You can build your own things that other people can use.1
—Steve Jobs
Co-founder of Apple Inc

The international publishing traditions are inspiring. And similarly, as The New England Journal of Medicine (USA) and Postgraduate Medical Journal (UK) welcomed the newly created Canadian Journal of Surgery in 1957 and 1958,2,3 we welcome the launch of a new companion publication—the Journal of Endodontic Microsurgery (JEM)4—in 2022 (Fig 1). The JEM is launched as an annual fully open access online-only and peer-reviewed journal.

Four co-chief editors, which represent five countries and three continents, united their efforts to lead this growing “micro” direction—Colombia, Greece, Ukraine, United Kingdom, and United States of America. Endodontic microsurgery topic has been successfully published in different journals but only as a part of the content.5–8 The right time has come, and now the professionals from all over the world who dedicated their professional lives to the tooth-associated microsurgery can submit their manuscripts to the narrow-specialized publication. The JEM could be visited via the website https://
jendodmicrosurg.org and its official Instagram page @j.endod.microsurg could be followed (Fig 2).

The first five articles, which are presented in the inaugural volume of the JEM, analyze the field of endodontic microsurgery, existing endodontic journals, latest textbooks, and articles. All the analyzed editions and involved fields of science are focused on a purpose to preserve the tooth as a unique body organ.

Personally for me, as a managing editor and publisher of the Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology, is an honor to serve as a publisher of the JEM too. Besides, as an editor of companion journal and a publisher, I’m happy to announce that the first volume of the JEM is appearing simultaneously with 9th Issue of the Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology—on September 30, 2022.

Canadian Journal of Surgery is a peer-reviewed journal started to be published by Canadian Medical Association from 1957 as a quarterly publication and became a bimonthly open access journal later. During more than half-century journal’s history, eleven chief editors made and are making a huge contribution to the journal popularization and growth. As a result of hard and high-quality work of the journal's

![Image of the Journal of Endodontic Microsurgery (JEM) Instagram page]

**FIGURE 2.** Smartphone screenshot of the journal’s official Instagram page (@j.endod.microsurg).
staff it reaches the impact factor of 2.089 (2020).

We wish the JEM no less success. Moreover, the JEM will be able to use immediately the global scientific and digital achievements as of year 2022—(1) global language (English), (2) open access media platform and business model, (3) avoidance to produce and deliver print copies applying online-only publishing model, (4) free global distribution due to the internet access, (5) print option from PDF of articles, and (6) to generate the primary revenue through article publishing charges in case of acceptance of the manuscripts.7–10 Among the core advantages of launching a peer-reviewed journal as online-only journal are: (1) avoidance of the transition phase (transition from print and online journal to online-only publication) and (2) redirecting the budgets necessary for production of printed issues and their delivery to the development of a journal and media platform, and that makes the launch of a journal many times more affordable.

So, in contrast to journals that started their scientific journey in the 1950s10 or even in the 2010s15, the JEM has received many advantages of today at once. The fact that the initiative to launch the JEM arose in Ukraine indicates that the Russian invasion in Ukraine could not become an obstacle to the further development of both dentistry and this country.20–22 Thus, the field of science can contribute to the peace on European continent and to the well-being of people in a multiple ways.

In summary, we are welcoming the JEM, as companion journal of the Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology, to the world of peer-reviewed journals and congratulate the international community of dental specialists with a new narrow-specialized journal.

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