

AGENTS' PRICE SURVEYS

For many years we have published Blackwell's Periodicals Price Index which appears in the May issue of the *Library Association Record* [101(5) May 1999]. This year we are publishing four surveys. The first two, by Blackwell's and Swets, cover price increases for 1999, and the other two, by Dawson and EBSCO, predict prices for the year 2000.

Serials Price Increases 1999 : Blackwell's Information Services

The 1999 edition of this annual survey of periodical prices is based on a broad selection of journals made by Blackwell's Information Services. It reflects, as nearly as possible, the annual pattern of periodical purchases in specialised and learned libraries, irrespective of language, price or country of origin. The sample is based on the more important journals in each subject field. The subjects have been chosen to approximate the subject divisions in special and academic libraries, regardless of individual classification scheme. The survey is intended only as a guide to trends. Figures produced by individual libraries will vary, depending upon the origin of the journals and the emphasis given to a particular subject area. It is based on exchange rates applied in September 1998.

Analysis by country of origin

	No of titles	% increase over 1998	Index (1970 =100)	Av price 99 (£ sterling)
Great Britain	818	12.43	3,986.89	300.49
USA & Canada	697	4.22	2,643.46	382.96
Other countries	492	13.83	4,219.83	556.98
Total	2,007	9.96	3,457.26	392.01

Analysis by subject category

	No of titles	% increase over 1998	Index (1970 =100)	Av price 99 (£ sterling)
Humanities & Social Sciences	841	9.37	2,726.82	145.76
Medicine	203	5.94	3,241.08	344.91
Science & Technology	963	10.58	3,690.21	616.98
Total	2,007	9.96	3,457.26	392.01

Medicine

	No of titles	% increase over 1998	Index (1970 =100)	Av price 99 (£ sterling)
Dentistry, Ophthalmology, Audiology	17	1.64	2,803.02	299.96
General Medicine	27	1.77	2,194.23	207.49
Neurology, Psychiatry	25	11.11	3,627.90	363.97
Pathology & Clinical Medicine	52	4.57	3,212.64	377.68
Public Health, Nursing, General Practice	26	2.17	2,875.78	163.42
Surgery, Anatomy, Physiology	20	9.36	5,250.19	667.61
Pharmacology	21	5.50	3,045.39	440.26
Veterinary Medicine	15	7.57	2,402.20	248.66
Total	203	5.94	3,241.08	344.91

Humanities and Social Sciences

	No of titles	% increase over 1998	Index (1970=100)	Av price 1999 (£ sterling)
Accountancy	19	9.44	2,719.15	116.48
Architecture & Town planning	34	11.87	4,105.26	260.84
Art	28	1.36	1,021.38	71.53
Classics & Archaeology	30	0.46	1,393.83	71.29
Commonwealth, Oriental & African Studies	19	8.67	2,500.64	113.34
Economics & Trade	62	11.84	3,400.42	240.68
Education & Child Psychology	70	16.43	5,060.70	233.41
English Language & Literature	38	6.25	1,487.97	57.63
Entertainment, Theatre, Film, Ballet	23	-0.96	1,449.96	57.50
European Language & Literature	57	-1.31	1,793.88	76.53
General & Popular	29	-3.23	1,209.42	63.46
Geography	34	10.14	2,010.47	110.20
History	50	4.12	2,073.06	83.57
Law & Criminology	35	0.18	1,953.05	142.88
Librarianship & Documentation	37	9.62	2,520.80	250.25
Management	40	21.88	7,858.93	438.72
Music & Recording	19	6.25	1,392.58	55.39
Philosophy	27	-0.93	2,246.39	76.87
Photography	5	25.29	1,762.40	81.28
Political Economy & Politics	38	5.40	2,655.62	103.46
Psychology	32	-1.58	2,192.62	213.94
Religion & Theology	47	-0.66	1,684.26	58.97
Sociology	49	9.80	2,464.72	132.92
Sports & Pastimes	19	2.44	1,721.99	47.45
Total	841	9.37	2,726.82	145.76

Science and Technology

	No of titles	% increase over 1998	Index (1970=100)	Av price 1999 (£ sterling)
Agriculture	46	6.37	3,365.89	233.83
Anthropology	16	0.41	2,513.46	190.65
Astronomy, Astrophysics	13	7.55	4,520.72	636.17
Biology	32	12.78	2,958.51	866.15
Biophysics, Biochemistry, Microbiology	26	10.58	3,949.89	1,456.49
Botany	25	9.26	4,958.71	458.16
Chemistry	66	11.17	3,470.41	1,401.75
Civil Engineering	26	2.65	3,305.13	263.53
Computers, Automation & Control	37	15.08	4,233.08	566.26
Electronics, Elect. Engineering, Aeronautics	73	7.80	3,341.12	571.56
Food, Soap, Cosmetic Industries	37	11.11	3,352.78	316.56
General Science	25	9.40	2,585.79	381.13
General Technology	33	9.52	3,212.75	631.26
Geology, Mineralogy, G'Physics, Meteorology	44	9.03	3,294.33	475.94
Glass, Ceramics	20	10.04	2,604.36	226.02
Heating, Lighting, Ventilating	13	0.80	1,598.25	74.44
Industrial & Engineering Chemistry	22	12.88	2,806.30	423.66
Mathematics & Statistics	51	3.86	3,308.08	457.85
Mechanical Engineering	30	10.35	3,399.72	397.65
Metallurgy	36	10.64	2,558.59	310.56
Nuclear Science & Technology	30	13.00	4,130.67	1,397.13
Petroleum & Fuel Technology	22	14.67	4,985.75	446.86
Physics	58	10.38	5,399.30	1,408.43
Polymers, Paint, Rubber, Plastics	48	15.98	4,419.62	801.60
Printing, Paper, Packaging	20	-2.95	2,188.99	185.04
Production Engineering & Operational Research	28	19.26	3,667.79	328.22
Textiles, Leather, Dyeing	22	3.85	1,603.69	114.84
Transport	24	6.55	5,011.92	268.66
Zoology	40	12.25	4,032.78	373.45
Total	963	10.58	3,690.21	616.98

Serials Price Increases 1999 : Swets Subscription Service

Our survey shows percent increases for 1999 over 1998 in the following 10 major 'country' areas (i.e. countries of publication): USA, UK, Far East, Australasia, Scandinavia, France, Germany, Italy, Switzerland, The Netherlands and in 5 general subject groupings: Science, Technology, Medicine, Social Sciences and the Humanities. Against each category, the total number of titles reviewed is indicated. Titles are included if the 1999 and 1998 prices can be directly compared.

Publisher region	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
USA	Social Sciences	4,721	4.95	5.01
	Science	2,647	7.28	7.18
	Medicine	2,614	7.94	7.72
	Technology	3,726	6.33	6.04
	Humanities	1,905	8.20	7.88
UK	Social Sciences	2,800	11.07	11.79
	Science	1,085	15.04	11.36
	Medicine	974	14.57	9.55
	Technology	2,248	12.18	9.82
	Humanities	860	8.74	12.81
Far East	Social Sciences	276	-6.49	-6.81
	Science	313	2.79	0.28
	Medicine	257	-12.77	-12.52
	Technology	329	-10.64	-10.66
	Humanities	100	-12.63	-12.34
Australasia	Social Sciences	206	0.30	1.45
	Science	113	11.12	8.42
	Medicine	94	15.07	3.19
	Technology	183	1.36	2.87
	Humanities	86	5.47	5.56
Scandinavia	Social Sciences	410	2.43	3.90
	Science	84	12.22	11.96
	Medicine	146	10.34	9.28
	Technology	279	3.47	5.46
	Humanities	164	5.12	6.44

Publisher region	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
France	Social Sciences	882	1.44	1.42
	Science	207	4.40	6.37
	Medicine	278	5.27	6.16
	Technology	569	-0.76	0.25
	Humanities	445	1.92	0.75
Germany	Social Sciences	375	5.44	4.78
	Science	240	13.38	12.34
	Medicine	308	12.98	12.68
	Technology	420	8.39	7.20
	Humanities	213	2.80	2.85
Italy	Social Sciences	352	5.01	3.80
	Science	78	2.27	2.85
	Medicine	172	2.47	2.16
	Technology	295	1.40	2.42
	Humanities	216	-2.16	3.13
Switzerland	Social Sciences	73	-3.75	1.77
	Science	59	5.75	4.84
	Medicine	91	5.26	4.84
	Technology	74	0.62	0.70
	Humanities	43	0.02	0.95
Netherlands	Social Sciences	438	11.79	8.32
	Science	495	15.14	4.51
	Medicine	216	12.96	2.26
	Technology	369	14.70	5.74
	Humanities	148	10.73	9.18

Totals for Regions

Publisher region	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
USA	Totals	15,613	6.79	6.65
UK	Totals	7,967	12.86	10.81
Far East	Totals	1,275	-5.65	-6.69
Australasia	Totals	682	6.40	4.12
Scandinavia	Totals	1,083	6.12	6.78
France	Totals	2,381	1.54	2.13
Germany	Totals	1,556	11.09	10.22
Italy	Totals	1,113	2.61	3.04
Switzerland	Totals	340	3.63	3.69
Netherlands	Totals	1,666	14.37	4.85
	Totals	33,676	8.59	7.05

Totals for Subjects

	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
Totals	Social Sciences	10,533	6.76	6.78
Totals	Science	5,321	9.67	7.44
Totals	Medicine	5,150	9.26	7.04
Totals	Technology	8,492	8.10	6.56
Totals	Humanities	4,180	7.21	7.56
	Totals	33,676	8.59	7.05

Price Predictions for the year 2000 : Dawson

Based on the latest information on publisher price increases and British and world economic conditions, Dawson is projecting the following changes in journal prices for 2000 subscriptions.

The increases detailed in each category below represent the net impact that each component is expected to have on final price increases.

	General Inflation	Page/ Volume Change	Paper	Postage	Cancellations	Currency Changes	Total
British	2.3%	3.3%	2.0%	0	3.5%	N/a	11.1%
French	2.5%	3.2%	2.0%	0	3.7%	-3.2%	8.2%
German	2.5%	3.3%	2.0%	0	3.9%	-3.8%	7.9%
Dutch	2.5%	3.5%	2.0%	0	3.9%	-2.9%	9.0%
US	2.6%	2.8%	2.0%	0	2.2%	4.0%	13.6%
Other	2.0%	3.0%	2.0%	0	2.0%	-2.0%	7.0%

Dawson estimates that price increases for 2000 will be between 7.9% and 11.1% for a collection made up of British and European titles. To determine your overall estimated increase multiply the percentage of your collection originating in each geographic area by the total percentage increase for that area and add the numbers together. See example illustrated below:

	% of budget		Increase		Total
British	40%	X	11.1%	=	4.44%
French	15%	X	8.2%	=	1.23%
German	15%	X	7.9%	=	1.18%
Dutch	15%	X	9.0%	=	1.35%
US	10%	X	13.6%	=	1.36%
Other	5%	X	7.0%	=	.35%

Total Estimated Increase for this collection: **9.91%**

Price Predictions for the year 2000 : EBSCO Information Services

Year 2000 base price projections

Based on publisher input and historical analysis of journal prices, EBSCO Subscription Services is projecting a base price increase of 9 to 11 percent for year 2000 orders. The base price increase is the price of the subscription without regard to the effect of currency conversion when the subscription is bought by a subscriber in another country.

Projections by payment currency

The consensus among currency analysts appears to be for a continuing weakening of the Euro versus both Sterling and the US dollar for the remainder of this year. In fact, many analysts anticipate the Euro will be on parity with the dollar by late summer/early autumn 1999. If this in fact occurs, this would mean an 8 percent stronger pound and a 13 percent stronger US dollar versus the Euro as compared to the Euro's launch in January 1999.

The fall of the Euro against both the dollar and the pound should result in lower price increases for customers paying both in Sterling and U.S. dollars, for continental European journals. Some could actually show price decreases this year.

However, the bad news is that British and U.S. titles will likely cost customers paying in Euro or EMU currencies significantly more this year. Price increases approaching 20 percent could result.

Australia, New Zealand and Canada have all seen their currencies strengthen against the U.S. dollar, Sterling and Euro. If current trends continue, libraries in these countries should see price increases below the predicted base of 9-11 percent. In fact, they could see little or no price increase for material priced in Euro or currencies of countries participating in the EMU.

The British pound has strengthened against the Euro and the currencies of countries participating in the EMU. As a result, the expectation is that customers in the U.K. will see price increases below the base for this continental European material. Conversely, the pound has weakened slightly versus the dollar when compared to autumn 1998. As a result, U.K. customers could likely see U.S. material increase in a range slightly higher than the base.

Year 2000 forecast

Publisher currency	Price increase in sterling (£)
Sterling	9-11%
EMU countries	3-5%
U.S. dollar	13-15%

As always, EBSCO recommends all customers add 2 to 4 percent to the estimated price increases for budgets for a weakening of the currency in which they are invoiced between now and when subscription rates are paid. EBSCO continually communicates with major publishers regarding projected price increases and monitors world currency exchange rates. Should we see major developments in these areas we will update our projections.