memo — publisher's report 2019

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

The development of full-text downloads since 2016 (Fig. 1) is an indication of the great interest in the

content of *memo*—an interest that is growing steadily: The number of full-text downloads in 2016 was 20,936, in 2019 it was 55,627, and it can be expected to further increase in 2020.

However, at least as impressive as the number of visitors is the analysis of access by geographic origin (Fig. 2) as this shows that *memo* is truly an internationally recognized and appreciated publication. Overall,

Fig. 1 SpringerLink full-text article requests during 2016–2019. (Source: COUNTER Reporting/Business Warehouse)

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Fig. 2 Visits by geographic region in 2019. (Source: Google Analytics)

Fig. 3 Full-text article requests by content age in 2019. (Source: COUNTER Reporting/Business Warehouse)

37% of full-text downloads come from Europe, 27% from North America, 24% from the Asia-Pacific region, and the remaining 12% from South America, Africa, and the Middle East.

The analysis of access in terms of the year of publication of the respective article is also interesting

(Fig. 3). Here we can see that there was a comparatively high access (33%) to current articles published in 2019—proof that the Editor-in-Chief has a good sense of 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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