

SERIALS PRICE INCREASES 2007

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 2007 over 2006 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 2007 and 2006 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.

SWETS

The Report is published monthly from September, with the final report appearing in January

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

SERIALS PRICE SURVEYS:

This report "Serials Price Increases 2007" 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 Information Services.

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 Information Services, 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	4,151	7.43%	7.32%	188.67 USD
USA	Medicine	5,275	8.65%	8.62%	796.60 USD
USA	Science	5,099	6.97%	6.79%	2,335.42 USD
USA	Social Sciences	10,468	5.17%	5.19%	594.91 USD
USA	Technology	5,775	7.98%	7.98%	907.66 USD
USA	General	1,924	4.96%	5.03%	285.29 USD
Canada	Humanities	428	1.53%	1.55%	51.65 CAD
Canada	Medicine	220	2.66%	7.95%	195.57 CAD
Canada	Science	170	7.51%	8.34%	327.66 CAD
Canada	Social Sciences	707	-0.57%	1.33%	151.48 CAD
Canada	Technology	366	4.34%	4.81%	234.51 CAD
Canada	General	281	1.58%	3.09%	247.20 CAD
UK	Humanities	2,121	7.17%	7.04%	120.57 GBP
UK	Medicine	2,234	8.05%	8.07%	502.75 GBP
UK	Science	1,794	7.50%	7.88%	966.76 GBP
UK	Social Sciences	6,589	4.84%	5.18%	485.86 GBP
UK	Technology	3,247	6.61%	6.56%	596.15 GBP
UK	General	866	5.78%	5.82%	325.04 GBP
EURO Region	Humanities	1,609	4.48%	4.44%	124.98 EUR
EURO Region	Medicine	2,196	8.15%	7.98%	738.54 EUR
EURO Region	Science	2,690	6.99%	7.15%	1,770.53 EUR
EURO Region	Social Sciences	3,609	5.62%	5.75%	300.49 EUR
EURO Region	Technology	3,073	6.58%	6.56%	644.00 EUR
EURO Region	General	907	3.27%	8.39%	203.22 EUR
Europe excl UK & EURO Region	Humanities	270	4.79%	5.82%	69.47 EUR
Europe excl UK & EURO Region	Medicine	294	9.66%	9.45%	570.43 EUR
Europe excl UK & EURO Region	Science	253	6.17%	6.32%	357.12 EUR
Europe excl UK & EURO Region	Social Sciences	579	3.58%	4.32%	111.32 EUR
Europe excl UK & EURO Region	Technology	430	3.75%	5.44%	106.50 EUR
Europe excl UK & EURO Region	General	251	2.98%	16.38%	153.32 EUR
Japan	Humanities	14	-3.38%	-3.25%	13,488.00 JPY
Japan	Medicine	41	-5.06%	-3.06%	29,050.00 JPY
Japan	Science	55	-4.64%	-4.70%	47,018.00 JPY
Japan	Social Sciences	22	-0.93%	0.08%	17,489.00 JPY
Japan	Technology	43	-4.28%	-2.24%	34,087.00 JPY
Japan	General	4	-0.83%	3.93%	37,736.00 JPY
Asia excl Japan	Humanities	85	2.06%	1.87%	51.43 USD
Asia excl Japan	Medicine	100	0.79%	5.38%	146.18 USD
Asia excl Japan	Science	193	3.05%	5.92%	326.73 USD
Asia excl Japan	Social Sciences	283	2.23%	3.49%	206.77 USD
Asia excl Japan	Technology	239	4.36%	6.18%	171.41 USD
Asia excl Japan	General	47	1.25%	2.62%	176.45 USD
Pacific Region	Humanities	9	3.89%	0.53%	26.91 USD
Pacific Region	Medicine	2	0.00%	0.00%	33.03 USD
Pacific Region	Science	3	0.00%	0.00%	144.63 USD
Pacific Region	Social Sciences	10	0.04%	0.05%	614.57 USD
Pacific Region	Technology	2	0.00%	0.00%	4,344.11 USD
Pacific Region	General	3	0.00%	0.00%	186.08 USD
Australia & New Zealand	Humanities	252	3.21%	2.67%	69.97 AUD
Australia & New Zealand	Medicine	280	9.04%	8.69%	912.89 AUD
Australia & New Zealand	Science	233	7.53%	7.50%	406.28 AUD
Australia & New Zealand	Social Sciences	742	1.73%	4.18%	202.77 AUD
Australia & New Zealand	Technology	368	4.68%	5.14%	236.00 AUD
Australia & New Zealand	General	113	-0.07%	0.88%	280.17 AUD
Middle East	Humanities	26	5.83%	5.43%	163.74 USD
Middle East	Medicine	190	6.80%	6.83%	759.39 USD
Middle East	Science	63	5.01%	5.06%	827.70 USD
Middle East	Social Sciences	36	5.11%	4.96%	1,295.17 USD
Middle East	Technology	28	3.46%	3.42%	344.85 USD
Middle East	General	31	0.37%	1.50%	325.39 USD
South & Central America	Humanities	24	1.20%	0.38%	40.91 USD
South & Central America	Medicine	18	2.30%	-0.14%	83.25 USD
South & Central America	Science	18	2.07%	0.97%	60.37 USD
South & Central America	Social Sciences	66	2.03%	1.88%	83.76 USD
South & Central America	Technology	22	1.24%	-1.75%	125.22 USD
South & Central America	General	33	1.90%	1.20%	305.51 USD
Africa	Humanities	35	3.17%	6.13%	522.87 ZAR
Africa	Medicine	33	-2.34%	2.64%	427.22 ZAR
Africa	Science	25	2.76%	3.13%	1,020.92 ZAR
Africa	Social Sciences	66	4.19%	3.47%	466.58 ZAR
Africa	Technology	58	2.31%	-1.62%	580.10 ZAR
Africa	General	24	2.09%	3.19%	955.59 ZAR
All Countries	All Subjects	71,815	6.67%	6.75%	



Publisher region	Subject	Number of titles	In-/Decrease %		Average Domestic	
			Domestic	Foreign	Calculated	in
USA	All Subjects	32,692	6.97%	6.89%	851.43	USD
Canada	All Subjects	2,172	2.51%	4.15%	201.35	CAD
UK	All Subjects	16,851	6.29%	6.47%	499.52	GBP
EURO Region	All Subjects	14,084	6.82%	6.97%	630.29	EUR
Europe excl UK & EURO Region	All Subjects	2,077	6.48%	8.28%	228.03	EUR
Japan	All Subjects	179	-4.28%	-3.20%	29,811.33	JPY
Asia excl Japan	All Subjects	947	2.79%	4.84%	179.83	USD
Pacific Region	All Subjects	29	0.07%	0.06%	891.56	USD
Australia & New Zealand	All Subjects	1,988	5.78%	6.19%	351.35	AUD
Middle East	All Subjects	374	5.75%	5.72%	619.37	USD
South & Central America	All Subjects	181	1.85%	0.91%	116.50	USD
Africa	All Subjects	241	2.38%	2.43%	662.21	ZAR
All Countries	All Subjects	71,815	6.67%	6.75%		

Publisher region	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
All Countries	Humanities	9,024	6.67%	6.56%
All Countries	Medicine	10,883	8.33%	8.31%
All Countries	Science	10,596	7.02%	7.04%
All Countries	Social Sciences	23,177	4.97%	5.18%
All Countries	Technology	13,651	7.13%	7.14%
All Countries	General	4,484	4.61%	6.09%
All Countries	All Subjects	71,815	6.67%	6.75%

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 2005 and October 2006. 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	-	6.01	6.07	5.59	3.53	-3.42	-1.91	-6.45	-16.74
GBP - Pound Sterling	-5.67	-	0.06	-0.40	-2.34	-8.90	-7.47	-11.76	-21.46
EUR - Euro	-5.73	-0.06	-	-0.46	-2.40	-8.96	-7.53	-11.81	-21.51
CAD - Canada Dollars	-5.29	0.40	0.46	-	-1.95	-8.53	-7.10	-11.40	-21.14
CHF - Swiss Francs	-3.41	2.40	2.46	1.99	-	-6.72	-5.25	-9.64	-19.58
JPY - Japan Yen	3.55	9.77	9.84	9.33	7.20	-	1.57	-3.13	-13.79
AUD - Australia Dollars	1.95	8.08	8.14	7.64	5.55	-1.54	-	-4.63	-15.12
NZD - New Zealand Dollars	6.90	13.32	13.39	12.87	10.67	3.24	4.85	-	-11.00
ZAR - South Africa Rand	20.11	27.32	27.40	26.81	24.34	15.99	17.81	12.36	-