 15 years of publication of *Advanced Materials*—the journal's crystal anniversary. Crystals of all types—from liquid to photonic—have long occupied materials scientists, making this anniversary a particularly relevant one. The events and innovations that have contributed to the present success of *Advanced Materials* are highlighted in this Editorial and a glimpse is given of what this year holds in store.

1. The Milestones

The notion to launch a journal that spans the concepts embraced by the term “advanced materials” arised during an interview between Gerhard Wegner, Dietrich Haarer, and the editors of the member magazines of the German Chemical Society and German Physical Society on the state of materials science research in Germany. Around 18 months later the journal *Advanced Materials* was launched as a supplement in *Angewandte Chemie* (see the interview with Peter Göllitz in issue 23, 2002 for further details). The impressive development of *Advanced Materials* since then is aptly illustrated by this issue's cover picture, which displays selected past cover pictures that represent milestones in the history of the journal. These milestones are summarized in Table 1, one of the most crucial developments being independence from the “mother” journal (*Angewandte Chemie*) in 1990.

1.1. The Electronic Influence

It is quite fascinating to track the influence of electronic media and the World Wide Web on the development of *Advanced Materials* and the working habits of its editorial team, authors, and referees. As early as 1992 we started copy editing manuscripts on-screen. This was followed by the introduction of an electronic editorial office system in 1997 to aid internal manuscript administration. The journal's first homepage (www.advmat.de) was launched in 1995 and the content

Table 1. Changes and innovations at *Advanced Materials* over the last 15 years.

1988	First issue; Editor: P. Göllitz
1989	First volume
	Table of Contents with graphical abstract
1990	First independent issue (not bound into <i>Angewandte Chemie</i>)
	New Editor: P. Gregory
1992	On-screen copy editing
1993	Materials Forum
1995	Changing cover picture
	Journal home page www.advmat.de
1996	Launch of <i>Chemical Vapor Deposition</i>
	Inside cover picture
1997	Electronic editorial office system
1998	Regular press service
	Full text online at www.interscience.wiley.com
1999	Online refereeing
2000	New layout; Color Table of Contents
	EarlyView (online publication before print publication)
	Interviews
2001	Launch of <i>Advanced Functional Materials</i>
	Web editor
2002	New Editor: E. Levy
	Online submission of manuscripts
	Progress Reports, CrossRef

became available online in 1998 via Wiley InterScience (www.interscience.wiley.com). Further innovations include the introduction of online manuscript submission and online refereeing for the convenience of our authors and referees and to accelerate the refereeing process. We recognized this growing importance of electronic media with the addition of a Web Editor to our team in 2001.

*Changing
Habits*

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1.2. How to Communicate?

Our philosophy at *Advanced Materials* has always been to enhance the accessibility and visibility of all aspects of materials science research. How? Through its communication via the article type or section most appropriate to the purpose and target audience. Thus even in 1988 the journal contained Essays, Reviews, Research News, Conference Reports, Book Reviews, and a Conference Calendar in addition to original research articles. Two recent additions that are already proving extremely popular are Interviews with prominent scientists and Progress Reports, which provide a critically selected overview of important progress in hot areas of research.

1.3. An Attractive Exterior

Appearances do matter. This is why we are continually taking steps to improve the attractiveness of the journal and visibility of its content. Some of our past innovations include introduction of a Table of Contents with graphical abstract in 1989, a changing cover picture in 1995, and a color Table of Contents in 2000. Further enhancements are naturally planned for this year (see Sec. 3).

1.4. Quality—The Basis of Our Success

Of course it is our authors and referees who respectively supply and monitor the quality of the content of the journal, thus helping us ensure that *Advanced Materials* is much more than just a pretty face. The impact of the work published in the journal is clearly on the increase as can be seen from Figure 1, which displays the Impact Factor development of *Advanced Materials* over the past 10 years, as well as that of two other well-known materials science journals launched around the same time. *Advanced Materials* has consistently been the top journal in the field,

*Quality
Matters*

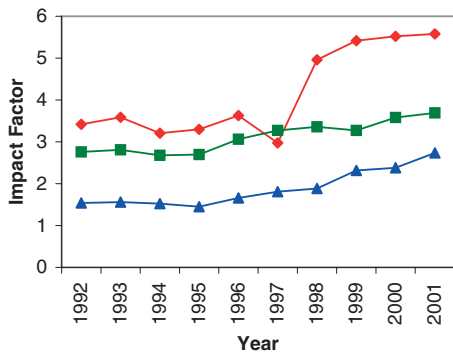


Fig. 1. The development of the Impact Factor of *Advanced Materials* (◆), *Chemistry of Materials* (■), and the *Journal of Materials Chemistry* (▲) over the past 10 years.

but really took off in 1998, when the Impact Factor leaped to 5. Thanks to the loyalty and dedication of our authors, referees, and advisory board members as well as much hard but satisfying work in the editorial office, we are confident that this very positive trend will continue.

One way of assessing the scientific highlights of a journal and the research fields it covers is to examine the journal's most highly cited articles. Tables 2 and 3 list *Advanced Materials*' 15 most highly cited Reviews and Communications, while Tables 4 and 5 show *Advanced Materials*' 15 most downloaded Reviews and Communications from Wiley InterScience. These four tables provide a fascinating overview of the topics that have occupied our authors and readers over the past 15 years. Throughout, nanotechnology and (semi)conducting materials have been dominant research fields, while a number of other areas, such as photonic crystals and hybrid organic-inorganic materials, are gaining prominence. It can certainly be said that the spectrum covered is very broad and multidisciplinary—one of the trademarks of the journal—and many of the names are familiar as regular contributors and book authors.

*Fascinating
Topics*

1.5. The People Behind the Journal

There is no doubt that the Editor has a great influence on the content and direction of a magazine or journal. Peter Göllitz, the first editor of *Advanced Materials*, was very actively involved in defining the scope and goals of the journal and conveying these to the scientific community as well as encouraging the submission of articles. With the journal's independence from *Angewandte Chemie* in 1990, the editorship of *Advanced Materials* was passed on to Peter Gregory. His enthusiasm, dedication, vision, and fair editorial decisions made a very positive impression on the scientific community and undoubtedly made a significant contribution to the present success of the journal. Now the responsibility has been passed on to me. For the last five years of Peter's editorship I worked with him towards the common goal of continually improving the journal in all respects. We certainly do not intend to rest on our laurels now. A taste of what we have planned for the near future is presented in Section 3, with further innovations to be announced as they are implemented.

2. An Ever-Expanding Materials Universe

The growth and popularity of a journal can be measured in a number of ways depending on whether, for example, one is interested in the size of the readership, the number of pages and issues published, or the number of manuscript submissions the journal receives. *Advanced Materials* has exhibited a healthy growth in all respects.

Table 2. Authors and titles of the **15 most highly cited Reviews** published in *Advanced Materials* (according to the ISI Web of Science science citation index).

Title	Authors	Citation
Nanochemistry: Synthesis in Diminishing Dimensions	G. A. Ozin	<i>Adv. Mater.</i> 1992 , 4, 612
The Colloid-Chemical Approach to Nanostructured Materials	J. H. Fendler, F. C. Meldrum	<i>Adv. Mater.</i> 1995 , 7, 607
Hybrid Nanocomposite Materials – Between Inorganic Glasses and Organic Polymers	B. M. Novak	<i>Adv. Mater.</i> 1993 , 5, 422
Polymer Layered Silicate Nanocomposites	E. P. Giannelis	<i>Adv. Mater.</i> 1996 , 8, 29
Quantized Semiconductor Particles – A Novel State of Matter for Materials Science	R. L. Whetten	<i>Adv. Mater.</i> 1993 , 5, 88
Starburst Cascade Dendrimers: Fundamental Building-Blocks for a New Nanoscopic Chemistry Set	D. A. Tomalia	<i>Adv. Mater.</i> 1994 , 6, 529
Organic Solar-Cells	D. Wöhrle, D. Meissner	<i>Adv. Mater.</i> 1991 , 3, 129
Oligomeric Tetrathiafulvenes: Extended Donors for Increasing the Dimensionality of Electrical Conduction	M. Adam, K. Müllen	<i>Adv. Mater.</i> 1994 , 6, 439
Amphiphilic Block Copolymers in Structure-Controlled Nanomaterial Hybrids	S. Förster, M. Antonietti	<i>Adv. Mater.</i> 1998 , 10, 195
Monodispersed Colloidal Spheres: Old Materials with New Applications	Y. Xia, B. Gates, Y. Yin, Y. Lu	<i>Adv. Mater.</i> 2000 , 12, 693
Surface Chemistry of Luminescent Silicon Nanocrystallites	M. J. Sailor, E. J. Lee	<i>Adv. Mater.</i> 1997 , 9, 783
Nanoengineering of Particle Surfaces	F. Caruso	<i>Adv. Mater.</i> 2001 , 13, 11
The Transduction of Host–Guest Interactions into Electronic Signals by Molecular Systems	D. N. Reinhoudt, E. J. R. Sudhölter	<i>Adv. Mater.</i> 1990 , 2, 23
Poly(3,4-ethylenedioxythiophene) and Its Derivatives: Past, Present, and Future	B. L. Groenendaal, F. Jonas, D. Freitag, H. Pielartzik, J. R. Reynolds	<i>Adv. Mater.</i> 2000 , 12, 481
Sensor Materials for Solvent Vapor Detection – Donor–Acceptor and Host–Guest Interactions	F. L. Dickert, A. Haunschild	<i>Adv. Mater.</i> 1993 , 5, 887

Table 3. Authors and titles of the **15 most highly cited Communications** published in *Advanced Materials* (according to the ISI Web of Science science citation index).

Title	Author	Citation
An All-Organic Soft Thin-Film Transistor with Very High Carrier Mobility	F. Garnier, G. Horowitz, X. H. Peng, D. Fichou	<i>Adv. Mater.</i> 1990 , 2, 592
Nanocrystal Gold Molecules	R. L. Whetten, J. T. Khoury, M. M. Alvarez, S. Murthy, I. Vezmar, Z. L. Wang, P. W. Stephens, C. L. Cleveland, W. D. Luedtke, U. Landmann	<i>Adv. Mater.</i> 1996 , 8, 428
Novel Gold-Dithiol Nano-Networks with Non-metallic Electronic Properties	M. Brust, D. Bethell, D. J. Schiffrin, C. J. Kiely	<i>Adv. Mater.</i> 1995 , 7, 795
Angular-Dependence of the Emission from a Conjugated Polymer Light-Emitting Diode – Implications for Efficiency Calculations	N. C. Greenham, R. H. Friend, D. D. C. Bradley	<i>Adv. Mater.</i> 1994 , 6, 491
End-capped Oligothiophenes – New Model Compounds for Polythiophenes	P. Bäuerle	<i>Adv. Mater.</i> 1992 , 4, 102
<i>meso</i> -(Tetraphenylporphinato)manganese(III)-Tetracyanoethenide, [Mn ^{III} TPP] ²⁺ [TCNE] ²⁻ . A New Structure-Type Linear-Chain Magnet with a T_c of 18 K	J. S. Miller, J. C. Calabrese, R. Scott McLean, A. J. Epstein	<i>Adv. Mater.</i> 1992 , 4, 498
Access in Mesoporous Materials: Advantages of a Uniform Pore Structure in the Design of a Heavy Metal Ion Adsorbent for Environmental Remediation	L. Mercier, T. J. Pinnavaia	<i>Adv. Mater.</i> 1997 , 9, 500
Continuous Mesoporous Silica Films with Highly Ordered Large Pore Structures	D. Zhao, P. Yang, N. Melosh, J. Feng, B. F. Chmelka, G. D. Stucky	<i>Adv. Mater.</i> 1998 , 10, 1380
Thermally Stable Multilayered Organic Electroluminescent Devices Using Novel Starburst Molecules	Y. Kuwabara, H. Ogawa, H. Inada, N. Noma, Y. Shirota	<i>Adv. Mater.</i> 1994 , 6, 677
Tuning of Photoluminescence and Electroluminescence in Allylated Polythiophenes with Well-Defined Regioregularity	R. Gill, G. G. Malliaras, J. Wildeman, G. Hadziioannou	<i>Adv. Mater.</i> 1994 , 6, 132
Polarized Light Emission from LEDs Prepared by the Langmuir–Blodgett Technique	V. Cimrova, M. Remmers, D. Neher, G. Wegner	<i>Adv. Mater.</i> 1996 , 8, 146
Polarized Electroluminescence from an Oriented Substituted Polythiophene in a Light-Emitting Diode	P. Dyreklev, M. Berggren, O. Inganäs, M. R. Andersson, O. Wennerstrom, T. Hjertberg	<i>Adv. Mater.</i> 1995 , 7, 43
Metamorphic Materials: Restructuring Siliceous Mesoporous Materials	D. Khusalani, A. Kuperman, G. A. Ozin, K. Tanaka, J. Garces, M. M. Olken, N. Coombs	<i>Adv. Mater.</i> 1995 , 7, 842
Two-Layer Light-Emitting Diodes Based on Sexithiophene and Derivatives	G. Horowitz, P. Delannoy, H. Bouchriha, F. Deloffre, J. L. Fave, F. Garnier, R. Hajlaoui, M. Heyman, F. Kouki, P. Valat, V. Wintgens, A. Yassar	<i>Adv. Mater.</i> 1994 , 6, 752
The Metal-on-Polymer Interface in Polymer Light-Emitting Diodes	W. R. Salaneck, J. L. Brédas	<i>Adv. Mater.</i> 1996 , 8, 48

Table 4. Authors and titles of the 15 most downloaded Reviews published in *Advanced Materials*.

Title	Authors	Citation
Nanoengineering of Particle Surfaces	F. Caruso	<i>Adv. Mater.</i> 2001 , <i>13</i> , 11
Monodispersed Colloidal Spheres: Old Materials with New Applications	Y. Xia, B. Gates, Y. Yin, Y. Lu	<i>Adv. Mater.</i> 2000 , <i>12</i> , 693
Organic Thin Film Transistors for Large Area Electronics	C. D. Dimitrakopoulos, P. R. L. Malenfant	<i>Adv. Mater.</i> 2002 , <i>14</i> , 99
Progress with Light-Emitting Polymers	M. T. Bernius, M. Inbasekaran, J. O' Brien, W. Wu	<i>Adv. Mater.</i> 2000 , <i>12</i> , 1737
Chemical Approaches to Three-Dimensional Semiconductor Photonic Crystals	D. J. Norris, Yu. A. Vlasov	<i>Adv. Mater.</i> 2001 , <i>13</i> , 371
Encapsulated Conducting Polymers	D. J. Cardin	<i>Adv. Mater.</i> 2001 , <i>13</i> , 553
Hybrid Organic-Inorganic Materials – In Search of Synergic Activity	P. Gomez-Romero	<i>Adv. Mater.</i> 2001 , <i>13</i> , 163
Interchain Interactions in Organic π -Conjugated Materials: Impact on Electronic Structure, Optical Response, and Charge Transport	J. Cornil, D. Beljonne, J.-P. Calbert, J.-L. Brédas	<i>Adv. Mater.</i> 2001 , <i>13</i> , 1053
Supramolecular Materials via Block Copolymer Self-Assembly	H.-A. Klok, S. Lecommandoux	<i>Adv. Mater.</i> 2001 , <i>13</i> , 1217
Organic-Inorganic Nanocomposites: Unique Resists for Nanolithography	K. E. Gonsalves, L. Merhari, H. Wu, Y. Hu	<i>Adv. Mater.</i> 2001 , <i>13</i> , 703
Patterning π -Conjugated Polymers	S. Holdercroft	<i>Adv. Mater.</i> 2001 , <i>13</i> , 1753
Electrochromic Systems and the Prospects for Devices	D. R. Rosseinsky, R. J. Mortimer	<i>Adv. Mater.</i> 2001 , <i>13</i> , 783
Hybrid Inorganic-Organic Mesoporous Silicates – Nanoscopic Reactors Coming of Age	A. Stein, B. J. Melde, R. C. Schrodren	<i>Adv. Mater.</i> 2001 , <i>12</i> , 1403
From Molecules to Materials: Current Trends and Future Directions	P. Alivisatos, P. F. Barbara, A. Welford Castleman, J. Chang, D. A. Dixon, M. L. Klein, G. L. McLendon, J. S. Miller, M. A. Ratner, P. J. Rossky, S. I. Stupp, M. E. Thompson	<i>Adv. Mater.</i> 1998 , <i>10</i> , 1297
Semiconducting (Conjugated) Polymers as Materials for Solid-State Lasers	M. D. McGehee, A. J. Heeger	<i>Adv. Mater.</i> 2000 , <i>12</i> , 1655

Table 5. Authors and titles of the 15 most downloaded Communications published in *Advanced Materials*.

Title	Authors	Citation
Self-Assembly of Carbon Nanotubes	H. Shimoda, S. J. Oh, H. Z. Geng, R. J. Walker, X. B. Zhang, L. E. McNeil, O. Zhou	<i>Adv. Mater.</i> 2002 , <i>14</i> , 899
Metal Nanoparticles, Nanowires, and Contact Electrodes Self-Assembled on Patterned Monolayer Templates – A Bottom-up Chemical Approach	S. Hoepfener, R. Maoz, S. R. Cohen, L. F. Chi, H. Fuchs, J. Sagiv	<i>Adv. Mater.</i> 2002 , <i>14</i> , 1036
Nanoscope Templates from Oriented Block Copolymer Films	T. Thurn-Albrecht, R. Steiner, J. DeRouchey, C. M. Stafford, E. Huang, M. Bal, M. Tuominen, C. J. Hawker, T. P. Russell	<i>Adv. Mater.</i> 2000 , <i>12</i> , 787
General Synthesis of Compound Semiconductor Nanowires	X. Duan, C. M. Lieber	<i>Adv. Mater.</i> 2000 , <i>12</i> , 298
Silicon Nanotubes	J. Sha, J. Niu, X. Ma, J. Xu, X. Zhang, Q. Yang, D. Yang	<i>Adv. Mater.</i> 2002 , <i>14</i> , 1219
DNA-Directed Assembly of Gold Nanowires on Complementary Surfaces	J. K. N. Mbindyo, B. D. Reiss, B. R. Martin, C. D. Keating, M. J. Natan, T. E. Mallouk	<i>Adv. Mater.</i> 2001 , <i>13</i> , 249
Self-Organized Polymeric Microstructures	K. Y. Suh, H. H. Lee	<i>Adv. Mater.</i> 2002 , <i>14</i> , 346
Catalytic Growth of Zinc Oxide Nanowires by Vapor Transport	M. H. Huang, Y. Wu, H. Feick, N. Tran, E. Weber, P. Yang	<i>Adv. Mater.</i> 2001 , <i>13</i> , 113
Novel Blue Emitting Material with High Color Purity	Y. H. Kim, D. C. Shin, S.-H. Kim, C.-H. Ko, H.-S. Yu, Y.-S. Chae, S. K. Kwon	<i>Adv. Mater.</i> 2001 , <i>13</i> , 1690
The Fabrication and Bandgap Engineering of Photonic Multilayers	P. Jiang, G. N. Ostojic, R. Narat, D. M. Mittleman, V. L. Colvin	<i>Adv. Mater.</i> 2001 , <i>13</i> , 389
A Rapid Route to Arrays of Nanostructures in Thin Films	Z. Q. Lin, D. H. Kim, X. D. Wu, L. Boosahda, D. Stone, L. LaRose, T. P. Russell	<i>Adv. Mater.</i> 2002 , <i>14</i> , 1373
Full Color Emission from II-VI Semiconductor Quantum Dot-Polymer Composites	J. Lee, V. C. Sundar, J. R. Heine, M. G. Bawendi, K. F. Jensen	<i>Adv. Mater.</i> 2000 , <i>12</i> , 1102
Conjugated-Polymer Photonic Crystals	M. Deutsch, Yu. A. Vlasov, D. J. Norris	<i>Adv. Mater.</i> 2000 , <i>12</i> , 1176
Polymer-Layered Silicate Nanocomposite Light-Emitting Devices	T.-W. Lee, O. O. Park, J. Yoon, J.-J. Kim	<i>Adv. Mater.</i> 2001 , <i>13</i> , 211
The Core-Shell Approach to Formation of Ordered Nanoporous Materials	J. H. Chang, L.-Q. Wang, Y. Shin, B. Jeong, J. C. Birnbaum, G. J. Exarhos	<i>Adv. Mater.</i> 2002 , <i>14</i> , 378

2.1. Online Activity

Advanced Materials has enjoyed a rapid and consistent increase in PDF downloads since its content became available online. Currently, around 100 000 PDF files are being accessed per month, making *Advanced Materials* the second most avidly read journal among the over 300 available in Wiley InterScience.

2.2. An Adolescent Growth Spurt

The popularity of *Advanced Materials* is also reflected in its manuscript flow. As can be seen from Figure 2, the journal

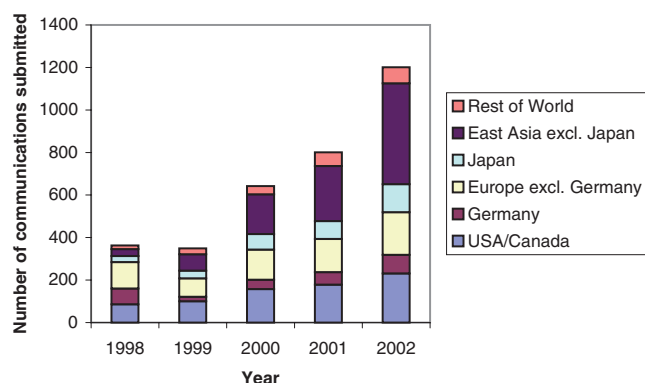


Fig. 2. The number and origin of Communications submitted to *Advanced Materials* since 1998.

has experienced a remarkable growth in terms of Communications submitted over the past 5 years. The first large increase in 2000 coincides with semimonthly publication of the journal. A further jump occurred last year, with around 400 (50 %) more manuscripts being received in 2002 than in 2001. This has contributed to an overall greater than three-fold increase in manuscript submissions since 1998! We will have further cause for celebration in early spring with the arrival of our 5000th communication. This trend has of course kept us and our referees increasingly busy, and we would like to take this opportunity to thank all those who have assisted us in assessing the quality of the work submitted.

So where are all these additional manuscripts coming from? It can be seen from Figure 2, which displays not only the number but also the origin of the manuscripts submitted, that we receive contributions from all over the world, confirming the truly international nature of the journal. A general increase in manuscript submissions from all countries has been observed over the past 5 years, but most prominently

from East Asia, where outside of Japan a 1400 % growth was registered between 1998 and 2002! This enormous growth can be attributed to heightened scientific activity in East Asia, most likely a direct result of increased investment in R&D in recent times by countries such as China and Korea.

2.3. More and Fatter Issues

Although we have steadily increased the number of pages and issues printed each year, publishing ca. 2000 pages containing 350 communications in 24 issues last year, this expansion has not been sufficient to cope with the unexpected explosion in manuscript submissions. Thus we have had to be increasingly selective in order to ensure that the publication times remain short. This has resulted in a higher rejection rate and, as a consequence, higher quality articles overall. We have planned a further increase in pages for 2003 in order to cater for further growth and to keep publication times to a minimum (currently as short as 6 weeks for particularly competitive papers).

Speed of Publication

2.4. An International Team

To ensure that the journal does not suffer growing pains, the editorial team has recently been strengthened (see Fig. 3). Karen Grieve, the new Deputy Editor (a nanoparticle researcher from Australia) and Victoria Cleave (an English-woman with expertise in the electroluminescent polymer field) have joined Renate Dötzer (an inorganic chemist from



Fig. 3. The *Advanced Materials* team. Back (from left to right): Agnes Petersen (production editor), Johanna Bleßmann (administration), Susanne Stoll (administration), Melanie Schmitt (administration), Andreas Muth (web editor). Front: Victoria Cleave (assistant editor), Esther Levy (editor), Renate Dötzer (associate editor), Karen Grieve (deputy editor). Not present: Véronique Bluteau (marketing).

5000th Communication

An International Journal

Germany) and myself (I'm a New Zealander with a background in supramolecular chemistry and catalysis). We are ably supported by a Web Editor (Andreas Muth, a German), a Production Editor (Agnes Petersen, an Italo-German), a Marketing Manager (Véronique Bluteau, a Frenchwoman), and three secretaries (Melanie Schmitt and Susanne Stoll, both German, and Johanna Bleßmann, a Dutchwoman) who carry out journal administration for *Advanced Materials* as well as for a number of other journals. Thus we can boast an international flair on par with that of the journal itself.

3. More to Come

There is much to look forward to in 2003: Many excellent contributions reporting original research at the cutting edge of materials science as well as comprehensive review articles on highly relevant topics such as organic nonlinear optical materials (issue 1/03), carbon aerogels (issue 2/03), and porous III–V semiconductors (issue 3/03). Our second installment of Progress Reports is also planned, as well as a special issue on nanowires, organized by Younan Xia and Peidong Yang, two highly recognized scientists in this field. Researchers who will come under the spotlight in the Interview section include Michael Sailor, Andreas Hirsch, and Fraser Stoddart. This year also sees the addition of an author and subject index to each issue to further ease the reader's search for a particular article or topic.

Due to the popularity of our cover pictures we have also introduced a cover competition. All readers are encouraged to vote for their favorite 2002 cover or inside front cover picture.

Simply go to the journal home page (www.advmat.de), click on "cover competition" in the right-hand menu bar, and select your favorite image. Each participant has one vote and is in with a chance to win a book.

With such a large number of attractive pictures to choose from, the decision is likely to be a difficult one. However, voting is only open until the end of January, so start clicking!

4. A Thriving Field

The field encompassed by the term "advanced materials" has matured in leaps and bounds, from what constituted little more than isolated pockets of activity 20 years ago to one of the most thriving areas of scientific research today. We are honored to have been able to share in the excitement of this increasingly interdisciplinary field by providing a forum for

the dissemination of information and the crystallization of new ideas. Some of the pioneering work published in *Advanced Materials* has resulted in technologies either at the brink of commercialization or already on the market—for instance, conducting polymers (e.g., e-paper) and light-emitting diodes (e.g., flat panel/flexible displays). In addition, new applications are often being found for "old" materials. For example, colloids have seen a revival due to their ability to act as building blocks for the synthesis of photonic crystals and porous materials. With the imagination, enthusiasm, and dedication of those working in the field there is no doubt that the current healthy interest in materials research will continue and new heights will be reached.

In 15 short years *Advanced Materials* has grown from a small piggyback journal in *Angewandte Chemie* into a well-established, highly respected journal that is the materials scientist's first point of reference for the latest developments in the field. What is the secret of its success? Listening to and taking advice from the scientific community, recognizing and embracing emerging fields, and continually improving the journal's services and features. With this policy and your input, be it as advisory board member, author, referee, or reader, only the sky is the limit, as we are confident the next 15 years (and beyond) will show.

5. That's Not All

We have been occupied with much more than just the development of *Advanced Materials* over the past 15 years. In particular, we launched two complementary journals during this period. *Chemical Vapor Deposition* was founded in 1996, and thanks largely to the efforts of its Editor Michael Hitchman is now the top journal in the thin films and coatings category with an Impact Factor of 2.123. *Advanced Functional Materials* was launched in 2001 in response to the need voiced by our authors for a journal that has the same interdisciplinary approach as *Advanced Materials* but publishes longer papers. This new journal has been received with enthusiasm by authors and readers alike and a bright future is anticipated.

The Materials Market

Images of 2002

