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## Periodical Price Survey 2002: Doing the Digital Flip

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# PERIODICAL PRICE SURVEY 2002

*Has the advent of the e-journal finally turned the periodicals industry upside down?*

# Doing the Digital Flip

By Lee Van Orsdel & Kathleen Born

JUST ABOUT ten years ago, the first electronic journals appeared. Publishers didn't know how to sell them, so most were free. Librarians didn't know how to handle them, so their take-up was slow. Both scholars and librarians were unconvinced of their reliability, so paper continued to rule. It took a decade, but e-journals have claimed their place. And there is evidence that many librarians are ready to give up paper for good.

The suddenness of the turnaround has taken many publishers by surprise. Up until now, most evidence pointed to the continuing dominance of print as the format of choice, even in the fast-paced world of scientific, technical, and medical (STM) publishing. Online added value but was not an archival certainty. Even negotiations that involved expanded access to electronic text usually began with print subscriptions as the bedrock of the deal.

Last year, however, a number of consortia demanded that print and online be negotiated separately. They wanted online access at the core of pricing negotiations because their users clearly preferred online. They wanted an online-plus-print model, rather than print-plus-online. It is called "flip pricing." As a model, flip pricing is not new. Academic Press introduced the concept with its first e-journal package. Few publishers adopted that model, however, and most libraries have

continued to receive print and online more or less as a package deal.

Publishers and agents always expected paper versions of most STM titles to go away, but common wisdom suggested that would not happen until archiving issues were resolved. Flip pricing suggests that libraries are ready

to make the switch to online with or without an archiving solution, and the ramifications for the market are huge.

## Journal sources

This year's periodicals price study looks at these and other developments in the serials marketplace, as well as traditional indicators of pricing trends that will affect the cost of journals and services in 2003. 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 6,133 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 1,062 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 purposes, the data are limited to prepriced titles (as opposed to standing-order and bill-later titles) that can be ordered through a vendor. The data are current as of February 19, 2002.

## E-journal retrospective

It is hard to believe the speed with which e-journals have become the standard in scholarly publishing. In 1994, there were fewer than 75 peer-reviewed electronic journals. As recently as 1997, some of the largest STM publishers still

**TABLE 1: AVERAGE 2002 PRICE FOR SCIENTIFIC DISCIPLINES**

Discipline	Avg. Price Per Title
Physics	\$2,218.82
Chemistry	2,143.22
Engineering	1,249.96
Astronomy	1,249.42
Technology	1,111.20
Math & Computer Science	1,107.20
Biology	1,097.01
Geology	977.05
Zoology	933.80
General Science	929.85
Botany	819.61
Health Sciences	784.81
Food Science	763.48
Geography	745.23
Agriculture	572.89
Business & Economics	552.67

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had no journals online. In 1998, about 30% of the titles in Science Citation Index (SCI) were available online. Four years later, the percentage of online journals in SCI is approaching 75%; the journals in Social Sciences Citation Index are about 63% online; and 34% of the journals indexed in Arts & Humanities Citation Index now have electronic versions. Most of the large scientific publishers have their primary scholarly titles online for 2002.

### Revolving price models

Online journals were introduced in a decade best remembered for double-digit journal price inflation and massive print cancellations. It is no wonder that periodical prices became tentative and changeable when digital was added to the mix. Out of the tension came the chaotic string of deals and pricing models that have characterized the market since 1997.

**TABLE 3: AVERAGE PRICE PER TITLE BY COUNTRY 2002**

Country	No. of ISI Titles	Avg. Price Per Title	Country	No. of ISI Titles	Avg. Price Per Title
The Netherlands	517	\$1,823.23	Japan	79	\$291.48
Ireland	43	1,651.36	France	137	236.15
Singapore	12	1,279.38	Spain	10	217.74
Austria	24	1,139.29	Sweden	16	209.53
England	1,368	970.12	Hungary	9	199.00
Germany	316	967.98	Czech Republic	6	188.18
Switzerland	93	722.17	Norway	12	160.41
New Zealand	26	565.46	Canada	113	158.66
United States	2,556	514.94	Italy	58	125.04
Russia	29	448.43	Belgium	16	101.66
Denmark	58	389.28	Taiwan	7	89.71
Scotland	15	305.22	India	9	89.33
Australia	54	301.36	South Africa	11	87.63
Israel	13	291.54	Mexico	9	76.89

**AVERAGE COST OF AN ISI TITLE: \$749.83**

**TABLE 2: COST HISTORY GROUPED BY LC SUBJECT**

Subject	Average No. of Titles 1998-2002	Average Cost Per Title 1998	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	Average Cost Per Title 2002	% of Change '01-'02	% of Change 1998-2002
Agriculture	175	\$442.00	\$467.35	5.74	\$507.42	8.57	\$532.98	5.04	\$572.89	7.49	29.61
Anthropology	44	267.23	290.67	8.77	306.35	5.39	306.43	0.03	332.10	8.38	24.27
Art & Architecture	68	103.29	104.57	1.24	107.72	3.01	111.03	3.07	113.66	2.37	10.04
Astronomy	22	1,033.38	1,074.54	3.98	1,061.96	-1.17	1,120.34	5.50	1,249.42	11.52	20.91
Biology	251	831.23	909.11	9.37	973.96	7.13	1,030.06	5.76	1,097.01	6.50	31.97
Botany	65	660.69	701.17	6.13	752.46	7.31	781.78	3.90	819.61	4.84	24.05
Business & Economics	284	367.82	409.72	11.39	461.32	12.59	503.02	9.04	552.67	9.87	50.26
Chemistry	194	1,543.67	1,651.51	6.99	1,790.18	8.40	1,920.53	7.28	2,143.22	11.60	38.84
Education	110	185.65	204.54	10.18	226.21	10.59	249.81	10.43	272.79	9.20	46.94
Engineering	273	891.59	971.49	8.96	1,060.98	9.21	1,155.88	8.94	1,249.96	8.14	40.19
Food Science	17	542.13	620.80	14.51	675.65	8.84	731.26	8.23	763.48	4.41	40.83
General Science	76	638.23	702.96	10.14	776.77	10.50	855.06	10.08	929.85	8.75	45.69
General Works	81	82.17	85.00	3.44	87.37	2.79	88.35	1.12	94.86	7.37	15.44
Geography	69	529.88	558.19	5.34	625.70	12.09	672.33	7.45	745.23	10.84	40.64
Geology	82	746.07	784.54	5.16	846.77	7.93	903.81	6.74	977.05	8.10	30.96
Health Sciences	1,538	569.76	624.06	9.53	677.43	8.55	729.83	7.74	784.81	7.53	37.74
History	246	97.66	105.98	8.52	112.34	6.00	119.26	6.16	126.35	5.94	29.38
Language & Literature	366	88.17	94.25	6.90	97.91	3.88	103.06	5.26	110.51	7.23	25.34
Law	86	129.33	137.74	6.50	145.67	5.76	156.65	7.54	172.10	9.86	33.07
Library & Information Science	57	217.90	235.80	8.21	248.55	5.41	266.13	7.07	283.66	6.59	30.18
Math & Computer Science	195	835.68	893.19	6.88	963.78	7.90	1,031.53	7.03	1,107.20	7.34	32.49
Military & Naval Science	9	258.67	282.33	9.15	308.11	9.13	360.56	17.02	354.20	-1.76	36.93
Music	51	72.97	80.23	9.95	82.03	2.24	84.32	2.79	91.63	8.67	25.57
Philosophy & Religion	147	114.85	123.53	7.56	130.53	5.67	136.37	4.47	146.60	7.50	27.64
Physics	204	1,653.07	1,755.92	6.22	1,900.36	8.23	2,038.03	7.24	2,218.82	8.87	34.22
Political Science	62	181.76	206.16	13.42	226.37	9.80	254.73	12.53	284.93	11.86	56.76
Psychology	157	241.08	274.05	13.68	302.59	10.41	330.07	9.08	361.93	9.65	50.13
Recreation	18	97.12	108.14	11.35	116.07	7.33	128.90	11.05	148.35	15.09	52.75
Sociology	304	225.08	250.62	11.35	275.25	9.83	304.14	10.50	333.29	9.58	48.08
Technology	210	790.65	865.48	9.46	941.24	8.75	1,023.84	8.78	1,111.20	8.53	40.54
Zoology	115	670.22	739.25	10.30	807.88	9.28	861.88	6.68	933.80	8.34	39.33



Most publishers have changed strategies more than once since then.

In 2000, 75% of publishers offered online free with print, with the rest charging extra for online. But every year, publishers reverse themselves on this one issue, and last year the pendulum seemed to be swinging back in favor of charging extra for online with a print subscription. Of the 7,623 e-journals with set prices in EBSCO's order file, 61% were offered free with a print subscription for this year.

The majority of major publishers still offer online "free" with print as a rule. The list includes Cambridge University Press, Elsevier, Emerald, Oxford,

Routledge, Sage, Springer Verlag, and Taylor & Francis. Blackwell Science charges extra, but the other Blackwell imprints do not. University presses are split. Duke, Indiana, Johns Hopkins, and Penn State, all participants in Project MUSE, charge; MIT, Chicago, and California do not. Society presses are also split, but the majority appear to charge for online with print. The list of STM publishers that charge extra includes such heavyweights as Academic, Wiley, Kluwer, Dekker, Nature, Plenum, and S. Karger.

The reversals have been so confusing that the Association of Subscription Agents (ASA) has begun a campaign to get pub-

lishers to announce their pricing schemes earlier in the year so that agents have time to alert their customers and amend their orders. The turmoil over pricing models can only grow with the advent of flip pricing.

### Flip pricing

The flip pricing issue broke into the open last year when OhioLINK negotiated a deal for online content with major publishers of e-journals. The deal included DDP options, or rights to purchase print at deeply discounted prices. Library consortia in California and Canada quickly followed suit. Discounts on print ranged from 60% to

**TABLE 4: COST HISTORY BY CONTINENT/COUNTRY OF ORIGIN**

Continent/Country	Average No. of Titles 1998-2002	Average Cost 1998	Average Cost 1999	% of Change '98-'99	Average Cost 2000	% of Change '99-'00	Average Cost 2001	% of Change '00-'01	Average Cost 2002	% of Change '01-'02	% of Change '98-'02
<b>NORTH AMERICA</b>											
United States	2,552	\$353.01	\$392.98	11.32	\$431.94	9.91	\$473.58	9.64	\$514.94	8.73	45.87
Canada	113	126.48	132.74	4.95	142.19	7.12	150.20	5.63	158.66	5.63	25.44
Other	13	85.06	80.41	-5.46	84.49	5.07	85.60	1.31	88.50	3.39	4.05
<b>Average for all No. America</b>	<b>2,678</b>	<b>342.49</b>	<b>380.59</b>	<b>11.12</b>	<b>417.92</b>	<b>9.81</b>	<b>457.89</b>	<b>9.56</b>	<b>497.86</b>	<b>8.73</b>	<b>45.36</b>
<b>EUROPE</b>											
France *	133	217.43	242.38	11.47	233.43	-3.69	231.61	-0.78	236.15	1.96	8.61
Germany *	326	747.30	823.06	10.14	855.64	3.96	875.67	2.34	967.98	10.54	29.53
Ireland *	43	1,329.51	1,336.43	0.52	1,443.07	7.98	1,541.99	6.85	1,651.36	7.09	24.21
Italy *	58	122.69	133.31	8.66	127.98	-4.00	125.77	-1.73	125.04	-0.58	1.92
The Netherlands *	521	1,430.16	1,464.70	2.42	1,584.66	8.19	1,709.21	7.86	1,823.23	6.67	27.48
Switzerland	93	486.00	530.88	9.23	606.40	14.23	667.32	10.05	722.17	8.22	48.59
United Kingdom	1,333	651.48	729.27	11.94	799.55	9.64	860.29	7.60	959.80	11.57	47.33
Other	202	326.84	372.05	13.83	369.62	-0.65	368.50	-0.30	398.78	8.22	22.01
<b>Average for all Europe</b>	<b>2,709</b>	<b>762.82</b>	<b>823.76</b>	<b>7.99</b>	<b>887.45</b>	<b>7.73</b>	<b>943.58</b>	<b>6.32</b>	<b>1,031.33</b>	<b>9.30</b>	<b>35.20</b>
<b>ASIA</b>											
Japan	77	269.17	251.81	-6.45	274.08	8.84	290.51	5.99	291.48	0.33	8.29
Other	47	371.02	396.72	6.93	431.72	8.82	458.02	6.09	479.50	4.69	29.24
<b>Average for all Asia</b>	<b>123</b>	<b>306.51</b>	<b>307.18</b>	<b>0.22</b>	<b>334.01</b>	<b>8.74</b>	<b>354.00</b>	<b>5.99</b>	<b>363.46</b>	<b>2.67</b>	<b>18.58</b>
<b>AUSTRALIA AND NEW ZEALAND</b>											
	79	262.45	279.00	6.31	306.31	9.79	341.84	11.60	387.20	13.27	47.53
<b>SOUTH AMERICA</b>											
	16	75.31	76.45	1.52	78.43	2.59	79.25	1.04	81.31	2.60	7.97
<b>AFRICA</b>											
	13	88.71	86.75	-2.21	92.51	6.64	94.92	2.61	106.07	11.74	19.57

\*Included in European Monetary Union

**TABLE 5: COST HISTORY BY BROAD SUBJECT**

Citation Index	Average No. of Titles 1998-2002	Average Cost Per Title 1998	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	Average Cost Per Title 2002	% of Change '01-'02	% of Change 1998-2002
<b>ARTS &amp; HUMANITIES CITATION INDEX</b>											
U.S.	776	\$115.02	\$124.97	8.7%	\$135.67	8.6%	\$147.65	8.8%	\$159.69	8.2%	38.8%
NON-U.S.	776	217.79	235.90	8.3%	250.09	6.0%	262.09	4.8%	282.52	7.8%	29.7%
<b>SOCIAL SCIENCES CITATION INDEX</b>											
U.S.	1,329	265.51	293.62	10.6%	323.50	10.2%	358.51	10.8%	388.33	8.3%	46.3%
NON-U.S.	1,297	587.92	637.67	8.5%	692.61	8.6%	741.08	7.0%	805.40	8.7%	37.0%
<b>SCIENCE CITATION INDEX</b>											
U.S.	1,198	593.39	661.28	11.4%	725.59	9.7%	793.50	9.4%	859.27	8.3%	44.8%
NON-U.S.	1,755	1,005.31	1,073.74	6.8%	1,154.85	7.6%	1,225.20	6.1%	1,327.29	8.3%	32.0%



90%, which meant that publishers agreed to supply print with online for an added charge of 10% to 40% of the list price of each title. Some of the same publishers already offered online free with print. Print, however, is not

free with online in these deals.

It is hard to say how deeply the practice of flip pricing has penetrated the market, but publishers seem braced for this model to become dominant. The ASA reports that all of the Big Five STM pub-

lishers—Academic, Elsevier, Kluwer, Springer, and Wiley—offer deep discount prices for print. Also on the ASA list are other major publishers like the American Chemical Society, Blackwell Publishers, Institute of Physics, and

## 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 1,062 titles in the index. For mid-sized libraries whose collections fall somewhere between ISI and Academic Search, Table 8

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

Price increases for this group of titles have run ahead of average increas-

es for the ISI group of titles for the last few years. Ironically, libraries with fewer STM titles may see higher overall percentage increases than their research-oriented counterparts. The conservative estimate is that general collections will see an increase of just over ten percent for 2003 subscriptions.

**TABLE 7: 2003 COST PROJECTIONS FOR TITLES IN ACADEMIC SEARCH**

Academic Search	No. of Titles	% of List	2002 Cost	% of Cost	Projected % of Increase	Projected 2003 Cost	% of Cost	Projected Overall % Increase
U.S.	746	74.3%	\$108,496	49.3%	10.5%	\$119,888	49.4%	10.2%
NON - U.S.	258	25.7%	111,784	50.7%	10.0%	122,962	50.6%	

**TABLE 8: COST HISTORY FOR TITLES IN ACADEMIC SEARCH**

Subject	Average No. of Titles 1998-2002	Average Cost Per Title 1998	Average Cost Per Title 1999	% of Change '98-'99	Average Cost Per Title 2000	Average % of Change '99-'00	Average Cost Per Title 2001	Average % of Change '00-'01	Average Cost Per Title 2002	% of Change '01-'02	% of Change 1998-2002
Agriculture	14	\$67.82	\$70.60	4.10	\$75.75	7.29	\$80.96	6.88	\$84.88	4.84	25.15
Anthropology	17	110.49	126.25	14.26	140.70	11.45	156.21	11.02	171.55	9.82	55.26
Art & Architecture	22	118.18	132.32	11.96	142.84	7.95	159.25	11.49	170.81	7.26	44.53
Astronomy	2	34.98	37.48	7.15	41.98	12.01	37.48	-10.72	43.98	17.34	25.73
Biology	12	328.83	364.53	10.86	390.90	7.23	417.44	6.79	499.03	19.55	51.76
Botany	3	166.50	184.67	10.91	203.00	9.93	228.67	12.65	264.33	15.59	58.76
Business & Economics	115	126.15	140.91	11.70	154.85	9.89	175.49	13.33	195.85	11.60	55.25
Chemistry	1	595.00	660.00	10.92	719.00	8.94	784.00	9.04	911.00	16.20	53.11
Education	99	181.34	202.91	11.89	224.47	10.63	247.46	10.24	274.65	10.99	51.46
Engineering	34	213.43	232.80	9.08	259.91	11.65	302.64	16.44	327.09	8.08	53.25
Food Science	8	141.06	156.43	10.90	176.87	13.07	213.00	20.43	221.25	3.87	56.85
General Science	16	210.17	226.59	7.81	243.18	7.32	264.39	8.72	280.67	6.16	33.54
General Works	52	56.90	59.33	4.27	64.28	8.34	66.44	3.36	67.57	1.70	18.75
Geography	12	123.13	138.14	12.19	153.86	11.38	164.59	6.97	177.05	7.57	43.79
Geology	3	94.67	100.00	5.63	111.00	11.00	115.67	4.21	130.00	12.39	37.32
Health Sciences	94	211.12	236.00	11.78	258.46	9.52	284.73	10.16	309.23	8.60	46.47
History	76	87.41	95.38	9.12	105.56	10.67	115.79	9.69	125.59	8.46	43.68
Language & Literature	82	83.42	92.18	10.50	99.70	8.16	109.01	9.34	123.43	13.23	47.96
Law	20	\$95.24	107.90	13.29	112.00	3.80	111.78	-0.20	123.08	10.11	29.23
Library & Info. Science	23	96.39	107.32	11.34	112.69	5.00	119.21	5.79	128.24	7.57	33.04
Math & Computer Science	21	173.27	197.75	14.13	220.35	11.43	233.60	6.01	251.20	7.53	44.98
Military & Naval Science	7	68.88	70.99	3.06	78.12	10.04	103.33	32.27	114.49	10.80	66.22
Music	9	72.06	76.07	5.56	78.96	3.80	82.26	4.18	\$83.83	1.91	16.33
Philosophy & Religion	31	64.03	69.93	9.21	75.35	7.75	80.90	7.37	\$89.57	10.72	39.89
Physics	9	811.79	969.21	19.39	1,157.14	19.39	1,401.63	21.13	1,529.88	9.15	88.46
Political Science	40	138.38	157.75	14.00	178.82	13.36	214.04	19.70	236.81	10.64	71.13
Psychology	22	182.27	212.09	16.36	234.18	10.42	260.73	11.34	289.14	10.90	58.63
Recreation	9	49.98	52.87	5.78	54.54	3.16	56.09	2.84	61.59	9.81	23.23
Sociology	136	156.97	177.33	12.97	201.64	13.71	236.83	17.45	261.98	10.62	66.90
Technology	16	104.60	114.03	9.02	119.49	4.79	128.05	7.16	136.62	6.69	30.61
Zoology	1	16.00	16.00	0.00	16.00	0.00	16.00	0.00	16.00	0.00	0.00



Johns Hopkins. As more publishers separate their print and electronic fulfillment systems, they will be better positioned to support this model.

### Agents pinched by flip

Librarians may not be aware of the struggle behind the scenes between publishers and vendors over DDP. As DDP has evolved, three models have emerged that govern the relationship between agents and publishers.

With one, the publisher requires the customer to place electronic orders directly with them; with the second version, customers may place their orders with agent or publisher, but customers are given an incentive to deal direct; and in the third scenario, customers are free to order either way. These requirements and incentives were already decreasing the number of journals ordered through agents.

Agents still handle virtually all orders for print subscriptions. Flip pricing dramatically lowers the cost of the print, which dramatically lowers the vendor's income from publisher discounts. The vendor's obligation to service subscriptions, meanwhile, remains the same. Some publishers have recognized this effect and adjusted their discounts to compensate fully; others have not, further eroding the relationship between vendors and publishers.

The bigger question is whether publishers still need agents to intermediate online orders. That question will remain in flux as publishers experiment with direct service models. In the meantime, the combined effect of deep discounts and direct order requirements will mean less consolidation of subscription orders and higher service fees for libraries that use agents.

**TABLE 6: 2003 COST PROJECTIONS BY BROAD SUBJECT**

Citation Index	No. of Titles	% of List	2002 Cost	% of Cost	Projected % of Increase	Projected 2003 Cost	% of Cost	Projected Overall % Increase
<b>ARTS AND HUMANITIES CITATION INDEX</b>								
U.S.	773	49.8	\$123,443	35.9	8.5	\$133,936	36.1	7.9
NON-U.S.	780	50.2	220,362	64.1	7.5	236,889	63.9	
<b>SOCIAL SCIENCES CITATION INDEX</b>								
U.S.	1,328	50.3	515,697	32.8	9.0	562,110	32.8	9.0
NON-U.S.	1,312	49.7	1,056,690	67.2	9.0	1,151,792	67.2	
<b>SCIENCE CITATION INDEX</b>								
U.S.	1,206	40.2	1,036,284	30.3	8.5	1,124,368	30.3	8.5
NON-U.S.	1,793	59.8	2,379,825	69.7	8.5	2,582,110	69.7	
<b>PROJECTED OVERALL INCREASE FOR ALL ISI TITLES: 8.6%</b>								

### Trends to watch

The rate of price increases seems to be moderating somewhat, particularly in the sciences and for non-U.S. titles. The continuing overall strength of the U.S. dollar may have something to do with the moderation, but another likely reason is that publishers hope to slow the rate of cancellations. On the other hand, sales in the social sciences remain strong, and there are fewer cancellations. Perhaps as a consequence, rate increases for titles in the social sciences have run higher than those of STM titles for the last several years.

Elsevier's acquisition of Harcourt General, Inc. last summer introduces some added uncertainty for 2003 prices because they often go up dramatically when a high-end publisher acquires new publications. The Harcourt deal brought Academic Press, Mosby, W.B. Saunders, and Churchill Livingstone under the Elsevier banner. Elsevier plans to bring the Academic database into Science Direct and will renegotiate Academic IDEAL licenses in 2003.

### Budgeting for 2003

For years, this article has tracked the effect of currency exchange on the

price of subscriptions in the United States. That effect has become almost impossible to quantify, as publishers increasingly price in dollars and practice sophisticated strategies to hedge against revenue loss from currency exchange. For this reason, we have eliminated the chart that tracks currencies and journal prices. Suffice it to say that when the dollar is strong in relation to the Euro and the pound, U.S. libraries may get a price break from non-U.S. publishers. Conversely, when the dollar weakens, history tells us that prices charged U.S. libraries will go up.

As Table 5 indicates, price increases for U.S. libraries have been in the 7% to 9% range during the last five years. Publishers are not yet speculating on 2003 prices, but it is reasonable to assume that 2003 prices will follow the recent trend. At this writing, the dollar has been stable against the Euro and the British pound. On the whole, we forecast overall increases just under 9% for 2003. Table 6 details projections for the three broad subjects based on foreign and domestic groupings. Wild card factors that could drive these numbers up or down include changes in U.S. and European currencies and the effects of publisher mergers. ■

## Periodical Prices for Public and School Libraries

The 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 Publishing. Table 9 provides historical data for titles in the index. Price increases for next year are expected to be in the range of five percent.

**TABLE 9: COST HISTORY FOR TITLES IN MAGAZINE ARTICLE SUMMARIES ULTRA**

Magazine Article Summaries ULTRA	Average No. of Titles 1998-2002	Average Cost Per Title 1998	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	Average Cost Per Title 2002	% of Change '01-'02	% of Change 1998-2002
U.S.	277	\$51.82	\$54.94	6.0	\$59.75	8.8	\$66.45	11.2	\$68.87	3.6	32.9
NON-U.S.	21	139.51	151.51	8.6	161.77	6.8	165.14	2.1	175.64	6.4	25.9