

4-2001

Periodical Price Survey 2001: Searching for Serials Utopia

Lee Van Orsdel

Grand Valley State University, vanorsdel@gvsu.edu

Kathleen Born

EBSCO Information Services

Follow this and additional works at: https://scholarworks.gvsu.edu/library_sp



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

ScholarWorks Citation

Van Orsdel, Lee and Born, Kathleen, "Periodical Price Survey 2001: Searching for Serials Utopia" (2001).
Scholarly Papers and Articles. 31.

https://scholarworks.gvsu.edu/library_sp/31

This Article is brought to you for free and open access by the University Libraries at ScholarWorks@GVSU. It has been accepted for inclusion in Scholarly Papers and Articles by an authorized administrator of ScholarWorks@GVSU. For more information, please contact scholarworks@gvsu.edu.

PERIODICAL PRICE SURVEY 2001

Searching for Serials Utopia

By Kathleen Born & Lee Van Orsdel

THE PAST YEAR IN the serials marketplace lacked some of the volatility of the previous four years. Metapublishers, reference linking services, and controversial e-print database providers, no longer considered newcomers, settled more firmly into the scientific, technical, and medical (STM) market. The struggle between library consortia and publishers over the price of online content de-escalated a bit, as publishers resigned themselves to the inevitable and moved closer to standardizing their marketing strategies.

There was a pause in both publisher and vendor mergers, interrupted by Taylor & Francis's acquisition of Gordon & Breach in mid-February. Reed Elsevier's stalled bid for Harcourt kept another dramatic possibility alive but unrealized.

There may have been less drama, but there was plenty of anxiety-producing change. A small but noteworthy handful of prestigious academic libraries issued strategic plans that call for eliminating all paper subscriptions where online is available, to the dismay of those STM publishers that have not yet separated their distribution and pricing systems. For the first time, ever so quietly, a bevy of high-end social science and STM publishers began to move most of

their journals into some of the aggregated databases. Simultaneously, publishers yanked content from other aggregated databases when the aggregators encouraged librarians to cancel print subscriptions to pay for their online counterparts.

Linking and archiving issues dominated the attention of librarians, publishers, and vendors this past year. Primary publishers from the STM and social science ranks joined the CrossRef article-linking project, which launched in June 2000 with 33 partners. The two largest providers of e-journal conversion and hosting services, ingenta and CatchWord, merged in February 2001 in a deal that will link articles in 4500 online journals behind a common gateway.

More changes ahead

But librarians looking for more comprehensive (and less publisher-dependent) linkage began experimenting with powerful software to do it on their

own. In a move that could portend a breakthrough in the archiving question, the Library of Congress (LC) signed two innovative deals last year (see p. 54-55).

This year's periodicals price survey will look at these and other changes in the serials marketplace in order to analyze trends that will affect price and availability of serials and services in the coming year. For this survey, three Institute for Scientific Information (ISI) databases—*Arts and Humanities Citation Index*, *Social Sciences Citation Index*, and *Science Citation Index*—provide the 6,185 titles used in the core study. These databases typically reflect the subscription lists of large research libraries. For smaller academic libraries, we have included an analysis of 1,002 journals in EBSCO Publishing's *Academic Search Elite*. Public and school libraries will find useful price data in the brief analysis of EBSCO's *Magazine Article Summaries Ultra*.

Cost history for the study was pulled from EBSCO's database of 308,000 serials title listings. For practical reasons, the data are limited to prepriced titles (as opposed to standing-order or bill-later titles) that can be ordered through a vendor. The data are current as of February 20, 2001.

Penetration of online formats

The Big Five of academic publishers—Academic, Elsevier, Kluwer, Springer, and Wiley—now have all of their major STM journals online. Scholarly publishers in the second tier are approaching that mark: they include publishers like the American Chemical Society, IEEE, and the American Institute of Physics; large university presses like

TABLE 1: AVERAGE 2001 PRICE FOR SCIENTIFIC DISCIPLINES

Discipline	Avg. Price Per Title
Physics	\$2,011.13
Chemistry	1,918.09
Engineering	1,142.84
Astronomy	1,083.91
Biology	1,064.33
Math & Computer Science	1,018.57
Technology	1,013.34
Geology	914.51
Zoology	866.03
General Science	830.55
Botany	790.28
Food Science	731.26
Health Sciences	728.14
Geography	682.29

Kathleen Born is Director, Academic Division, EBSCO Information Services, Birmingham AL, and Lee Van Orsdel is Dean of Libraries, Eastern Kentucky University, Richmond

Oxford and Cambridge; and mid-sized STMs like Gordon & Breach (G&B), MCB, and Sage. Much of the volatility we have observed in the last four years—in mergers and in convoluted pricing schemes—has resulted from these publishers' heavy investment in the technologies to get online.

Behind them, the rest of the publishing world has watched carefully to see if the investments will return profit. As online use has soared, naysayers have become scarce. In their place are smaller publishers looking for ways to get their journals on the web without jeopardizing already thin profit margins. The race to the web, in fact, has dramatically strengthened the role of third-party electronic service providers like HighWire, ingenta/CatchWord, and MetaPress. These metapublishers allow primary publishers to outsource some or all of the text

conversion, reference linking, hosting, and gateway services that traditional publishers cannot afford to provide in house.

Stop the print!

As academic libraries have become more comfortable with the usability, reliability, and linkability of online journals, some have begun to implement online-only subscriptions for STM titles. In effect, they are demanding that publishers cease delivery of print copies where online is available. This poses no problem for publishers that have unbundled pricing of print and online.

As a rule, however, publishers that sell their titles as a combination-only ("online free with print") will mail the print whether you want it or not. The reasons are varied and range from the philosophical to the pragmatic. In most publishers' minds, print remains the short-

term answer to the archive problem. But for some publishers, it's a matter of mechanics. The input of an order automatically generates a label, just like in the old days, with no practical way to stop shipment to a particular customer. For others, delivery of print and online remain tightly bundled in a deliberate strategy to help European customers avoid the special tax applied to products delivered over the Internet (if online is "free," there is no tax). It will be interesting to see how publishers respond as more North American libraries insist that print shipments stop.

Archive anxiety

Despite the willingness of individual libraries to give up their print backups, anxiety about archiving online content is widely shared. A number of prototype archiving projects have been started, but none offers a truly compre-

TABLE 2: COST HISTORY GROUPED BY LC SUBJECT

Subject	Average No. of Titles 1997-2001	Average Cost Per Title 1997	Average Cost Per Title 1998	% of Change '97-'98	Average Cost Per Title 1999	% of Change '98-'99	Average Cost Per Title 2000	% of Change '99-'00	Average Cost Per Title 2001	% of Change '00-'01	% of Change 1997-2001
Agriculture	181	\$441.87	\$439.56	-0.52	\$465.30	5.86	\$504.55	8.44	\$529.22	4.89	19.77
Anthropology	41	204.44	224.95	10.03	248.02	10.26	261.49	5.43	256.68	-1.84	25.55
Art & Architecture	71	100.64	102.15	1.50	103.54	1.36	106.28	2.65	109.53	3.06	8.83
Astronomy	24	926.93	963.04	3.90	1,006.62	4.53	1,026.76	2.00	1,083.91	5.57	16.94
Biology	250	791.17	856.22	8.22	930.51	8.68	1,005.77	8.09	1,064.33	5.82	34.53
Botany	63	627.54	660.61	5.27	706.15	6.89	760.88	7.75	790.28	3.86	25.93
Business & Economics	286	331.38	366.71	10.66	408.48	11.39	458.43	12.23	500.94	9.27	51.17
Chemistry	193	1,428.28	1,534.50	7.44	1,647.49	7.36	1,788.09	8.53	1,918.09	7.27	34.29
Education	110	171.33	185.65	8.36	204.54	10.18	226.21	10.59	249.81	10.43	45.81
Engineering	274	798.09	878.66	10.10	961.49	9.43	1,049.59	9.16	1,142.84	8.88	43.20
Food Science	17	473.72	542.13	14.44	620.80	14.51	675.65	8.84	731.26	8.23	54.37
General Science	80	560.05	620.28	10.75	683.25	10.15	754.99	10.50	830.55	10.01	48.30
General Works	88	81.21	80.64	-0.70	82.25	2.00	84.70	2.98	85.50	0.94	5.28
Geography	66	491.30	537.86	9.48	566.47	5.32	635.13	12.12	682.29	7.43	38.87
Geology	84	717.98	757.08	5.45	793.71	4.84	856.10	7.86	914.51	6.82	27.37
Health Sciences	1,549	524.24	569.73	8.68	624.08	9.54	675.84	8.29	728.14	7.74	38.89
History	257	93.87	97.41	3.77	106.91	9.75	113.18	5.86	120.05	6.07	27.89
Language & Literature	376	85.89	87.24	1.57	93.18	6.81	96.47	3.53	101.34	5.05	17.99
Law	84	123.12	131.70	6.97	140.32	6.55	148.47	5.81	159.91	7.71	29.88
Library & Information Science	58	192.27	214.78	11.71	232.20	8.11	245.75	5.84	259.69	5.67	35.07
Math & Computer Science	195	773.66	824.42	6.56	881.69	6.95	951.70	7.94	1,018.57	7.03	31.66
Military & Naval Science	10	177.60	237.30	33.61	258.60	8.98	281.80	8.97	329.00	16.75	85.25
Music	53	66.95	69.75	4.18	76.40	9.53	77.87	1.92	79.94	2.66	19.40
Philosophy & Religion	150	113.45	114.96	1.33	123.60	7.52	130.78	5.81	136.48	4.36	20.30
Physics	202	1,541.48	1,631.52	5.84	1,731.05	6.10	1,874.46	8.28	2,011.13	7.29	30.47
Political Science	62	164.70	181.59	10.26	206.06	13.48	225.93	9.64	254.19	12.51	54.34
Psychology	158	222.17	238.86	7.51	271.68	13.74	298.80	9.98	326.00	9.10	46.73
Recreation	20	89.97	96.40	7.15	107.25	11.26	115.14	7.36	127.20	10.47	41.38
Sociology	303	197.42	218.88	10.87	244.47	11.69	268.98	10.03	297.18	10.48	50.53
Technology	210	712.72	781.48	9.65	854.93	9.40	932.01	9.02	1,013.34	8.73	42.18
Zoology	114	622.09	671.59	7.96	743.45	10.70	818.07	10.04	866.03	5.86	39.21

hensive solution. Perhaps the most promising news on the archiving front comes from LC. It has launched two arrangements that could become models for a broad range of archiving solutions. Fundamental to both is the idea that LC will exchange its services for access to publisher content, so that both parties benefit but no money changes hands.

In its agreement with UMI/Bell & Howell (B&H), for example, LC gets perpetual access to Dissertation Abstracts for its researchers' and readers' use and acquires ownership of the files should the publisher go away. In exchange, B&H is relieved of its legal responsibility to deposit a microfiche copy of the database with the Copyright Office. LC's agreement with the American Physical Society (APS) uses a different model. In exchange for current and ongoing access to APS's online journals, LC has agreed to mount the journal files on its server and to maintain them as a safe storage site for the publisher's security.

Nancy Davenport, LC's director of acquisitions, is exploring the possibility of similar arrangements with other publishers: "All of these conversations are in the spirit of finding the appropriate role

Country	No. of ISI Titles	Avg. Price Per Title	Country	No. of ISI Titles	Avg. Price Per Title
The Netherlands	497	\$1,755.34	Israel	13	\$270.00
Ireland	45	1,514.90	France	153	269.62
Singapore	11	1,280.18	Sweden	17	199.01
Austria	26	994.37	Hungary	9	183.00
England	1,338	857.51	Spain	11	182.23
Germany	355	853.30	Czech Republic	8	166.53
Switzerland	95	649.82	Norway	13	153.64
United States	2,550	473.57	Canada	122	141.55
New Zealand	27	456.05	Italy	64	120.85
Denmark	56	387.75	Belgium	16	103.75
Russia	29	356.24	Taiwan	7	90.86
Japan	76	290.40	India	9	87.11
Scotland	15	289.53	Mexico	9	71.89
Australia	61	271.87	South Africa	12	71.45

AVERAGE COST OF AN ISI TITLE: \$681.23

for the national library and testing alternative business models." A comprehensive solution to the problem of archiving might just lie with LC. It is compelling to imagine LC taking on the role of honest broker for any number of publisher

files, allowing access to many publics through authentication agreements.

Linking it together

The big news on the linking front this year is a product that claims to have

TABLE 4: COST HISTORY BY CONTINENT/COUNTRY OF ORIGIN

Continent/Country	Average No. of Titles 1997-2001	Average Cost 1997	Average Cost 1998	% of Change '97-'98	Average Cost 1999	% of Change '98-'99	Average Cost 2000	% of Change '99-'00	Average Cost 2001	% of Change '00-'01	% of Change '97-'01
NORTH AMERICA											
United States	2,549	\$319.92	\$353.43	10.47	\$393.78	11.42	\$432.43	9.82	\$473.57	9.51	48.03
Canada	121	114.98	119.51	3.94	125.25	4.80	134.44	7.34	141.55	5.29	23.11
Other	13	85.09	\$85.06	-0.04	80.41	-5.46	84.49	5.07	85.60	1.31	0.59
Average for all No. America	2,682	309.71	\$341.86	10.38	380.18	11.21	417.23	9.75	456.61	9.44	47.43
EUROPE											
France *	150	252.02	246.54	-2.17	273.61	10.98	269.29	-1.58	269.62	0.12	6.98
Germany *	350	697.34	730.01	4.68	800.09	9.60	832.55	4.06	853.30	2.49	22.36
Ireland *	45	1,166.09	1,302.64	11.71	1,313.06	0.80	1,417.82	7.98	1,514.90	6.85	29.91
Italy *	63	119.66	120.65	0.83	129.92	7.68	123.04	-5.30	120.85	-1.78	0.99
The Netherlands *	506	1,417.11	1,461.22	3.11	1,497.51	2.48	1,624.64	8.49	1,755.34	8.04	23.87
Switzerland	97	466.82	481.75	3.20	521.55	8.26	595.22	14.13	649.82	9.17	39.20
United Kingdom	1,347	566.52	642.00	13.32	718.77	11.96	788.81	9.74	848.44	7.56	49.76
Other	206	318.98	318.60	-0.12	362.26	13.70	360.31	-0.54	363.62	0.92	14.00
Average for all Europe	2,763	700.06	752.19	7.45	811.67	7.91	874.93	7.79	931.07	6.42	33.00
ASIA											
Japan	76	274.22	271.68	-0.93	252.87	-6.92	273.96	8.34	290.40	6.00	5.90
Other	46	347.66	377.75	8.65	403.23	6.75	438.03	8.63	464.83	6.12	33.70
Average for all Asia	121	301.15	310.57	3.13	310.33	-0.08	336.85	8.55	357.05	6.00	18.56
AUSTRALIA AND NEW ZEALAND											
	86	231.95	251.24	8.32	265.98	5.87	297.89	12.00	328.38	10.23	41.57
SOUTH AMERICA											
	17	71.73	73.10	1.92	74.31	1.65	76.17	2.51	76.85	0.89	7.14
AFRICA											
	15	74.03	84.39	14.00	82.61	-2.11	88.09	6.63	90.89	3.18	22.78

* Included in European Monetary Union

TABLE 5: COST HISTORY BY BROAD SUBJECT

Citation Index	Average No. of Titles 1997-2001	Average Cost Per Title 1997	Average Cost Per Title 1998	% of Change '97-'98	Average Cost Per Title 1999	% of Change '98-'99	Average Cost Per Title 2000	% of Change '99-'00	Average Cost Per Title 2001	% of Change '00-'01	% of Change 1997-2001
ARTS & HUMANITIES											
U.S.	775	\$104.53	\$114.44	9.5%	\$124.34	8.7%	\$135.06	8.6%	\$146.78	8.7%	40.4%
NON-U.S.	810	200.77	211.09	5.1%	228.30	8.2%	241.73	5.9%	253.68	4.9%	26.4%
SOCIAL SCIENCES											
U.S.	1,331	239.34	265.38	10.9%	293.72	10.7%	323.16	10.0%	357.44	10.6%	49.3%
NON-U.S.	1,314	539.10	582.29	8.0%	631.80	8.5%	686.82	8.7%	735.93	7.2%	36.5%
SCIENCE											
U.S.	1,186	539.36	598.39	10.9%	667.70	11.6%	731.59	9.6%	799.76	9.3%	48.3%
NON-U.S.	1,787	925.99	991.55	7.1%	1,058.16	6.7%	1,141.03	7.8%	1,211.06	6.1%	30.8%

the capability to create a universe of linked information exactly tailored to a library's resources. Called SFX, this product has been in beta-test at a handful of American libraries this past year. Ex Libris has acquired the sole rights to SFX from the University of Ghent (Belgium).

Library customers can set up an SFX server to link their patrons to e-resources the library owns or licenses, via the OpenURL standard. When a patron finds a citation in a database or e-journal, that source can provide a link back to the patron's SFX server. When the user clicks on the link, the SFX server takes corresponding metadata from the source, creates additional links for the user, and ultimately routes the user to an appropriate copy of the document or to alternative sites (like a holdings record in the OPAC).

Creative pricing

The year 2000 saw a burst of creative pricing schemes introduced into the serials market. Nonetheless, some aspects of publisher pricing strategies for online and print have become familiar. Print thrived below the STM level, albeit with the price increases library subscribers have always experienced. About an equal number of publishers switched sides on the issue of

whether to charge extra for online with print. STM publishers traded expanded content for guaranteed subscription renewals and multiyear purchase agreements. In opposition to that trend, some larger publishers of social sciences and humanities journals grew more cautious about negotiating deals. Their subscriptions have remained solid or grown in recent years, reducing the incentive to cut deals.

Show them the money

The rapid expansion of linking initiatives is driving online publishers to think differently about marketing their content. The pay-per-view (PPV) market has been revitalized, for example, following several years in which document delivery services came and went frequently. About half of the larger STM publishers now sell articles directly to users through their proprietary gateway services. The concept of PPV subscription rates may not be far behind.

In addition, more and more publishers are turning to database aggregators for added revenue. Until recently, many have resisted merging their titles with ones from other publishers in aggregated full-text databases like those

produced by B&H (ProQuest), EBSCO, and Gale. Now they are lured by the exploding demand in international markets for full-text periodical databases. Their fear of losing brand identity has been somewhat replaced by the opportunity for maximum exposure.

Even the lofty publishers of STM journals are beginning to license their content to selected aggregators. For the first time this year, publishers like the American Institute of Physics, Blackwell Publishers, Blackwell Science, G&B, Oxford University Press, Springer Verlag, and Taylor & Francis will license most or all of their online content to an aggregated database provider.

Simultaneous with the push by high-end publishers to get their content into an aggregated database for the first time, some publishers of core academic journals are snatching content from selected aggregations because they think some aggregators are undermining their subscription base. A number of publications, among them the *Harvard Business Review*, have responded by entering into exclusive deals with aggregators such as EBSCO, despite library concerns that such a practice could fracture the database marketplace with different aggregators offering different sets of key content. Embargo deals that delay the appearance of high-demand titles for three to 12 months have the potential to offset concerns about lost sales and may be a way to restore the delicate balance between the needs of aggregators and publishers. Publisher embargoes have also met with resistance from the library community. In 2001, a large number of research libraries have declined to sign site license

TABLE 6: 2002 COST PROJECTIONS BY BROAD SUBJECT

Citation Index	No. of Titles	% of List	2001 Cost	% of Cost	Projected % of Increase	Projected 2002 Cost	% of Cost	Projected Overall % Increase
ARTS AND HUMANITIES CITATION INDEX								
U.S.	776	48.7	\$113,898	35.4	8.5	\$123,579	35.9	6.9
NON-U.S.	819	51.3	207,766	64.6	6.0	220,232	64.1	
SOCIAL SCIENCES CITATION INDEX								
U.S.	1,327	50.2	474,327	32.9	10.5	524,131	33.4	8.8
NON-U.S.	1,317	49.8	969,220	67.1	8.0	1,046,758	66.6	
SCIENCE CITATION INDEX								
U.S.	1,187	39.8	949,318	30.4	10.0	1,044,250	31.0	7.9
NON-U.S.	1,794	60.2	2,172,639	69.6	7.0	2,324,724	69.0	

PROJECTED OVERALL INCREASE FOR ALL ISI TITLES: 8.1%

Periodical Prices for College and Medium-Sized University Libraries

An analysis of EBSCOhost Academic Search Elite is included for the benefit of smaller academic libraries, for which the ISI indexes may be too comprehensive. Table 8 gives price history by discipline for the 1,002 titles in the index. For mid-sized libraries whose collections fall somewhere between ISI and Aca-

demical Search, Table 8 can be used in conjunction with Table 2 to establish a range for a given discipline.

We anticipate increases for non-U.S.

journals in this database will be around 12%, because of a heavy concentration of titles from two British publishers whose increases have been way above the expected norm. Domestic titles may increase around 10.5%, which would result in an overall cost hike of just over 11% for this combination of journals (Table 7).

TABLE 7: 2002 COST PROJECTIONS FOR TITLES IN ACADEMIC SEARCH

Academic Search	No. of Titles	% of List	2001 Cost	% of Cost	Projected % of Increase	Projected 2002 Cost	% of Cost	Projected Overall % Increase
U.S.	711	75.6%	\$104,809	54.6%	10.5%	\$115,814	54.3%	11.2%
NON-U.S.	230	24.4%	87,108	45.4%	12.0%	97,561	45.7%	

TABLE 8: COST HISTORY FOR TITLES IN ACADEMIC SEARCH

Subject	Average No. of Titles 1997-2001	Average Cost Per Title 1997	Average Cost Per Title 1998	% of Change '97-'98	Average Cost Per Title 1999	Average % of Change '98-'99	Average Cost Per Title 2000	Average % of Change '99-'00	Average Cost Per Title 2001	% of Change '00-'01	% of Change 1997-2001
Agriculture	15	\$58.13	\$66.59	14.55	\$69.19	3.90	\$74.00	6.95	\$79.14	6.95	36.14
Anthropology	11	86.00	91.03	5.85	109.67	20.48	120.44	9.82	126.96	5.41	47.63
Art & Architecture	20	112.75	123.00	9.09	138.35	12.48	149.88	8.33	168.48	12.41	49.43
Astronomy	4	92.74	94.23	1.61	105.48	11.94	112.73	6.87	115.98	2.88	25.06
Biology	7	279.57	303.29	8.48	343.92	13.40	375.96	9.32	416.03	10.66	48.81
Botany	2	133.00	140.75	5.83	157.00	11.55	166.50	6.05	185.00	11.11	39.10
Business & Economics	119	118.05	126.52	7.17	141.69	11.99	156.07	10.15	176.02	12.78	49.11
Chemistry	3	1,251.67	1,385.00	10.65	1,490.00	7.58	1,638.67	9.98	1,777.00	8.44	41.97
Education	95	166.05	178.91	7.74	200.40	12.01	221.61	10.58	244.60	10.37	47.31
Engineering	32	186.07	210.64	13.20	236.30	12.18	272.16	15.18	320.22	17.66	72.10
Food Science	8	93.87	100.25	6.80	111.25	10.97	120.25	8.09	130.37	8.42	38.88
General Science	15	140.43	195.65	39.32	209.36	7.01	221.66	5.88	237.68	7.23	69.25
General Works	53	54.84	58.39	6.47	60.98	4.44	65.10	6.76	67.20	3.23	22.54
Geography	10	99.03	105.85	6.89	120.46	13.80	137.23	13.92	149.31	8.80	50.77
Geology	2	84.00	99.00	17.86	107.00	8.08	112.00	4.67	117.00	4.46	39.29
Health Sciences	78	189.63	212.04	11.82	236.13	11.36	262.10	11.00	282.81	7.90	49.14
History	70	85.53	92.79	8.49	101.13	8.99	112.78	11.52	122.98	9.04	43.79
Language & Literature	77	78.72	84.99	7.96	93.88	10.46	101.05	7.64	108.66	7.53	38.03
Law	22	92.80	98.14	5.75	111.08	13.19	115.32	3.82	116.49	1.01	25.53
Library & Info Science	22	90.98	92.18	1.32	101.34	9.94	105.59	4.19	105.13	-0.44	15.55
Math & Computer Science	23	192.24	205.18	6.73	236.56	15.29	263.93	11.57	282.45	7.02	46.93
Military & Naval Science	9	66.33	69.67	5.04	72.44	3.98	80.88	11.65	105.42	30.34	58.93
Music	6	71.17	74.50	4.68	78.17	4.93	80.50	2.98	83.00	3.11	16.62
Philosophy & Religion	30	64.97	69.47	6.93	75.79	9.10	82.98	9.49	88.00	6.05	35.45
Physics	9	982.44	1,122.34	14.24	1,302.54	16.06	1,523.25	16.94	1,850.38	21.48	88.35
Political Science	40	122.70	135.60	10.51	152.48	12.45	174.43	14.40	208.26	19.39	69.73
Psychology	25	173.76	196.48	13.08	222.00	12.99	244.56	10.16	272.32	11.35	56.72
Recreation	8	54.51	53.24	-2.33	56.49	6.10	58.86	4.20	60.61	2.97	11.19
Sociology	123	136.67	153.65	12.42	174.02	13.26	198.28	13.94	234.03	18.03	71.24
Technology	18	86.53	92.59	7.00	100.97	9.05	105.55	4.54	113.16	7.21	30.78
Zoology	1	16.00	16.00	0.00	16.00	0.00	16.00	0.00	16.00	0.00	0.00

Periodical Prices for Public and School Libraries

Titles in EBSCO Publishing's general index, Magazine Article Summaries Ultra are those most often subscribed to by school and public libraries in the United States, based on data from EBSCO. Table

9 provides historical data for titles in the index. Price increases for next year are expected to be in the range of 6%, if you disregard the few high-end titles on this list that are experiencing double-digit inflation.

TABLE 9: COST HISTORY FOR TITLES IN MAGAZINE ARTICLE SUMMARIES

Magazine Article Summaries	Average No. of Titles 1997-2001	Average Cost Per Title 1997	Average Cost Per Title 1998	% of Change '97-'98	Average Cost Per Title 1999	% of Change '98-'99	Average Cost Per Title 2000	% of Change '99-'00	Average Cost Per Title 2001	% of Change '00-'01	% of Change 1997-2001
U.S.	293	\$49.59	\$51.74	4.3	\$54.76	5.8	\$60.18	9.9	\$66.97	11.3	35.0
NON-U.S.	23	206.65	249.33	20.7	289.08	15.9	348.49	20.6	411.85	18.2	99.3

agreements for the eminent journal *Nature* because of an embargo period on content that is not imposed on personal subscribers.

Vendor-publisher storm brewing

Yet another storm is brewing on the publisher front, as some of the largest STM publishers continue to experiment with ways to eliminate subscription agents from the ordering process. Partly to build back revenue to defray the cost of technology investments, these publishers want to stop giving discounts to subscription agents or, in some cases, have already done so. They want libraries to come directly to them, and they are making it difficult for libraries to refuse. At the same time, they explicitly intend to offer one-line invoices (that don't list the titles included) and no customer service. They have met with resistance from librarians who want comprehensive fiscal and reporting services, such as invoice download, from a single vendor.

There is some irony in the idea of publishers marketing directly to customers even as they are becoming increasingly dependent on agents for authenticating the order history of online subscribers. Short of re-creating the complex and massive databases used by vendors to track subscribers, publishers are going to need the agents' databases to manage their own authentication issues.

In fact, STM publishers that experimented with excluding agents in recent years found that approach untenable. Many professionals on both sides—publishers and librarians—are concluding that the vendor's role did not diminish, as expected, when the method of journal delivery changed. This will be an issue to watch in the coming year, because it can influence both subscription prices and vendor service charges.

Cost trends

Between November 1999 and November 2000, when subscriptions for 2001

were ordered, the dollar strengthened 11% against the pound and 8% against the Euro, due to the strong U.S. economy. During that year, U.S. journal prices rose, on average, a fairly predictable 9.5%. On the other hand, the strong dollar should have held European journals at or below the previous year's prices, even after allowing for a 10% rise for inflation. For publishers that set prices in home currency, that was the case. Table 4 shows that average price increases for French, German, and Italian publishers hovered just above or just under zero percent.

In sharp contrast, the average cost increases for journals from England and the Netherlands, where the large STM publishers set prices in U.S. dollars, went up 7.5% and 8%, respectively. In effect, those publishers chose not to pass along the currency advantage to their American customers. Chart 1 graphically illustrates this.

Budgeting for 2002

As long as the U.S. economy holds steady and unemployment remains low, it is reasonable to assume that the dollar will keep its strength against the Euro and the pound. This could also mean that U.S. journal prices will see double-digit inflation in some disciplines. We conservatively estimate average increases of 8.5% for U.S. journals in the arts and humanities, 10.5% in the social sciences, and 10% in the sciences.

Apparently the dominant European publishers can be counted on for increases somewhere between 5% and 10%, regardless of the strength of the dollar. Based on past performance and on the expectation of a continuing strong dollar, we suggest budgeting for average increases of 7% for European journals in the sciences, 8% in the social sciences, and 6% in the arts and humanities.

CHART 1: COST & CURRENCY FLUCTUATION

