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Welcome to the inaugural issue of *The Journal of Index Investing*. You may be asking why we would start an indexing journal after all these years. It's because this journal is about more than indexing. It's about indexing, exchange-traded funds, and mutual funds. Let's start with indexing. New ideas and ways to get index exposure come out every year. The Super Bowl of Indexing will be held for the 15th time this year and continues to draw crowds of close to 1,000 people. The field is still evolving and robust.

Many of you may also have seen our annual ETF guide, which we have produced for the past eight years. The ETF field has continued to grow. New asset classes, new methodologies, and new strategies continue to burst forth. We continue to see new ETFs in fields like commodities and even hedge funds. This past year has seen the introduction of active ETFs. This will allow ETFs to continue to grow strongly over the next decade. Finally we come to mutual funds, the yin to ETFs' yang.

The mutual fund field continues to evolve. We used to have a section on them in our *The Journal of Investing*, and going forward they will be part of our new indexing journal. Developments in this area will be one of the most significant changes in the investment industry over the next few years and *The Journal of Index Investing* will be there to bring you solid academic work to help you understand this growing field.

We welcome your submissions, and we value your comments and suggestions, so please email us at journals@investmentresearch.org.

Brian Bruce
Editor-in-Chief

Publisher's Note:

Institutional Investor, the Publisher of The Journal of Index Investing wants to extend a special thanks to the sponsors for supporting the launch of The Journal of Index Investing. Please note that no sponsor has influence on the editorial content found in The Journal of Index Investing. Representatives from any firm are encouraged to submit an article to our independent Editor, Brian R. Bruce, for review and prospective acceptance into the publication. All editorial submissions, acceptances, and revisions are the sole decision of Mr. Bruce. The editorial submission guidelines are found on the last page of the publication. I hope that you enjoy this and future issues of The Journal of Index Investing. Thank you.

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