

## SERIALS PRICE INCREASES 2010

Our Serials Price Increase Report is a service for customers aimed at providing a more comprehensive survey of annual serial price increases and works therefore as an improved budgeting tool for libraries.

Our survey concentrates on reporting on the percentage increases introduced by publishers. Exchange rates are another reason of price increases. Both factors are described below.

### ***Publisher price increases:***

The report shows percent increases for 2010 over 2009 in 12 "country" areas (i.e. country of publication): USA, Canada, UK, Euro Region, Europe exclusive UK and Euro Region, Japan, Asia exclusive Japan, Australia and New Zealand, Pacific Region, Middle East, South and Central America and Africa and in 5 general subject groupings: Humanities, Medicine, Science, Social Sciences and Technology. The percentage increases are calculated at Publishers' list prices excluding VAT.

Against each category, the total number of titles reviewed is indicated. Titles are included if the 2010 and 2009 prices can be directly compared. The average price of serials per region/country and per subject grouping is given too. This is the "local" Domestic price calculated in local currency when possible.

### ***Exchange rates variations:***

Changes in exchange rates can have either a positive or negative impact on the price, depending on your location as a subscriber. At the end of the report, information is displayed on the changes in the exchange rates for some of the major currencies.

The Report is published monthly from October, with the final report appearing in February.

Any comments on, or questions about, the service would be welcomed and should be addressed to your local Swets office.

### **SERIALS PRICE SURVEYS:**

This report "Serials Price Increases 2010" is one of four price reports offered to customers to assist with budgeting. Whilst the Serials Price Increases Report covers titles generally, the three other reports relate specifically to your subscriptions with Swets.

*They are:*

#### **1) Pricelists**

A listing of your subscriptions, showing latest prices, with an indication of whether prices are firm or still subject to publisher's new price rates or to currency variation.

#### **2) Subscription Financial Analysis**

A three-year analysis of prices of your subscriptions with Swets, showing individual prices and also breakdowns of totals by subject, country of publication, and order or budget numbers.

#### **3) Major Price Increase Report**

The survey reports on significant price increases for your subscriptions.

Publisher Region	Subject	Number of Titles	In-/Decrease %		Average Domestic Calculated in
			Domestic	Foreign	
USA	Humanities	4,409	5.81%	5.70%	276.49 USD
USA	Medicine	6,332	4.28%	4.43%	1,048.89 USD
USA	Science	6,403	6.26%	6.21%	2,944.03 USD
USA	Social Sciences	11,222	4.04%	3.73%	757.22 USD
USA	Technology	6,242	4.74%	4.71%	1,234.63 USD
USA	Unknown/General	1,605	4.19%	3.85%	417.73 USD
Canada	Humanities	397	1.95%	2.26%	62.30 CAD
Canada	Medicine	229	3.10%	3.42%	227.05 CAD
Canada	Science	180	8.37%	8.37%	498.94 CAD
Canada	Social Sciences	670	2.12%	2.56%	169.20 CAD
Canada	Technology	400	4.84%	4.37%	258.70 CAD
Canada	Unknown/General	319	0.43%	-5.75%	1,839.52 CAD
UK	Humanities	2,816	4.44%	4.58%	199.78 GBP
UK	Medicine	3,224	6.07%	6.48%	740.59 GBP
UK	Science	2,639	5.14%	5.18%	1,350.48 GBP
UK	Social Sciences	8,347	3.66%	3.75%	547.73 GBP
UK	Technology	3,740	4.30%	4.49%	816.69 GBP
UK	Unknown/General	989	2.84%	2.46%	262.26 GBP
EURO Region	Humanities	1,495	3.62%	3.70%	191.40 EUR
EURO Region	Medicine	2,774	6.56%	6.46%	900.94 EUR
EURO Region	Science	3,757	5.13%	5.13%	2,049.19 EUR
EURO Region	Social Sciences	3,796	3.48%	3.54%	407.99 EUR
EURO Region	Technology	3,503	5.38%	5.33%	888.85 EUR
EURO Region	Unknown/General	850	3.26%	2.98%	216.54 EUR
Europe excl UK & EURO Region	Humanities	364	1.69%	2.04%	110.02 EUR
Europe excl UK & EURO Region	Medicine	356	5.31%	4.15%	576.20 EUR
Europe excl UK & EURO Region	Science	471	2.34%	1.85%	427.00 EUR
Europe excl UK & EURO Region	Social Sciences	1,129	2.14%	2.29%	301.02 EUR
Europe excl UK & EURO Region	Technology	915	2.29%	2.54%	358.14 EUR
Europe excl UK & EURO Region	Unknown/General	572	4.24%	7.28%	346.94 EUR
Japan	Humanities	59	14.30%	13.99%	17,972 JPY
Japan	Medicine	353	6.05%	6.08%	113,086 JPY
Japan	Science	92	6.20%	6.20%	56,945 JPY
Japan	Social Sciences	58	11.60%	11.63%	30,440 JPY
Japan	Technology	119	9.46%	9.35%	41,077 JPY
Japan	Unknown/General	26	17.53%	18.26%	41,111 JPY
Asia excl Japan	Humanities	106	-0.05%	4.17%	75.97 USD
Asia excl Japan	Medicine	123	-0.14%	2.13%	410.18 USD
Asia excl Japan	Science	316	2.86%	3.78%	749.09 USD
Asia excl Japan	Social Sciences	432	2.58%	4.42%	374.19 USD
Asia excl Japan	Technology	379	1.55%	2.72%	597.01 USD
Asia excl Japan	Unknown/General	166	-0.44%	1.01%	516.16 USD
Pacific Region	Humanities	8	0.67%	0.93%	52.31 USD
Pacific Region	Medicine	3	0.00%	0.00%	75.79 USD
Pacific Region	Science	3	0.00%	0.00%	36.27 USD
Pacific Region	Social Sciences	11	5.66%	5.70%	525.15 USD
Pacific Region	Technology	3	0.00%	0.00%	2,863.92 USD
Pacific Region	Unknown/General	3	0.00%	0.00%	814.68 USD
Australia & New Zealand	Humanities	278	2.72%	3.63%	126.36 AUD
Australia & New Zealand	Medicine	279	-3.72%	-3.07%	1,148.86 AUD
Australia & New Zealand	Science	219	6.26%	4.04%	513.64 AUD
Australia & New Zealand	Social Sciences	796	3.67%	3.84%	277.35 AUD
Australia & New Zealand	Technology	407	4.04%	2.28%	307.54 AUD
Australia & New Zealand	Unknown/General	134	1.80%	1.68%	456.45 AUD
Middle East	Humanities	25	1.99%	1.91%	196.86 USD
Middle East	Medicine	180	3.41%	3.30%	1,039.18 USD
Middle East	Science	70	2.88%	2.88%	1,034.86 USD
Middle East	Social Sciences	26	0.51%	0.45%	810.38 USD
Middle East	Technology	32	2.55%	2.55%	591.30 USD
Middle East	Unknown/General	18	0.85%	0.71%	457.79 USD
South & Central America	Humanities	23	0.00%	1.17%	53.68 USD
South & Central America	Medicine	15	0.00%	1.19%	90.02 USD
South & Central America	Science	16	2.02%	-0.26%	83.61 USD
South & Central America	Social Sciences	60	1.17%	0.92%	112.90 USD
South & Central America	Technology	12	0.00%	0.00%	119.85 USD
South & Central America	Unknown/General	26	-0.02%	0.59%	321.17 USD
Africa	Humanities	18	2.78%	1.92%	173.15 ZAR
Africa	Medicine	38	3.42%	1.80%	394.31 ZAR
Africa	Science	21	5.10%	6.21%	454.28 ZAR
Africa	Social Sciences	93	2.80%	2.66%	718.85 ZAR
Africa	Technology	46	5.84%	2.91%	472.92 ZAR
Africa	Unknown/General	32	2.28%	2.35%	709.76 ZAR
<b>All Countries</b>	<b>All Subjects</b>	<b>85,269</b>	<b>4.90%</b>	<b>4.85%</b>	

Publisher region	Subject	Number of titles	In-/Decrease %		Average Domestic Calculated in
			Domestic	Foreign	
USA	All Subjects	36,213	5.20%	5.12%	1,113.17 USD
Canada	All Subjects	2,195	1.96%	-1.90%	509.29 CAD
UK	All Subjects	21,755	4.57%	4.72%	652.92 GBP
EURO Region	All Subjects	16,175	5.19%	5.15%	775.82 EUR
Europe excl UK & EURO Region	All Subjects	3,807	2.99%	3.41%	353.22 EUR
Japan	All Subjects	707	6.90%	6.92%	50,104.98 JPY
Asia excl Japan	All Subjects	1,522	1.81%	3.17%	453.77 USD
Pacific Region	All Subjects	31	1.81%	3.48%	728.02 USD
Australia & New Zealand	All Subjects	2,113	1.03%	0.97%	471.70 AUD
Middle East	All Subjects	351	2.94%	2.84%	688.40 USD
South & Central America	All Subjects	152	0.51%	0.67%	130.21 USD
Africa	All Subjects	248	3.40%	2.72%	487.21 ZAR
All Countries	All Subjects	85,269	4.90%	4.85%	

Publisher region	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
All Countries	Humanities	9,998	4.85%	4.88%
All Countries	Medicine	13,906	5.11%	5.24%
All Countries	Science	14,187	5.69%	5.67%
All Countries	Social Sciences	26,640	3.75%	3.68%
All Countries	Technology	15,798	4.67%	4.69%
All Countries	General	4,740	2.75%	1.49%
All Countries	All Subjects	85,269	4.90%	4.85%

**Exchange rates:**

The increases given in the tables above are based on publishers' prices only and do not take account of the effect of exchange rate changes.

To gain a complete indication of price increases, the effect of exchange rates should also be added to the percentages. The following table shows the increase/decrease of nine major currencies against each other between October 2008 and October 2009. The percentages in the appropriate columns below should be added to the publishers' increases to build a more complete assessment for the actual price increases.

Currency of customer	Publisher Currency/Area								
	USD	GBP	EUR	CAD	CHF	JPY	AUD	NZD	ZAR
USD - US Dollars	-	-8.27	5.49	1.14	7.16	17.86	12.02	10.70	13.62
GBP - Pound Sterling	9.01	-	15.00	10.25	16.82	28.49	22.12	20.68	23.86
EUR - Euro	-5.21	-13.05	-	-4.13	1.58	11.72	6.18	4.93	7.70
CAD - Canada Dollars	-1.12	-9.30	4.31	-	5.96	16.54	10.76	9.46	12.35
CHF - Swiss Francs	-6.68	-14.40	-1.55	-5.62	-	9.99	4.53	3.30	6.03
JPY - Japan Yen	-15.16	-22.17	-10.49	-14.19	-9.08	-	-4.96	-6.08	-3.60
AUD - Australia Dollars	-10.73	-18.11	-5.82	-9.72	-4.34	5.22	-	-1.18	1.43
NZD - New Zealand Dollars	-9.67	-17.14	-4.70	-8.64	-3.20	6.47	1.19	-	2.64
ZAR - South Africa Rand	-11.99	-19.27	-7.15	-10.99	-5.69	3.73	-1.41	-2.57	-