Against the Grain

Volume 3 | Issue 4

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Full Page Ads

Editor

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As we enter the 1992 subscription season, North American librarians will find the prices of European journals favorably influenced by a stronger U.S. dollar.

Most Elsevier Science Publishers journals produced in the Netherlands, Switzerland, England and France will experience, on average, no dollar price increases in 1992, with many titles actually declining slightly from 1991 levels.

In this Information on Information feature, we want to update our subscribers on the trends for 1992 subscription prices and review some of the long-term factors affecting journal publishing and pricing.

**A FAVORABLE OUTLOOK FOR 1992**

During recent months, the U.S. dollar has shown moderate gains in relation to European currencies. Elsevier management, in conjunction with subscription agents, recently set currency exchange rates that are quite favorable to U.S. subscribers.

Provided below are the U.S. dollar exchange rates that will be used by the various Elsevier Science Publishers offices during the fall renewal season. Elsevier exchange rates are set each summer and guaranteed through December 31st, with review at three-month intervals after the new year.

For your convenience, the list below also includes a percentage representing the advantage in dollars gained by North American subscribers as a result of exchange rate fluctuation since the 1991 renewal season:

<table>
<thead>
<tr>
<th>CURRENCY</th>
<th>EXCHANGE RATE: 1992</th>
<th>IMPROVEMENT OVER 1991</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dutch guilder</td>
<td>U.S. $1.00 = Dfl. 2.02</td>
<td>12%</td>
</tr>
<tr>
<td>Swiss franc</td>
<td>U.S. $1.00 = SFr. 1.53</td>
<td>12%</td>
</tr>
<tr>
<td>British pound</td>
<td>£Ster = U.S. $1.61</td>
<td>13%</td>
</tr>
<tr>
<td>French franc</td>
<td>U.S. $1.00 = FFr. 6.15</td>
<td>13%</td>
</tr>
</tbody>
</table>

Journals published in New York and Limerick, Ireland, are priced in U.S. dollars and customers in the U.S. are not affected by exchange rate fluctuations for these titles.

**COMPONENTS OF JOURNAL PRICE ANALYSIS**

Elsevier Science Publishers' journals carry a single, worldwide subscription price in the currency of the country of publication. While currency fluctuation affects the present price of a journal in any particular market, pricing patterns from one year to the next are most accurately analyzed, using the original currency, in two ways — price per volume and the number of volumes, issues and pages published.

Per-volume prices, which are the most consistent indicator of yearly increases, are determined by a combination of factors including the actual cost increases in editing, producing and distributing a journal and any significant change in other income sources (e.g., number of subscribers, advertising, back volume sales and reprints). For 1992, the average per-volume price increase for all Elsevier Science Publishers journals will be 5% and reflects the actual cost increases to the publisher in the countries where our journals are published.

The subscription price is further influenced by the number of volumes, issues and pages published. In 1992, the entire Elsevier Science Publishers journal program will expand by 7% in relation to the number of volumes scheduled for the current year. In addition, there are some instances where more issues or pages will be published without increasing the number of volumes announced for 1992.

Our North American subscribers will find that the combined effects of per-volume increases and expansion in the total number of scheduled volumes will be offset by the stronger dollar. By way of example the box [opposite, top] lists several of Elsevier Science Publishers' leading journals, published in Amsterdam, Lausanne and London, which will experience dollar price reductions in 1992.
<table>
<thead>
<tr>
<th>JOURNALS</th>
<th>VOLS.</th>
<th>DOLLAR PRICE 1991</th>
<th>DOLLAR PRICE 1992</th>
<th>% DECLINE 1992</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biochimica et Biophysica Acta, Amsterdam</td>
<td>42</td>
<td>$5828.00</td>
<td>$5385.00</td>
<td>7.6%</td>
</tr>
<tr>
<td>Chemical Physics, Amsterdam</td>
<td>9</td>
<td>1972.00</td>
<td>1840.00</td>
<td>6.7%</td>
</tr>
<tr>
<td>Gene, Amsterdam</td>
<td>13</td>
<td>2680.00</td>
<td>2490.00</td>
<td>7.1%</td>
</tr>
<tr>
<td>Journal of Chromatography, Amsterdam</td>
<td>38</td>
<td>4697.00</td>
<td>4421.00</td>
<td>5.9%</td>
</tr>
<tr>
<td>Journal of Econometrics, Lausanne</td>
<td>4</td>
<td>748.00</td>
<td>692.00</td>
<td>7.5%</td>
</tr>
<tr>
<td>Journal of Molecular Structure, Amsterdam</td>
<td>26</td>
<td>4017.00</td>
<td>3663.00</td>
<td>8.8%</td>
</tr>
<tr>
<td>Journal of Organometallic Chemistry, Lausanne</td>
<td>21</td>
<td>3889.00</td>
<td>3637.00</td>
<td>6.5%</td>
</tr>
<tr>
<td>Surface Science, Amsterdam</td>
<td>26</td>
<td>5368.00</td>
<td>5092.00</td>
<td>5.1%</td>
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<tr>
<td>Tectonophysics, Amsterdam</td>
<td>14</td>
<td>2147.00</td>
<td>1982.00</td>
<td>7.7%</td>
</tr>
<tr>
<td>Trends in Biochemical Sciences, London</td>
<td>1</td>
<td>403.00</td>
<td>385.00</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

THE DOLLAR IN THE LONG TERM

Fortunately, during the spring and summer of 1991, the dollar has rebounded from its all-time low levels relative to the major European currencies. While the outlook for 1992 renewal prices is positive, the dollar still remains a weak currency compared with its levels of two, three or more years ago.

To put this in the context of the longer term, the chart [left] shows the dollar's value relative to the Dutch guilder for the past ten years. The dollar/guilder relationship is representative of most European currencies.

FOR FURTHER INFORMATION
We invite you to contact us with any questions you may have concerning exchange rates, Elsevier's journal program in general or any titles that may be of specific interest to you.

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george trigg earned his ab, am, and phd. degrees from washington university, st. louis.
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