

U.S. Serial Services Price Index for 2000

By Nancy J. Chaffin

PRICES ROSE 5.3% IN 1999
AS SHIFT TO ELECTRONIC
PUBLICATIONS CONTINUES

This is the 37th annual survey of U.S. Serial Services, a product of the ALA/ALCTS Library Materials Price Index Committee, working in conjunction with Faxon, RoweCom (formerly the Faxon Company).

The selection of titles surveyed and the determination of prices were in accordance with the guidelines of the American National Standard for Library and Information Sciences and Related Publishing Practices—Library Materials—Criteria for Price Indexes (ANSI Z39.20-1983). The standard defines a U.S. Serial Service as “a periodical publication that revises, cumulates, abstracts, or indexes information in a specific field on a regular basis by means of new or replacement issues, pages, or cards, intended to provide information otherwise not readily available.”

In August 1999 a new standard for library material price indexes, Criteria for Price Indexes for Printed Library Materials (ANSI/NISO Z39.20-1999) was published by the National Information Standards Organization. That standard specifically excludes serials services. Lacking inclusion of serials services in the 1999 standard, I have continued to use the 1983 standard.

A total of 1,294 titles were included in the data for Tables 1–7. This year, 38 titles were dropped from the index, having been discontinued altogether or

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TABLE 1
U.S. SERIAL SERVICES
(excluding “Wilson Index” and excluding Russian Translations as of 1988) (38 titles dropped; 46 titles added)

Year	Number of Titles	Average Price	Price Change	Index
1984	1,537	295.13	—	100.0
1985–87	N/A	N/A	N/A	N/A
1988	1,310	341.32	N/A	115.7
1989	1,308	363.20	6.4%	123.1
1990	1,308	377.24	3.9%	127.8
1991	1,307	412.38	9.3%	139.7
1992	1,294	445.37	8.0%	150.9
1993	1,294	466.57	4.8%	158.1
1994	1,294	489.76	5.0%	165.9
1995	1,280	522.01	6.6%	176.9
1996	1,280	556.58	6.6%	188.6
1997	1,281	578.22	3.9%	195.9
1998	1,282	604.31	4.5%	204.8
1999	1,286	638.18	5.6%	216.2
2000	1,294	671.94	5.3%	227.7

having been discontinued in paper. Forty-six titles were identified as replacements for the dropped titles and were chosen to correspond as closely as possible in price range and subject content to the dropped titles. There continues to be gradual movement from printed paper publications to electronic publications, most notably to Internet-based access. Additionally, publisher mergers have resulted in the consolidation of some serial services, requiring replacements.

Prices for approximately 750 of the sample titles were extracted from the serial subscription database of Faxon, RoweCom. Prices for the remaining titles were determined by publisher lists (many of which were available on publisher’s Web sites), cover prices, publisher correspondence, and

library subscription records.

The data as computed by Faxon show that the average 2000 price for U.S. Serial Services titles is \$671.94 (Table 1). This is a 5.3% increase over the 1999 average, and over twice the average price for 1984.

Tables 2–7 show the average price changes by subject (including “U.S. Documents”) and the numbers of titles added and dropped. The largest average price increase was in Table 7, “U.S. Documents” (+17.2%). This is the most dramatic price increase in this category since the base year 1984. Nine titles were dropped from and 11 were added to “U.S. Documents.” The next largest increase in average price was seen in Table 5, “Science and Technology” (+7.7%), in which six titles were dropped and four were added. In Table

TABLE 2 BUSINESS (14 titles dropped; 17 titles added)					TABLE 3 GENERAL & HUMANITIES (4 titles dropped; 6 titles added)					TABLE 4 LAW (3 titles dropped; 6 titles added)				
Year	Number of Titles	Average Price	Price Change	Index	Year	Number of Titles	Average Price	Price Change	Index	Year	Number of Titles	Average Price	Price Change	Index
1984	289	437.07	—	100.0	1984	122	196.6	—	100.0	1984	272	275.23	—	100.0
1985–87	N/A	N/A	N/A	N/A	1985–87	N/A	N/A	N/A	N/A	1985–87	N/A	N/A	N/A	N/A
1988	281	458.33	N/A	104.9	1988	116	225.95	N/A	115.0	1988	265	338.13	N/A	122.9
1989	281	493.23	7.6%	112.8	1989	116	255.27	13.0%	129.9	1989	265	354.32	4.8%	128.7
1990	281	523.79	6.2%	119.8	1990	116	274.39	7.5%	139.6	1990	264	390.98	10.3%	142.1
1991	281	584.93	11.7%	133.8	1991	116	292.23	6.5%	148.7	1991	264	424.68	8.6%	154.3
1992	278	625.67	7.0%	143.2	1992	116	317.15	8.5%	161.4	1992	258	467.27	10.0%	169.8
1993	278	641.28	2.5%	146.7	1993	116	336.71	6.2%	171.3	1993	258	490.44	5.0%	178.2
1994	278	676.44	5.5%	154.8	1994	116	362.25	7.6%	184.3	1994	258	504.86	2.9%	183.4
1995	281	695.88	2.9%	159.2	1995	116	381.80	5.4%	194.3	1995	258	542.73	7.5%	197.2
1996	281	737.14	5.9%	168.7	1996	116	410.75	7.6%	209.0	1996	258	593.81	9.4%	215.8
1997	287	751.99	2.0%	172.1	1997	115	429.12	4.5%	218.3	1997	257	592.84	-0.2%	215.4
1998	287	781.33	3.9%	178.8	1998	115	455.78	6.2%	231.9	1998	257	611.71	3.2%	222.3
1999	294	798.73	2.2%	182.7	1999	115	492.59	8.1%	250.6	1999	258	668.61	9.3%	242.9
2000	297	820.73	2.8%	187.8	2000	117	503.98	2.3%	256.4	2000	261	703.56	5.2%	255.6

TABLE 5 SCIENCE & TECHNOLOGY (6 titles dropped; 4 titles added)					TABLE 6 SOCIAL SCIENCES (2 titles dropped; 2 titles added)					TABLE 7 U.S. DOCUMENTS (9 titles dropped; 11 titles added)				
Year	Number of Titles	Average Price	Price Change	Index	Year	Number of Titles	Average Price	Price Change	Index	Year	Number of Titles	Average Price	Price Change	Index
1984	281	295.36	—	100.0	1984	159	283.82	—	100.0	1984	203	97.37	—	100.0
1985–87	N/A	N/A	N/A	N/A	1985–87	N/A	N/A	N/A	N/A	1985–87	N/A	N/A	N/A	N/A
1988	302	378.37	N/A	128.1	1988	154	343.18	N/A	120.9	1988	190	101.88	N/A	104.6
1989	302	420.19	11.1%	142.3	1989	154	345.10	0.6%	121.6	1989	188	110.79	8.7%	113.8
1990	303	443.36	5.5%	150.1	1990	156	370.40	7.3%	130.5	1990	188	101.45	-8.4%	104.2
1991	302	483.90	9.1%	163.8	1991	156	398.76	7.7%	140.5	1991	188	107.74	6.2%	110.7
1992	301	529.35	9.4%	179.2	1992	154	420.24	5.4%	148.1	1992	187	112.18	4.1%	115.2
1993	301	560.45	5.5%	189.8	1993	154	448.88	6.8%	158.2	1993	187	117.93	5.1%	121.1
1994	301	593.73	5.9%	201.0	1994	154	466.86	4.0%	164.5	1994	187	121.98	3.4%	125.3
1995	301	640.14	7.8%	216.7	1995	154	487.16	4.3%	171.6	1995	170	121.28	-0.6%	124.6
1996	301	675.82	5.6%	228.8	1996	154	513.08	5.3%	180.8	1996	170	129.37	6.7%	132.9
1997	302	716.95	6.1%	242.7	1997	151	536.85	4.6%	189.2	1997	169	151.38	17.0%	155.5
1998	302	757.33	5.6%	256.4	1998	152	557.34	3.8%	196.4	1998	169	162.32	7.2%	166.7
1999	301	804.40	6.2%	272.3	1999	152	577.89	3.7%	203.6	1999	166	166.57	2.6%	171.1
2000	299	866.69	7.7%	293.4	2000	152	600.06	3.8%	211.4	2000	168	195.16	17.2%	200.4

6, "Social Sciences," with two titles dropped and two titles added, price increases were only slightly higher (3.8%) than the increases last year. The level of increase in Table 6 titles has been consistent over the last three years. Table 2, "Business," with 14 titles dropped and 17 titles added, showed a 2.8% increase, slightly higher than the increase last year.

Table 3, "General and Humanities," with a price increase of 2.3%, showed the lowest price increase. Four titles were dropped from this index and six

titles were added. Table 4, "Law," had a 5.2% increase over last year. Three titles were dropped from this index, and six titles added. The prices for a large number of titles within this index have been carried over from last year, due to undetermined status for titles resulting from recent mergers and acquisitions among legal publishers. Work on the title list for this table will continue in the coming months.

In 1998, the base year for this index was set at 1984 to ease comparison with other price indexes. The average

price for a serial service subscription has more than doubled during the past 16 years. In two categories, "General and Humanities" and "Law," the average price has increased over 2.5 times. In "Science and Technology" prices have increased almost threefold. The only category that has not doubled (or more) in price over the last 16 years is "Business." For the overall index, no year has experienced increases less than 3.9%, and in the majority of years it has exceeded 5%, including this past year. ♦