June 1992

Journal Pricing Update

Adrian W. Alexander
The Faxon Company

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Alexander, Adrian W. (1992) "Journal Pricing Update," *Against the Grain*: Vol. 4: Iss. 3, Article 27.
DOI: <https://doi.org/10.7771/2380-176X.1241>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries.
Please contact epubs@purdue.edu for additional information.

1992 Journal Pricing Update

by **Adrian W. Alexander** (The Faxon Company)

U.S. Periodical Price Index

The U.S. Periodical Price Index is prepared annually under the sponsorship of the Library Materials Price Index Committee of ALCTS, and is published each year in the April 15 issue of *Library Journal*. The data for this study is compiled and analyzed currently by Kathryn Hammell Carpenter of the University of Illinois at Chicago, and Adrian Alexander of Faxon.

For the sample used in this study, the average periodical price for 1992 rose by 12.6% percent over the 1991 average price, when 211 "Soviet" translations were included, and by 12.2% when the "Soviet" translation titles were excluded. 1992 marks the second consecutive year in which the overall average price of the sample increased by more than 10%. By comparison, the average price, excluding translations, had risen by a fairly steady rate (9.0 - 9.9 percent) from 1982 to 1990.

Of the 25 subject categories used to describe the sample, 12 experienced increases of over 10%. Five of the subject categories now have average prices at least 500% higher than they had in the index base year of 1977: Chemistry & Physics, Engineering, Labor & Industrial Relations, Medicine, and Zoology. At current rates of increase, this "500 Club" should also include the following categories next year: Industrial Arts, "Soviet" Translations, and Mathematics, etc. (which also includes Earth Sciences, Life Sciences, Botanical Sciences, and General Sciences).

Faxon 1992 Price Increases by Publisher

At the ACRL Conference in Salt Lake City in April, Faxon released an analysis of 1992 journal price increases by specific publisher. This report will be available to all Faxon academic clients by ALA. In preparing this report, Faxon analyzed only those titles for which it had at least 3 or more orders for

U.S. clients, paying in U.S. Dollars, in 1992. Also, only calendar year subscriptions were analyzed, and, if a publisher had separate rates for airmail and surface delivery, these were counted as separate rates.

Price increases were analyzed in two ways: unweighted price increases were based on average prices for all titles from a publisher, regardless of the number of individual titles in Faxon's database. Weighted price increases reflect the number of orders actually placed for each title (Ex. — the price increase for a title with 100 orders would count twice as much as the increase for a title with 50 orders). For this summary, weighted increases only will be used.

The analysis is organized into three groups of publishers: Continental Europe, United Kingdom, and United States, and lists 1991 weighted prices in addition to both unweighted and weighted prices for 1992.

Eleven major continental European publishers were included in the individual analysis. 1992 weighted price increases ranged from a high of 14.4% for Elsevier Scientific Publishing (Ireland) to a low of -5.2% for Springer Verlag. Other European publishers also posted net decreases in terms of U.S. dollars, for 1992, including Elsevier Editions Scientifiques (-7.6%), Elsevier Science Publishers (-0.8%), Elsevier Sequoia S.A. (-2.2%), Kluwer (-1.7%), and Munksgaard (-1.4%). The overall change reported for Faxon U.S. clients in this analysis was -0.6%.

Fourteen British publishers were included in the individual analysis. Their 1992 weighted price increases ranged from a high of 34.4% for MCB University Press to a low of 2.0% for the British Medical Association. The overall increase for British publishers was 14.3%. In addition to MCB, those publishers included in the

individual analysis that exceeded the average increase were:

Oxford University Press (14.9%), CAB International (15.4%), Pergamon (18.0%), and John Wiley (19.4%).

Forty-eight U.S. publishers were included in the individual analysis. Their 1992 weighted price increases ranged from a high of 31.6% from the American Medical Association to a low of -8.3% from Datapro Research. The overall weighted increase for U.S. publishers was 11.3%, a figure that was exceeded by 14 of the publishers included in the individual analysis. Three of those publishers, in addition to the AMA, had weighted increases exceeding twenty percent: American Chemical Society (22.7%), John Wiley (22.6%) and Wiley/Liss (22.3%).

This publisher-by-publisher analysis indicates that 1992 was an interesting year for journal prices. Because the U.S. Dollar strengthened in mid-1991 after the conclusion of the Persian Gulf conflict, price increases for continental European titles were minimal for U.S. libraries, when compared with previous years. British titles, however, increased significantly in price (14.3%), due primarily to Pergamon's move to a single, worldwide price structure last year. Increases for U.S. titles, meanwhile, were somewhat similar in the Faxon analysis to the increases shown in the U.S. Periodical Price Index. ☛

Group Therapy

continued from previous page

For further information I would refer you to a survey by the AAP/LRTS Out of Print Task Force, conducted by Helmut Schwarzer and summarized in the October 1990 issue of *Yankee Book Peddler's Dialogue*.

Submitted by **Mary Fugle**, Director, North American Sales & Distribution, Elsevier Science Publishing Co. ☛