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There's an increasing call for scientific research to be published open access. This is particularly important for *BioTechniques*. After all, what's the point in making a protocol available behind a pay-wall? While some institutions would inevitably have subscriptions, this would lock a huge proportion of life scientists out from new, cheaper, more efficient methods.

Open access publishing, like subscription publishing, comes at a cost; however, for open access that cost is not offset by subscriptions. Most open access journals have managed this by eliminating print, which, along with mailing, is a journal's largest direct cost.

However, we know how much our readers enjoy the print issue of *BioTechniques*. Indeed, in our recent reader survey two-thirds of responders indicated that they preferred reading a print edition to online. Our answer to affordably maintaining our print distribution, which is over 70,000 global copies a month (BPA Statement, Dec 2017), is our advertisers.

Therefore, this issue we'd like to say thank you to all our advertisers – past, present and future – that make the print issue of *BioTechniques* possible. Please see page 236 for the advertiser list.

Going forward each issue of *BioTechniques* will carry a similar page thanking all of our advertisers for their support. We look forward to our continued relationship with them, keeping *BioTechniques* as one of the only open access scholarly journals available in print.

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