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## Book Pricing Update-Trends in Book Pricing for the Year Ending June 30, 2001

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# Publisher Profile — University Press of New England

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<b>University Press of New England</b>	<b>Address:</b> 23 South Main Street Hanover, NH 03755-2055	<b>Email:</b> <university.press@dartmouth.edu>
	<b>Phone:</b> (603) 643-7100	<b>Number of Employees:</b> 31
	<b>Fax:</b> (603) 643-1540	<b>Director:</b> Richard M. Abel
	<b>Orders:</b> 1-800-421-1561	<b># of books published annually:</b> 80 titles
	<b>Web address:</b> <a href="http://www.upne.com">www.upne.com</a>	<b>Backlist:</b> 825 titles in print

**Important Publications:** *The Dickinsons of Amherst, Photographs* by **Jerome Liebling**; *Essays* by **Christopher Benfey, Polly Longworth & Barton Levi**; *St. Armand; A Year in the Notch: Exploring the Natural History of the White Mountains*, by **William Sargent**; *Generation Exodus: The Fate of Young Jewish Refugees from Nazi Germany*, by **Walter Laqueur**.

**Editor's Note:** When I see the UPNE catalog, new and forthcoming and backlist titles, I begin to feel like a youngster who is entering a favorite soda fountain and candy store. In each direction there is a new pleasure to behold: interesting, thoughtful, fascinating books. You want to touch each cover and seek a quiet corner where you could begin reading immediately—a bibliophile's delight!

Founded in 1970, UPNE is a unique publishing consortium (**Brandeis University, Dartmouth College, Middlebury College, University of New Hampshire & Tufts University**) and housed at **Dartmouth College**,

the host institution. UPNE has earned a reputation for excellence: its publishing program reflects strengths in the humanities, liberal arts, fine and performing arts, literature, New England culture and interdisciplinary studies.

I had the pleasure of speaking (by telephone) with UPNE Director, **Richard Abel**, and here are some parts of our conversation:

**JL:** When UPNE was founded, wasn't the idea of creating a consortium considered an unusual idea?

**RA:** "...an idea ahead of its time (1970)...one of the first" presses to do so.

**JL:** I love the eclectic scope of your publishing program. I see the fascinating, *The Dickinsons of Amherst*, **Susan Baker's** *Following Proust* and **Mayewski and White**, *The Ice Chronicles*. Each title stirs one's imagination...


**RA:** "...we like to think that we are doing imaginative publishing." We attempt to have a "common focal point: grab the reader's attention."

**JL:** These titles certainly do just that.

**JL:** The idea of attempting to see a place, **Dickinson's Amherst** or **Marcel Proust's Combray, Balbec...**, as the poet/author once saw it is intriguing and a superb way for future readers to appreciate these great works of literature.

**Mr. Abel** indicated that you (the reader) gain a much deeper understanding of a poem or a novel by actually being able to see the place that is being written about. For example, he mentioned having lived in Mississippi and gaining an enhanced understanding of **William Faulkner's** novels by being in the fictional Yoknapatawpha County.

**JL:** In *Dickinsons of Amherst*, there's an illusory sense that it is 1886 and **Emily Dickinson** is actually in her house.

**Mr. Abel** noted, *The Ice Chronicles*, that UPNE tackles the difficult issues of the 21st century: the earth's climate, global warming, the impact on our societies. In *The Ice Chronicles*, the gap between scientific advances and the public discussion of these issues is narrowed and the issues become lucid. 

## Book Pricing Update —

### Trends in Book Pricing for the Year Ending June 30, 2001

by **Tom Loughran** (Manager Approval Systems, Blackwell's) <tom.loughran@blackwell.com>

#### Broad Trends in Pricing and Coverage

Each year, **Blackwell's** reports on pricing trends in academic monographic publishing. We derive this data from the books that were treated on our academic Approval Program during the previous year. In the year ending this last June, we treated 41,872 academic monograph titles with an average list price of \$60.23. Excluding 1,742 reprints, the average list price of the 40,130 remaining new titles was \$61.29.

The distribution of titles by country of origin, and the average list price by country (including reprints), are as follows:

Country	# of titles	% of all titles treated	Avg. List Price
U.S. origin	25,183	60%	\$52.65
U.K. origin	11,015	26%	\$64.05
Other origin	5,674	14%	\$86.47

Countries accounting for "Other origin" titles included Germany (1,621 titles), Netherlands (1,618 titles), Canada (494 titles), Singapore (361 titles), Australia (306 titles), Switzerland (221 titles), India (173 titles), Sweden (134 titles) and Belgium (105 titles). An additional 39 countries contributed to this total with fewer than 100 titles each.


Last year we treated 10,183 university press titles, or 24% of all

titles. The average list price of all university press titles was \$48.68. Again, excluding reprints, the average list price of the remaining 9,611 new university press titles was \$50.11.

In broad subject areas the number of new titles treated (excluding reprints), and their average list prices, broke down as follows:

Broad Subject	# of titles	% of all titles treated	Avg. List Price
Arts/Humanities	14,246	35%	\$46.27
Social Sciences	13,086	33%	\$56.05
Sci./Tech./Med.	12,698	32%	\$83.56

The average list price for a scholarly book in the Arts and Humanities last year represents a one per cent increase over the average price of the year before (\$45.70). The average for a book in the Social Sciences also increased one per cent, from \$55.59. Prices for an average title in the Sciences, Technology and Medicine remained flat from last year's average price of \$83.57.

In the next issue, we'll investigate how prices in individual subject areas of these broader categories fared. 

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