Considerations in "Choosing a Journal"
(and some unsolicited "fatherly advice")
http://www.public.iastate.edu/~vardeman/

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July 29, 2007
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- Using your Department’s ranking of journals as the list of where you serially submit every paper you write, beginning with the top-ranked journal.
- Submitting only to a journal where you have an "in"/connection that you believe you can count on to produce an acceptance and a line on a CV.
Before beginning to write, ask "What’s my target audience? Who needs to know about this stuff?" Write for that audience. Write specifically for the best and most appropriate journal aimed at that audience.

This governs what the paper should look like. "Equivalence classes" of journals, within which a single version of a piece of research is an appropriate submission are not large (if any are non-trivial). "One size fits all" simply does not apply in this context. *Journals are NOT exchangeable, and you should begin immediately to learn the differences in culture, purpose, and practice between the various statistical outlets.*
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- **Read and contrast** purpose statements and guidelines for authors,
- Volunteer as a referee and pay attention to what you are asked to do by the Associate Editors handling papers you review.
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- To be something of which you can be justifiably proud.
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- A review of several issues produces nothing you find to be really very interesting or important.
- You come to the conclusion that you don’t have the aptitude to produce the kind of paper the journal exists to publish ... your niche in the statistical world really doesn’t overlap the journal’s niche in the statistical world.
Some Fatherly Advice:

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  - Do complete pieces of work, answer the questions someone wishing to use your work will naturally ask BEFORE your first submission. Don’t waste other people’s valuable time by cutting corners and submitting LPU’s.

Why??? Because it is the right thing to do and be!! And because the whole publication system is degraded if you do anything else.
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In general, work in such a way that you can look at yourself in the mirror in the morning and honestly say "I’m contributing as effectively as I can to an important enterprise!" Don’t let your life degenerate to "Well, here’s another day of playing the same old self-serving pointless game."