

# Journal presentations: Rocks & Minerals

## UNIQUE NICHE

Now (2013) in its 88<sup>th</sup> year, *Rocks & Minerals* is America's oldest popular magazine catering to the needs of both the professional and the hobbyist in the field. Each issue delivers timely information on important discoveries and col-

## QUALITY

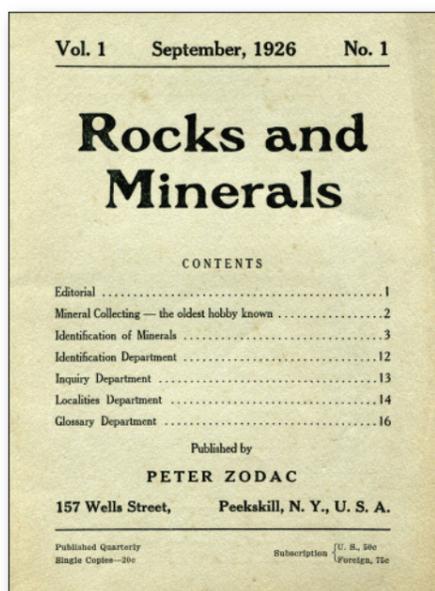
*Rocks & Minerals* is a bimonthly full-color publication with each issue having 100 pages (or more) including



Covers of some recent issues of *Rocks & Minerals*.

lections worldwide; on specific minerals and their localities; on upcoming and past mineralogical events, and on historic and present personalities, as well as regular columns featuring microminerals, museum news, media reviews, and an Internet directory. Coverage is broad based and, in addition to minerals, includes articles on fossils and geology in general.

*Rocks & Minerals* is distributed by subscription and is also available on U.S. newsstands and in bookstores coast to coast.



Cover of the first issue of *Rocks & Minerals* published in 1926, price 20 cents!

## HISTORY

*Rocks & Minerals* was founded in 1926 by Peter Zodac in Peekskill, New York, as a small-format (15x22 cm), black and white publication. Two issues (the first at 20 cents, the second at 30 cents) were published the first year. After that, the number of issues varied from four to twelve issues per year. Zodac, a "one-man band," continued as editor, publisher, circulation and advertising manager, and frequent author until his death in 1967. Family members unsuccessfully tried to maintain the magazine but finally, in 1975, sold it to the Helen Dwight Reid Educational Foundation (HELDREF) in Washington, D.C. Under HELDREF's ownership, *Rocks & Minerals* went to its present peer review system, was redesigned into a larger (20x28 cm) format, and became a bimonthly publication.

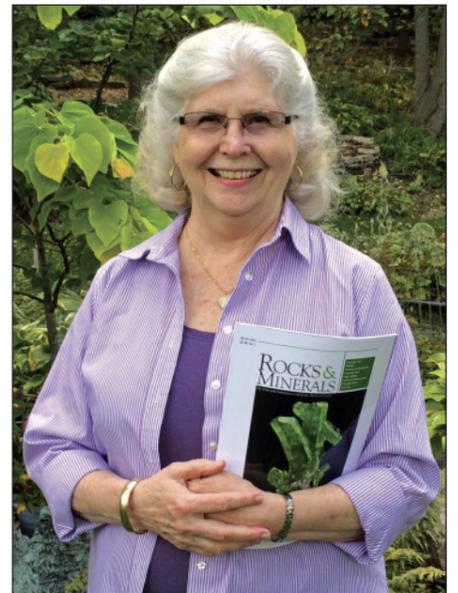
Marie Huizing, of Cincinnati, Ohio, became the managing editor in 1978, a position she continues to hold to this day, although her title is now editor-in-chief. Based on her work as managing editor, she received the Cincinnati Mineral Society's Educational Foundation Award in 1979, the Carnegie Mineralogical Award in 1996, and the Mineralogical Society of America Public Service Medal in 2007.

In the summer of 2009, *Rocks & Minerals* was purchased by Taylor & Francis, an internationally acclaimed UK-based publishing company with more than two centuries' experience and over seventeen hundred journals in its portfolio. A leader in the industry, Taylor & Francis has a well-established tradition of excellence in academic publishing and provides a strong support staff for *Rocks & Minerals*. Taylor & Francis has expanded the number of pages per issue and increased circulation, promotion, advertising, and funding for color photography. The magazine continues to thrive under its banner.

It is interesting to note that *Rocks & Minerals* had its origin as a spin-off from the *American Mineralogist*, which was founded in 1916 under the auspices of the Philadelphia Mineralogical Society, the New York Mineralogical Club, and the Mineral Collectors' Association. In 1919 the fledgling *American Mineralogist*, which at that time was principally a collectors' journal designed to replace *The Collector* (which ceased publication in 1909), was given to the newly established Mineralogical Society of America (MSA). At the organizational meeting of the MSA, those present voted overwhelmingly to take over the *American Mineralogist* as the official journal of the new society. It was also decided that the journal would be devoted to mineralogy, crystallography, and the allied sciences and would include original research papers and abstracts "but at the same time retain the valuable features of this publication which has become recognized as of permanent interest to such collectors and amateurs who are eligible for membership but not fellowship [in the MSA]". By the mid-1920s it was clear that the *American Mineralogist* would be evolving into a more scientific journal. Peter Zodac recognized that with this new direction the *American Mineralogist* would no longer fulfill the need for a publication geared toward the mineral enthusiast community, so in 1926 he started publication of *Rocks & Minerals*.

## INTERNET

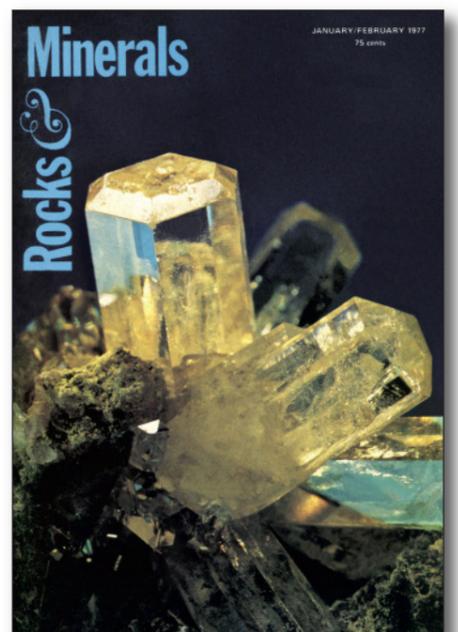
As part of their subscription, all subscribers also receive online access to each issue. The *Rocks & Minerals* website, [www.rocksandminerals.org](http://www.rocksandminerals.org), posts the table of contents of the current issue as well as the full text of some of the regular columns and offers the opportunity to purchase back issues and advertising in upcoming issues. Visitors to the website may also subscribe to the magazine; view supplementary materials including videos, tables, and graphs; and read about the staff. Authors have online access to their published articles and can provide free online eprints, thereby giving others the chance to read and download copies.



Marie Huizing – editor of *Rocks & Minerals* for the last 35 years.

## STAFF

Marie Huizing is the internationally recognized editor-in-chief, working closely with the three executive editors, Dr. Robert B. Cook, Dr. John Rakovan, and Dr. Carl A. Francis, who assist in setting editorial policy and planning special issues. Twenty-four consulting editors conduct the first review of each article, and the executive editors finalize the review process.



Cover of the first issue of *Rocks & Minerals* published in color in 1977. To raise money for color printing a special Color Fund has been established.

## SUBSCRIBING

Subscriptions are \$61 for one year, \$102 for two years, and \$153 for three years. Each subscription includes both in-print and online issues. There is no extra charge for non-U.S. subscriptions, making the magazine unique among mineral publications. Readers can sign up for new and renewal subscriptions online at [www.rocksandminerals.org](http://www.rocksandminerals.org), or by phone, fax, mail, or at any of the shows or symposia where the magazine has a booth: Tucson, Rochester, Cincinnati, West Springfield, Denver, Detroit, and Munich.

# ROCKS & MINERALS

Logo of *Rocks & Minerals*.