

Editorial

In the entertainment industry, there is a long-standing argument proclaiming the difficulty of making a sequel that is just as good as or even better than a successful first. We will leave it for others, you, to judge whether this paradigm also applies to academic publications, but feel that, at any rate, the launching issue of the *Danish Journal of Archaeology* has been a ‘successful first’.

The reasons for this success are many, not least the considerable amount of work that has been put into getting our homepage up and running, as well as with finalising the printed version. New and old readers alike, as well as our many collaborators, will hopefully find the revitalised journal to their liking.

One of the advantages in having an online platform for publication and distribution lies in the possibility of getting a rapid and clear quantitative overview of the digital user behaviour; because *DJA* has, from the onset, published all articles following the principle of ‘Rolling Publication’, where the finished and typeset articles can be found online immediately, we have been able to monitor the traffic on our homepage at Taylor & Francis (www.tandfonline.co.uk/rdja). The amount of full-text downloads has, by the end of September 2013, reached just over 880, and there is a clear picture of progression, too, telling us that there is a steady increase in the number of readers visiting the homepage and downloading articles.

One of the main reasons for this positive trend must certainly be located in the expanded distribution network, which has accompanied the relaunch, and the increased number of libraries that host the *Danish Journal of Archaeology*. At present, there are almost 2000 libraries worldwide, which offer online access to the journal, and several of these also already have, or plan to include, the printed version as part of their holdings.

Important information can be found in the spatial distribution of download frequencies, which allows us to distinguish the geographic position of the more active locations. It can hardly come as a surprise that the libraries and institutions topping the list are Danish, and of these the Royal Library, the State Library/University Library in Århus and University of Copenhagen account for the three most active locations. Nevertheless, and most positive indeed, the following places are taken by institutions from most of Northern Europe with, for instance, the universities in Oslo, Lund, York, Utrecht and Gothenburg, as well as the Swedish Library Consortium on the list. Of course, we would have liked to see one or

more German institutions represented in our ‘Top 10 list’ as well. These circumstances do, however, provide the editors with a clear incentive to increase our effort to promote the journal in this particular region, a marketing effort that started with the editorial team – with the first printed issue in hand – presenting and promoting *DJA* at this year’s 19th European Association of Archaeologists’ (EAA) Annual Meeting in Pilsen, Czech Republic. Speaking of presenting and promoting, the editors would like to thank the attendees for the positive feedback we received during (and after) the Book Reception held at the National Museum, a pleasant gathering, with a good number of authors, collaborators, editorial board members and reviewers coming together – and leaving with a printed copy!

But let us return to the download data. The reason for the diverse geographical distribution of downloads, can, with good reason, be attributed to two main factors: first, the wide-ranging collection of subjects and periods, which can be found in *DJA* vol. 1(1 + 2), and, second, the geographical distribution of the authors themselves. Regarding the content, the first volume of the journal presents articles ranging the Late Palaeolithic to the High Middle Ages, and covers subject matters as varied as Neolithic swidden rotation, the production of Bronze Age swords in the light of Baudrillard’s theory on simulacra, as well as the clerical residences of the Middle Ages – a span of subject matters rivalled by only a few other archaeological journals. With regard to the authors, they together hail from seven different countries. That such a diverse group of authors has contributed to the first volume bears witness to the fact that the archaeology of southern Scandinavian holds a significant and desired research potential, but also that the *Danish Journal of Archaeology* has managed to fill a vacant quarter for methodological/empirical research publications, which, in the end, has invoked attention from most of Northern Europe.

In this respect, it is perhaps most important to emphasise that this tendency continues with *Danish Journal of Archaeology* volume 2(1 + 2) once again including a varied group of nationalities amongst the authors, and that the debates and periods focused upon in the current volume are rather diverse. Substantive *Research articles* and *Research reports* in issue 1 touch upon Late Mesolithic economy, Bronze Age weaponry and medieval church construction. A sneak preview of issue 2 offers –

peer-review allowing – treatments of Ertebølle ceramics, of Bronze Age chronology and cremations, of early urban Copenhagen and of Nordic grog.

As part of the volume 2(1) we also publish a further cluster of *Discussion articles*, this time focusing on one of the more hotly debated finds of the last decade – the small figurine from Lejre, Zealand. Despite its rather modest proportions (just over 4 cm³), the figurine has attracted much attention, in part so because of the find location in the legendary Lejre, but also because the motive itself can be interpreted in relation to several of the written sources from the Middle Ages that describe the sagas and narratives from earlier periods.

Furthermore, the figurine is important because it stresses the circumstance that the main contribution and expansion of the understanding of the pre-Christian, ritual behaviour most likely will be based on archaeological studies rather than on written sources. The increase in basic data material is to be found almost exclusively within material finds and their related contexts, and only in a very limited fashion from written sources. In other words, research now begins to be able to specify and ‘excavate’ the narratives concerning pre-Christian religion. We chose to include the Lejre figurine because of its significance in this context, but also in order to try to broaden the interpretations regarding its character and composition by introducing several methodological viewpoints. The three contributions thus aptly showcase the disciplinary diversity found within contemporary archaeology. Furthermore, should our readers disagree with the presented ideas, or just wish to clarify or expand further on the interpretations of the Lejre-figurine (or any other article for that matter), we strongly encourage people to send in contributions to our *Discussion articles* section. It is one of our main goals to have and uphold a dynamic approach to current and future articles – and for that to happen it is critical to have ‘active’ readers.

In the same vein, we naturally invite readers to submit their manuscripts to the journal with reference to any of our article categories. This also includes *Brief communications* that have the intent of swiftly distributing concise information about events, finds and all things archaeology. Note also that although we normally endeavour to

constrain the quantity of words and pages in the incoming articles, exceptions can be made. However, longer articles will only be taken into consideration if the author or authors, in advance, have made a clear and valid argument for why a lengthy article should be submitted. Likewise, it should be mentioned that we, so far, have not been so fortunate as to receive manuscripts about historical or contemporary archaeology. Therefore, if you should have a research article ready for publications, which takes up archaeological subject matters from the Reformation or after, we would be very pleased to consider them for the *Danish Journal of Archaeology*.

Throughout the process of revitalising the journal we have had to establish a series of procedures and practices, allowing us to handle the various and varied stadia of review, revision and production that each article must pass through. These procedures have continuously been adapted to our needs and we have now succeeded in streamlining the production pace to such an extent that the turnover from submitted manuscript to finished article has been reduced by more than 30% vis-à-vis volume 1. This entails that our readers will be able to find articles of current interest uploaded regularly, but also that the authors will be in contact with us and their manuscripts on a very regular basis. These factors will heighten the quality of the journal not only for the readers, but most certainly also with regards to the cohesiveness of the articles.

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