

## Encouraging results derived through the partnership between the Brazilian Journal of Plastic Surgery and the Plastic and Reconstructive Surgery Journal

A breakthrough in the international dissemination of the **Revista Brasileira de Cirurgia Plástica/Brazilian Journal of Plastic Surgery (RBCP)** was obtained after the creation and publication of the joint web site of the Plastic and Reconstructive Surgery Journal and the **RBCP**.

This unprecedented agreement among Wolters Kluwer Health, the American Society of Plastic Surgeons, and the Sociedade Brasileira de Cirurgia Plástica (Brazilian Society of Plastic Surgery) was the result of the current board's confidence in the potential of our journal. The impact of this partnership can now be objectively assessed through statistics obtained from the entries made to the **RBCP** site and content.

The **RBCP** web site ([www.revistaplasticsurgery.com](http://www.revistaplasticsurgery.com)) was launched on October 15, 2012, and the analyzed data refer to the period until December 31, 2012.

- We evaluated several relevant data, including:
- Number of visits, guests, and pages visited;
- Readers' country of origin, region, and city;
- Most visited section of the web site;
- Most accessed articles; and
- Most visited pages.

In summary, several findings indicated the success of this partnership:

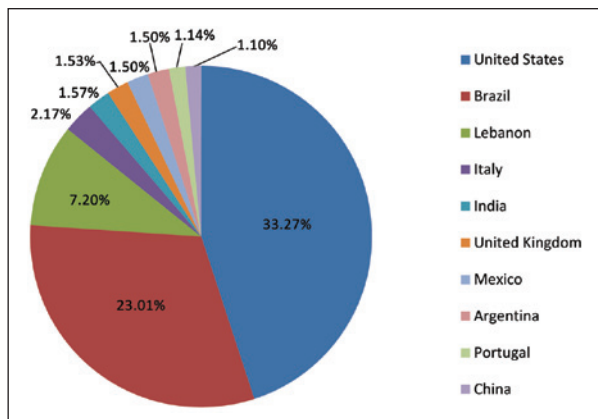
- Approximately 3,000 visits in 2.5 months, averaging 23 visits per day (Table 1);
- Approximately 7,000 pages visited in 2.5 months, averaging 55 per day and approximately 2.5 pages per visit (Table 1);
- Mean visit duration of 7.5 minutes;
- Most of the visits originated from the United States of America (33%), followed by Brazil (23%) (Table 2, Figures 1 and 2); and
- Direct access to the site constituted 50% of the visits.

**Table 1** – Visit statistics for [www.revistaplasticsurgery.com](http://www.revistaplasticsurgery.com), October to December 2012.

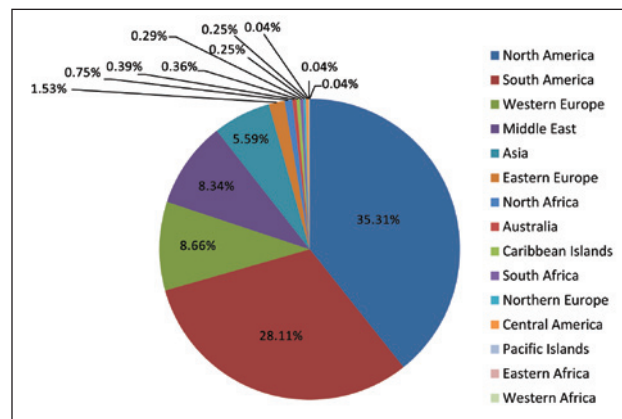
	October	November	December	Total	Mean
Guests	566	815	466	1.847	616
Visits	766	1.207	834	2.807	936
Pages seen	2.276	2.790	1.727	6.793	2.264

**Table 2** – Visit statistics for [www.revistaplasticsurgery.com](http://www.revistaplasticsurgery.com), 2012.

<b>Summary of the visits</b>	<b>2012</b>
Visits	2.807
Mean per day	23
Mean duration of the visit	00:06:58
Median duration of the visit	00:02:16
International visits	58,39%
Visits of unknown origin	8,34%
Visits from the United States of America	33,27%
<b>Summary of the guests</b>	<b>2012</b>
Guests	1.847
One-time guests	1.542
More than one time guests	305
Mean visits per guest	1,52
<b>Summary of the visits per page</b>	<b>2012</b>
Pages visited	6.793
Mean per day	55
Pages seen per day	2,42



**Figure 1** – Percentage of visits to the *www.revistaplasticsurgery.com* web site, according to country.



**Figure 2** – Percentage of visits to the *www.revistaplasticsurgery.com* web site, according to region.

Below we list the 15 most accessed articles:

1. Surgical approach to the treatment of gynecomastia according to its classification
2. Keloid and hypertrophic scar distribution according to Fitzpatrick skin phototypes
3. Reverse-flow sural flap: 10 years of clinical experience and modifications
4. A rhytidoplasty technique without resultant periauricular scarring
5. Mastopexy after massive weight loss: dermal suspension, parenchymal reshaping, and augmentation with autologous tissue
6. Augmentation gluteoplasty: experience at Dr. Ewaldo Bolivar de Souza Pinto Plastic Surgery Service
7. Profession-related postural changes in surgeons
8. Extended reverse abdominoplasty
9. Use of skin flaps for nasal reconstruction after neoplastic resection
10. Results of resection of infantile nasal hemangiomas in the proliferative phase: a safe approach for central face tumors
11. Practical training model for microvascular anastomosis
12. The effectiveness of the adipofascial retroauricular flap in otoplasty
13. Eyelid repair using an autologous conchal cartilage graft
14. Collumela reconstruction in a patient with necrosis resulting from nasogastric tube
15. Histological and wall thickness assessment of organic capsules formed around smooth and textured tissue expanders in humans

We hope to continue this successful partnership by progressively extending it to surgeons worldwide and encouraging our associates to publish increasingly more articles in the representative journal of the Sociedade Brasileira de Cirurgia Plástica (Brazilian Society of Plastic Surgery).

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