



memo – publisher’s report 2018

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All editions of the journal *memo—Magazine of European Medical Oncology* are accessible and available worldwide via the SpringerLink platform (<https://link.springer.com/journal/12254>). A look at the last few years of this online presence shows how successful the magazine is in the electronic world.

A view at the development of full text downloads since 2014 (Fig. 1) shows how great the interest in the content of the magazine *memo—Magazine of European Medical Oncology* is—an interest that is growing steadily: with the number of full text downloads in 2015 being at 11,742, it was at 38,487 in 2018 and can be expected to further increase in 2019.

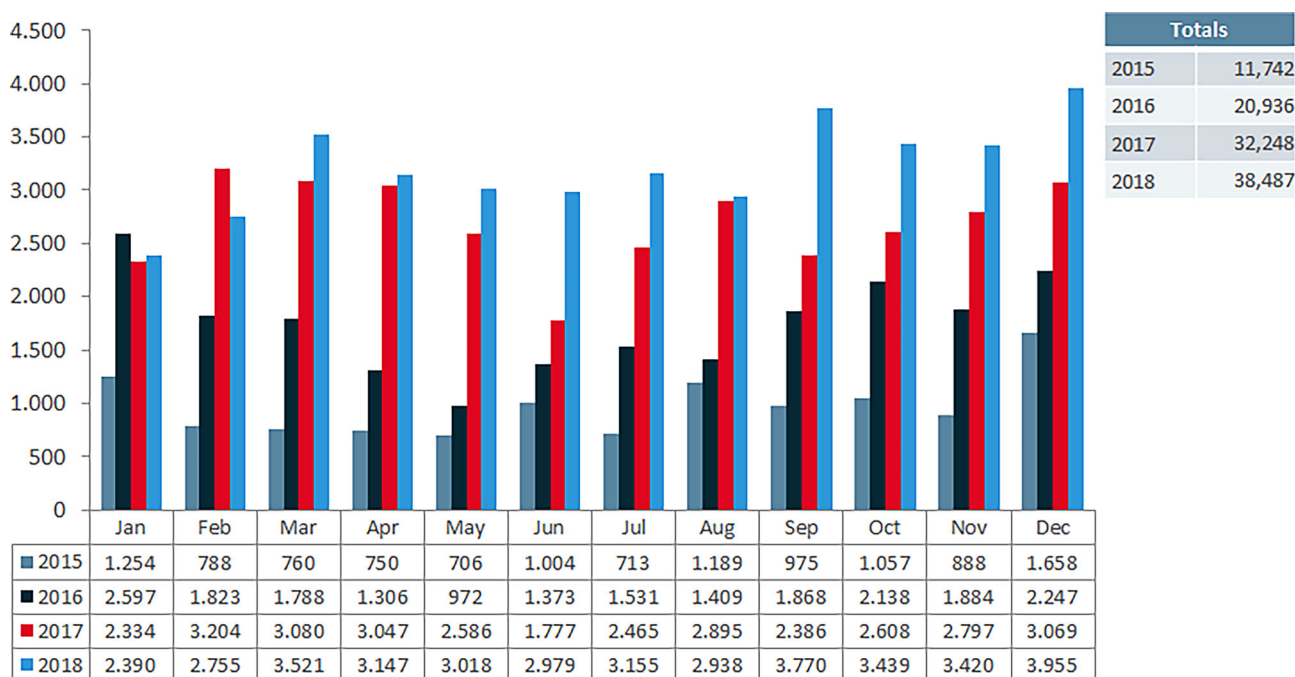


Fig. 1 SpringerLink full text article requests from 2015–2018. (Source: COUNTER Reporting/Business Warehouse)

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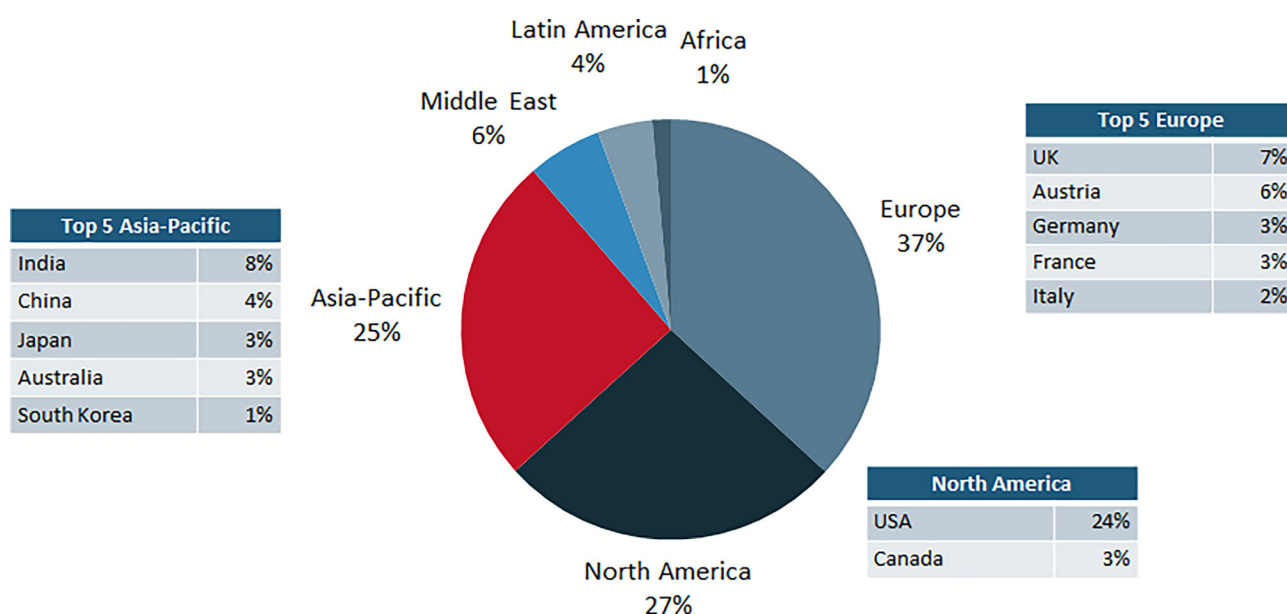


Fig. 2 Visits by geography in 2018. (Source: Google Analytics)

However, at least as impressive as the number of visitors is the analysis of access by geographic origin (Fig. 2) because this shows that the magazine *memo—Magazine of European Medical Oncology* is an internationally recognized and appreciated publication: 37% of all full text downloads come from Europe, 27% from North America, 25% from the Asia–Pacific region and the remaining 11% from South America, Africa and the Middle East.

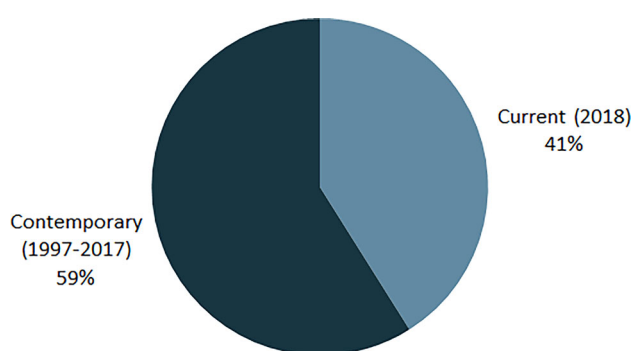


Fig. 3 Full text article requests by content age in 2018. (Source: COUNTER Reporting/Business Warehouse)

Of interest is also the evaluation of the access in view of the year of publication of the respective article (Fig. 3). Here it can be seen that a comparatively high proportion of accesses (41%) to current articles published in 2018 has taken place—positive proof that the Editor-in-Chief has a good sense for the “hot topics” in his specialist area.

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Conflict of interest A. Sillaber declares that he has no competing interests.

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