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Book Pricing Update-Arts/Humanities, Social Science and Sci/Tech/Med Titles-Which increased or decreased dramatically over the year?

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Book Pricing Update

by **Dan Miller** (Approval Systems Manager, Blackwell's Book Services) <dan.miller@blackwell.com>

Annually, Blackwell's reports on broad pricing trends in monographic publishing for the academic market as reflected in the titles treated for its Approval program. The following data represent single titles, even though each title may have been acquired by a number of libraries. This consideration of trends is restricted to exclude popular works and lower undergraduate texts, since most such works are not of interest to academic libraries with Approval plans. As usual, reprints are excluded since few libraries purchase reprints except on a selective basis.

Overall, during the period July 1, 1999 through June 30, 2000 there was only a .3% increase over the previous

year in the average list price of academic and scholarly titles. Arts/Humanities titles (which accounted for 34% of all new titles) showed a 2% increase, Social Science titles (which accounted for 34% of all new titles) showed a 4% increase, and Sci/Tech/Med (which accounted for 32% of all new titles) showed a 4% decrease. Which particular subjects within these three broad subject areas increased or decreased dramatically over the year? How did subjects in areas of prolific publishing fare? Let's take a look.

Arts/Humanities

The average list price of Arts titles (including Fine Arts, Performing Arts, and Architecture) increased 1% from \$49.92 in 1998/99 to \$50.42 in 1999/00. The 319 titles treated in Applied Arts lead in this category with a 13% increase, from \$41.51 to \$46.83. In Art Media there were 895 titles which had an average price of \$51.30, an increase of 5% from \$48.69 the previous year. In Music, 404 titles had an average list price of \$52.85, which was a 5% decrease from \$55.89 the previous year.

The average list price of Humanities titles increased 1%, from \$52.24 in 1998/99 to \$52.94 in 1999/00. In this category, the average list price of 414 Language titles showed

a 5% increase over the previous year; these went from \$67.44 to \$70.79. The average list price of titles in Religion remained steady again this year; the average list price of 1,872 titles was \$46.84. On the other hand, History titles bucked the overall Humanities trend by showing a 1% decrease in the average list price of 1,400 titles; these went from \$49.50 in 1998/99 to \$48.94 in 1999/00.

Social Sciences

Social Science titles had an average list price of \$56.25 in 1999/00, compared with \$53.87 in 1998/99, representing a 4% increase from year to year. The 65 Applied Psychology titles treated in 1999/00 saw

a rather dramatic 40% increase in average list price over the previous year, going from \$51.35 in 1998/99 to \$72.14 in 1999/00. There was a 7% increase seen in the overall average list price of

Interdisciplinary Social Studies titles including, but not limited to, Environmental Studies titles that went from \$59.79 in 1998/99 to \$65.98 in 1999/00, Race Relations titles that went from \$44.68 to \$46.35, Crime and Criminals titles that went from \$47.49 to \$50.11, and titles on Women that went from \$48.81 to \$51.40. The most significant area of Social Science price increase, based on the large number of titles published, was Economics where the average list price of 1,193 titles increased 7%, going from \$63.58 to \$67.74. The average list price of 1,207 titles in Education increased 3% from \$46.58 in 1998/99 to \$48.07 in 1999/00. Political Science titles saw a 4% increase; 1,265 titles had an average list price of \$51.62 in 1999/00 as compared with \$49.83 the previous year. The average list price of 1,694 Business Administration titles in 1999/00 remained about steady compared with the previous year, at \$55.64.

Only a few Social Science subject areas with a significant number of titles saw drops

in their average list prices in 1999/00. The average list price of 544 Sociology titles in 1999/00 saw a 1% drop compared with the previous year, going from \$52.09 to \$51.75. 213 titles in Military Science also saw a drop in average list price going from \$50.86 in 1998/99 to \$45.32 in 1999/00, an 11% decrease. Additionally, there was a 9% decrease in the average list price of titles in Management; these titles went from \$52.79 to \$47.80.

Titles about books and librarianship saw small price increases in 1999/00 as compared with the previous year. 47 titles in Book Industry and Trade showed a 1% increase in their average list price, which went from \$58.01 to \$58.47, while 141 titles in Library and Information Science titles saw a 4% increase in average list price, which went from \$50.15 to \$52.24.

Sciences/Technology/Medicine

Sci/Tech/Med titles had an average list price of \$86.45 in 1999/00 as compared with \$90.35 in 1998/99, or a 4% decrease. The most significant decrease in the Sci/Tech/Med area, based on a combination of large number of titles treated and size of decrease, was Computer Science. In contrast to 1998/99 which saw an 18% increase in the average list price of Computer Science titles relative to the previous year, these titles saw a 13% decrease from 1998/99 to 1999/00, during which their average list price went from \$67.83 to \$59.11. Another area of prolific publishing, Technology, also saw a decrease in average list price; the 1,892 Technology titles published in 1999/00 had an average list price of \$104.34, which is 4% less than the average list price of Technology titles published in 1998/99. 115 Botany titles published in 1999/00 had an average list price of \$102.71 as compared with \$120.41 in 1998/99; this 15% decrease stands in contrast to 1998/99 which saw a 29% increase in the price of Botany titles as compared with the average list price during the previous year. The average list price of 2,713 Medicine titles in 1999/00 remained about steady compared

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FIGURE 1: Average Book Prices in the Arts/Humanities, Social Sciences and S/T/M

	New Titles Only (reprints excluded) Popular works and lower undergraduate texts excluded											Percent Change	
	89/90	90/91	91/92	92/93	93/94	94/95	95/96	96/97	97/98	98/99	99/00	Actual Percent Change 1990-00	Adjusted for Inflation 1990-00
Humanities/Arts	\$34.66	\$38.86	\$41.63	\$42.29	\$41.73	\$43.17	\$43.27	\$45.89	\$46.93	\$46.39	\$47.42	36.81%	3.65%
Social Sciences	\$38.44	\$40.79	\$44.28	\$47.10	\$47.23	\$48.63	\$48.26	\$52.62	\$54.27	\$53.87	\$56.24	46.31%	10.84%
Sci/Tech/Med	\$68.80	\$72.32	\$78.61	\$81.64	\$80.72	\$79.13	\$80.56	\$81.38	\$83.69	\$90.35	\$86.45	25.65%	-4.81%
All Titles	\$48.14	\$50.69	\$56.13	\$57.86	\$57.42	\$57.26	\$57.92	\$60.68	\$61.82	\$62.72	\$62.88	30.62%	-1.05%

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with the previous year, at \$84.27; however, the average list price of **Dentistry** titles increased by 21%; 48 Dentistry titles treated in 1999/00 had an average list price of \$77.46 compared with \$64.26 during the previous year. 31 titles in **Animal Husbandry** also saw a rather dramatic increase in average list price; in 1998/99 the average list price of Animal Husbandry titles was \$54.50 as compared with \$82.27 in 1999/00, accounting for a 51% increase.

The Long View

Figure 1 shows broad pricing trends in monographic publishing over the past ten years, restricted to exclude popular works and lower undergraduate texts. The total price change over this period, adjusted for inflation, shows a 1.05% decrease, with Sci/Tech/Med titles leading the decline again this year with an 4.81% decrease. Social Science titles and Humanities/Arts titles showed increases of 10.84% and 3.65%, respectively, in average list price, adjusted for inflation, during this period. Librarians planning the coming year's book budget may bear in mind these past price changes as the best near-term predictors of changes in book pricing in the coming year.

GRIPE: (Submitted by **Caroline Dean**, University of Cape Town Medical Library):

"What is everybody doing with CDs that accompany periodical issues? The University of Cape Town libraries are wanting to set up a protocol on how to handle these CDs and we are seeking advice. Where, and how, do we keep them so that they are accessible to anyone who might want to view them? And what records do we keep? And what have we not yet thought about?"

Response: (Submitted by **Molly Brennan Cox**, Serials Coordinator, Virginia Tech):

At Virginia Tech the first thing we do when handling periodicals with accompanying CDs is evaluate the content of the CD. Sometimes a CD or disk accompanies an issue but is not directly related, or integral, to that issue. Those pieces deemed advertising, such as American Online disks, are discarded. CDs that contain backfiles of the periodical title

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are referred to a subject bibliographer for a retention decision. (An example would be a CD containing the 1999 and 2000 proceedings of the British Society of Animal Science that accompanies the print title, Proceedings of the British Society of Animal Science.) An accompanying CD index to a periodical title is also referred to a subject bibliographer for a decision.

Other CDs are judged integral to the print issue. In order to make this judgement, serials staff examine the periodical issue to determine whether the CD is mentioned in the contents page, other preliminary pages or in the colophon. If the decision is made to retain it, the CD is forwarded to our database maintenance unit.

The database maintenance unit puts notes in the holdings/check-in record indicating marking instructions and its shelving location. Virginia Tech shelves all media, including music CDs and computer files, in the Center for Alternative Media (CAM). The piece is given the same classification number as the periodical title with the additional notation of Media Center, e.g. MT56 P46 1987 Media Center.

The unit adds appropriate notes to the bibliographic record for the periodical indicating it has an accompanying CD. For example:

Partial contents available on CD-ROM.
Some issues accompanied by a CD.
Accompanying CD located in Media Center under same call number.

An item record is also created indicating the appropriate location period and item class.

The CD is then forwarded to the End Processing unit where the CD is placed in a suitable container and a sticker is placed on the periodical issue indicating where the CD is located. For music CDs the sticker reads: "Accompanying sound disc available in MEDIA CENTER under the same call number." For computer file CDs the sticker reads: "Accompanying compact discs available in MEDIA CENTER under the same call number." The sticker is placed either on the front cover of the issue or on the first few pages of the issue near the content page.

Once processed the CDs are housed in CAM. Based on decisions by public services staff, music CDs circulate from 7 to 90 days,

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