



EDITOR'S CHOICE

A new print *BMJ* for all UK doctors

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The BMJ

If you have access to the UK print version of *The BMJ* you'll notice some changes. We hope you like what you see.

Over the past six months we've talked to quite a few of the readers of our weekly UK magazine and surveyed more. We heard that they were busy and didn't always have time to read articles in depth. We heard that they wanted something in print that was easier to digest, something they could dip into quickly to find the information they needed: fewer words, more pictures, lots of clinical education, a good dose of debate, quick briefings on important topical issues. And, because they mainly read the print *BMJ* at home or on the move, they asked for some lighter pieces to make them think and raise a smile.

The result is a redesigned weekly magazine. It has many familiar elements: news and views, editorials, research, education articles, and academic comment—all of which and more are, of course, available in full here on thebmj.com. But it also has more infographics, more summary boxes, more shortcuts to what matters.

The new print journal has some new articles, also available online, such as Seven Days in Medicine, which takes you through the most newsworthy events of the past week (doi:10.1136/bmj.h5582). Richard Lehman gives you all you need to

know from the other major medical journals (<http://blogs.bmj.com/bmj/category/richard-lehmans-weekly-review-of-medical-journals>). The general practitioner Margaret McCartney continues her weekly scrutiny of all things medical (doi:10.1136/bmj.h4982), and the first print version of our new regular hospital doctor's column challenges shibboleths about doctors' pay (doi:10.1136/bmj.h4373).

Original research remains at the heart of *The BMJ* (thebmj.com/research), but our new print format is more suited to the working lives of busy clinicians, as we explain (doi:10.1136/bmj.h5499). And we continue our campaigns, with Robert Fleetcroft and colleagues taking up the cudgels for open clinical trial data (doi:10.1136/bmj.h5002).

Most of our readers are now online and outside the UK. But we treasure our commitment to our home audience, especially because *The BMJ* is now alone in providing a weekly magazine for all of the UK's doctors, whether in hospital, general practice, or academia. We hope the redesign will help you all make better decisions in pursuit of our shared goal: to improve patient care and create a healthier world.

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