

Tips for editors

- **Maintain authors voice! – do not over edit**
- **If you change the text ask the author – not change the meaning**
- **Editor could change 5-20% of the paper – to please the reader**
- **Usually it takes 4-5 hours to edit a paper for a professional editor (10-15 h for peer review)**
- **Reader should never read backwards!**
- **Journal needs editors/reviewers from the countries where journal is mostly read – they know what reader needs/likes**
- **Give plan “how to review”**
- **Support the authors, help them to publish, but mind the readers**