

Nordic Studies on Alcohol and Drugs



Background

- 1984, peer reviewed, articles in Scandinavian languages (English summary), Nordic editorial board, 4 issues/year
- Focus: social science research on alcohol and drugs, policies in broad sense
- Ownership: alcohol monopoly, from 1996 Finnish National Health and Welfare Institutes (with Nordic body), from 2011 Nordic Intergovernmental body (NVC)
- Publisher: Owners until 2010 – from 2011 also Versita/DeGruyter (2011)
- Funding: public Finnish money, then Nordic, 10-15% subscriptions

NAD today

- Readers: researchers/students, politicians, administrators, practitioner
- 6 issues, quadrolingual, mostly in English
- Open access (free also for authors)
- 300 printed copies, 100 subscribers
- Two homepages (NVC and DeGruyter), visitors mostly from Nordic and Baltic countries, as well as USA, UK and Australia
- Indexation: Social Sciences Citation Index, PsycINFO, SCOPUS, ProQuest etc.
- Impact factor (2013): 0,608
- Downloads (2013): 18 000
- Nordic/International advisory board
- Nordic editorial board, now working more
- Ed.-in-chief, 30 % and editor, 100 %, NVC employees, language editor (free-lance)
- Total budget today: 110 000, of which staff ca 80 000

- **popNAD**

popNAD

- www.popnad.com
- Webpublication, established summer 2012
- To reach out to non-English language readers and/or practitioners, administrators, students
- Popular NAD-articles in Scandinavian languages, other commentaries, website with alcohol policy news
- facebook and twitter
- Separate Nordic, writing and commissioning editorial board
- Visits 120/day
- Cafés
- Editor: 20 %
- Budget 20 000 euro/year

Benefits with present situation

A Nordic audience

Flexibility (i.a. length of texts, timetables, editorialmanager)

Resources (including language editing)

Indepence

NAD and popNAD a strong combination

Challenges and solutions?

- How to keep NAD free and well-resourced when Nordic public funding seems less certain?
- Editorial continuity?
- Organisational changes in NVC (publisher)?
- A Nordic association?
- Commercialisation?