Welcome to our third volume as an online, open access journal. Perhaps you, our readers, would like to know if our experiment with open access is successful? Yes! Using Google Analytics, we have looked at some statistical information. In the past year, we have had readers from ninety-nine countries access our site. 12.2 percent of our readers do not speak English as their native language. There were 6588 sessions, with 4704 of them being from the United States. A session is when someone accesses the NTR website; if they go away and come back that constitutes a new session. During a session, a user is likely to look at five items—it could be various articles, the “About” page, or any other link on our site. Currently, 33.9 percent of the visitors are returning—that means they have accessed the site and are coming back again. Of course, we’d like all our visitors to return regularly, but we know that many users are coming to look at one particular article they found on Google and are then done.

How do people access NTR? 53.9 percent come directly to our website by using our URL; 19 percent do searches on the internet (16.8 use Google); 18 percent are referrals, meaning somewhere out in the world, other websites have links for our journal—this could be other libraries, websites that have links to open access journals, perhaps the personal website of an author who has put up a link (or the author’s institutional repository that links out to us); 9 percent come to us from social media, mostly Facebook. And an astounding statistic is that 12 percent of users access us with their mobile devices. This indicates that we need to be looking at making the journal more user-friendly for mobile users. So if you are among that 12 percent, please know that we will be looking into such an improvement.

In print, we had just over 400 subscriptions in a handful of countries. I think you will agree that our experiment has been a resounding success! Please feel free to email any of the editors with comments or suggestions about how we can make our journal better.