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Book Pricing Update

Trends in Book Pricing for the half-year ending December 31, 2003

by **Jamie Vandenberg** (Approval Coordinator, Blackwell's Book Services, Inc.)

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Each year, **Blackwell's** reports on pricing trends in academic monographic publishing. We derive this data from the books that were treated on our New Titles/Approval Program during the previous year. This article reports statistics recorded from **July 1, 2003 through December 31, 2003**. A total of 19,422 academic monograph titles were treated during this time period with an average list price of \$65.06. Excluding 733 reprints, the average list price of the remaining 18,689 titles was \$66.13.

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 titles treated	Avg. List Price
Arts/Humanities	6,481	35%	\$50.99
Social Sciences	6,447	34%	\$59.22
Sci./Tech./Med.	5,723	31%	\$91.00

The average list price for a scholarly book in the **Arts and Humanities** last fiscal year (July 1, 2002 - June 30, 2003) was \$48.56. For the period between **July 1, 2003 and December 31, 2003**, this average increased by 5%. **Art** books as a subcategory (657 titles) also rose 5%, from \$48.56 to \$51.29. **Architecture** titles (263 titles) rose slightly from \$53.88 to \$54.52 or 1%. **Music and Performing Arts** books (562 titles) saw a larger increase of 6% from \$50.70 to \$53.75. The average price for **Humanities** titles (excluding Fine and Performing Art) increased 1%

from \$56.31 to \$56.73. **Literary texts** increased by 4 % from \$26.11 to \$27.30. **Literary Criticism** titles increased 5% from \$57.15 to \$59.85.

The average list price for a book in the **Social Sciences** (including Law) last fiscal year was \$57.91. This report finds an increase of 2% for a **Social Science** book in the first half of this fiscal year. **Law** books (483 titles) noticeably increased from \$82.82 to \$89.59 or 8% while **Library and Information Science** titles dropped significantly from \$56.21 to \$48.45 or -14%. **Communication and Mass Media Studies** titles rose 3% from \$49.88 to \$51.63. **Military Science** titles increased 14% from \$41.10 to \$47.64 while **Sports and Recreation** titles increased just 2% from \$37.54 to \$38.19.

Prices for an average title in the **Sciences, Technology, and Medicine** rose 6% from last year's average of \$85.64. As a subcategory, **General Science** titles increased 6% from \$63.26 to \$67.21. **Astronomy** books rose from \$78.25 to \$81.22 or 4%. **Earth Science** books increased 11% from \$96.79 to \$109.19 while **Math** books have increased 13% from \$81.34 to \$93.07. **Computer Science** titles also saw an increase from \$57.55 to \$63.99 or 10%. **Medicine** titles rose just 1% from \$84.60 to \$85.49 while **Dentistry** titles dropped -8% from \$78.92 to \$72.23. **Nursing** books increased 4% from \$44.90 to \$47.01 while **Agriculture** books increased only 1% from \$89.60 to \$90.76. **Natural Resources** books dropped -6% from \$68.12 to \$64.33.

For more information on price details of specific subject areas for last year, please see **Blackwell's Cost and Coverage Study** at: <http://www.blackwell.com/level4/CoverageandCostIndex.asp>.

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

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Column Editor's Note: Hey, are you reading this? Your esteemed column editor would like to know what you think! Zip off a quick email to <pmrose@buffalo.edu>. Does BYMI fill your needs? Do you have any suggestions for changes? I'm listening! — **PR**

SPAMMER SEQUESTRATION

by **Sandra Beehler** (Lewis & Clark College)

More than half of all email is spam, according to this article—which makes it a huge problem that needs to be solved expeditiously. Email filters and legislation against spam have failed to stem the flow, so a third solution is being proposed: charging for spam emails. Several start-up companies are developing ways to charge spammers while still allowing free email for other purposes. One company offers email "stamps" at low cost to distinguish legitimate business email from spam. Another works on the principle of charging fees to senders whose recipients complain. A third solution establishes a clearing house for ISPS where each ISP subscriber has a credit limit. When someone complains about one of the subscribers, a fee is charged against it — it is blocked from sending emails once its credit limit is reached.

See — "Make 'Em Pay," *The Economist*, v.370:no.8362 (Feb. 14, 2004)

TIMELINESS IS NEXT TO GODLINESS

by **Pamela M. Rose** (University at Buffalo)

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See — "Welcome to Science Express" on the World Wide Web at <http://www.sciencemag.org/feature/express/introduction.shl>.