

## Prices of U.S. and Foreign Published Materials

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The Library Materials Price Index (LMPI) Editorial Board of the American Library Association's Association for Library Collections and Technical Services' Publications Committee continues to monitor prices for a range of library materials from sources within North America and from other key publishing centers around the world.

During 2008 price increases for library materials generally outperformed the U.S. Consumer Price Index (CPI)—some by a significant margin—but trade paperbacks showed a dramatic decline. As usual, periodicals significantly outperformed the CPI, as did hardcover, mass market paperback, and audiobook prices. The cost of books has continued to exhibit inflationary activity. Over the past few years, prices for U.S. hardcover, paperback, and audiobooks continued to be mixed, according to data from book wholesaler Baker & Taylor; the figures for all years are revised and reflect enhancements to the Baker & Taylor database. Data for college books show a substantial increase in 2008 compared with 2007. CPI data are obtained from the Bureau of Labor Statistics Web site at <http://www.bls.gov/cpi>.

Two indexes that were unavailable last year have been reestablished and updated. Several factors continue to hamper data collection and index preparation. These include, but are not limited to, mergers and acquisitions in the publishing and distribution world that make it more difficult to determine what is published in a foreign country by “multinational” firms; the conversion of several key countries to the euro; and migrations by vendors to new internal systems. Due to these difficulties, we have not been able to update one index (Table 9), and it is being repeated from last year. We plan to retire the newspaper indexes (Tables 8A and 8B) this year.

| Index                   | Percent Change |       |       |       |       |
|-------------------------|----------------|-------|-------|-------|-------|
|                         | 2004           | 2005  | 2006  | 2007  | 2008  |
| CPI                     | 3.3            | 3.4   | 2.5   | 4.1   | 0.1   |
| Periodicals             | 6.5            | 7.8   | 7.3   | 7.2   | 8.0   |
| Serials services        | 7.1            | n.a.  | n.a.  | n.a.  | n.a.  |
| *Hardcover books        | n.a.           | -2.9  | 5.44  | -3.12 | 3.13  |
| Academic books          | 1.9            | 6.4   | 2.9   | 1.1   | n.a.  |
| College books           | 4.4            | 1.7   | 3.0   | 0.47  | 3.3   |
| *Mass market paperbacks | n.a.           | 1.12  | 0.95  | 0.47  | 1.4   |
| *Trade paperbacks       | n.a.           | 6.66  | 1.57  | 12.83 | -9.18 |
| *Audiobooks             | n.a.           | 15.33 | -9.73 | 8.99  | 10.21 |
| Newspapers              | 2.1            | -0.9  | 1.8   | -2.0  | 4.1   |

n.a. = not available \* = figures revised

## U.S. Published Materials

Tables 1 through 8B indicate average prices and price indexes for library materials published primarily in the United States. These indexes are U.S. Periodicals (Table 1), U.S. Serials Services (Table 2), U.S. Hardcover Books (Table 3), North American Academic Books (Table 4), U.S. College Books (Table 5), U.S. Mass Market Paperback Books (Table 6), U.S. Paperback Books (Excluding Mass Market) (Table 7), U.S. Audiobooks (Table 7A), and U.S. Daily Newspapers and International Newspapers (Tables 8A and 8B).

### Periodical and Serials Prices

The LMPI Editorial Board and Swets Information Services jointly produce the U.S. Periodicals Price Index (USPPI) (Table 1). The subscription prices shown are publishers' list prices, excluding publisher discount or vendor service charges. This report includes 2007, 2008 and 2009 data indexed to the base year of 1984.

Compiled by Brenda Dingley, this table shows that U.S. periodical prices, excluding Russian translations, increased by 8 percent from 2007 to 2008, and by 7.1 percent from 2008 to 2009. This compares with the overall rate of inflation from the last (2007) report at 7.3 percent. Including the Russian translation category, the single-year increase was exactly the same percentage for 2008 at 8 percent, but was 7.8 percent from 2008 to 2009. These figures compare with the 7.1 percent increase for the entire sample in 2007. In 2008, as in most previous years, the overall greatest price increases were in the sciences, which averaged an 8.8 percent overall increase in 2008, with Zoology posting the greatest increase of any single category at 12.7 percent. In 2009 the sciences posted the lowest average increase, at 6.5 percent, with the social sciences showing the greatest increases, averaging 7.5 percent. Unlike 2007, when no subject category showed the double-digit increases of previous years, in 2008 both Zoology and Industrial Arts increased more than 10 percent. Medicine posted the third-highest increase at 9.9 percent. In 2009 Children's Literature, which in most years is the category posting the lowest increase, saw the highest inflationary increase, at 11.5 percent. This was followed by Russian translations, which increased 10 percent, and by Labor and Industrial Relations, which increased by 9.9 percent. The lowest increases in 2008 were, in order, General Interest Periodicals at 1.8 percent, Library and Information Sciences at 4.2 percent, and Children's Periodicals at 4.4 percent. In 2009 the lowest rates of increase were posted in Industrial Arts at 1 percent, Fine and Applied Arts at 5.3 percent, and by both the Law category and the Journalism and Communications category, which each saw a 5.7 percent inflationary increase.

More extensive reports on the periodicals price index were published annually in the April 15 issue of *Library Journal* through 1992, in the May issue of *American Libraries* from 1993 to 2002, and in the October 2003 issue of *Library Resources and Technical Services*. The full reports for the 1999–2006 studies are available on the Web site of the Association for Collections and Library Technical Services (ALCTS) at the URL <http://www.ala.org/ala/mgrps/divs/alcts/resources/collect/serials/periodicalsindex/index.cfm>. Future editions of the USPPI will also be posted on the ALCTS Web site as they are completed.

**Table 1 / U.S. Periodicals: Average Prices and Price Indexes, 2007–2009**  
Index Base: 1984 = 100

| Subject Area                                    | 1984          | 2007          |         | 2008          |         | 2009          |         |
|---|---------------|---------------|---------|---------------|---------|---------------|---------|
|   | Average Price | Average Price | Index   | Average Price | Index   | Average Price | Index   |
| U.S. periodicals excluding Russian translations | \$54.97       | \$404.40      | 735.7   | \$436.90      | 794.8   | \$467.82      | 851.1   |
| U.S. periodicals including Russian translations | 72.47         | 518.55        | 715.6   | 559.96        | 772.7   | 603.85        | 833.3   |
| Agriculture                                     | 24.06         | 159.51        | 663.0   | 169.99        | 706.5   | 181.40        | 754.0   |
| Business and economics                          | 38.87         | 231.66        | 596.0   | 245.27        | 631.0   | 263.64        | 678.3   |
| Chemistry and physics                           | 228.90        | 2,189.67      | 956.6   | 2,333.37      | 1,019.4 | 2,482.16      | 1,084.4 |
| Children's periodicals                          | 12.21         | 28.71         | 235.2   | 29.98         | 245.5   | 33.43         | 273.8   |
| Education                                       | 34.01         | 222.05        | 652.9   | 240.80        | 708.0   | 258.73        | 760.8   |
| Engineering                                     | 78.70         | 634.85        | 806.7   | 688.98        | 875.5   | 734.14        | 932.8   |
| Fine and applied arts                           | 26.90         | 77.63         | 288.6   | 84.94         | 315.8   | 89.40         | 332.4   |
| General interest periodicals                    | 27.90         | 59.03         | 211.6   | 60.11         | 215.5   | 63.91         | 229.1   |
| History   | 23.68         | 101.40        | 428.2   | 106.55        | 450.0   | 113.94        | 481.2   |
| Home economics                                  | 37.15         | 210.05        | 511.8   | 225.51        | 549.5   | 246.26        | 600.1   |
| Industrial arts                                 | 30.40         | 154.84        | 509.4   | 170.51        | 560.9   | 172.22        | 566.5   |
| Journalism and communications                   | 39.25         | 174.51        | 444.6   | 182.41        | 464.8   | 192.89        | 491.4   |
| Labor and industrial relations                  | 29.87         | 186.87        | 625.6   | 201.12        | 673.3   | 220.96        | 739.8   |
| Law   | 31.31         | 133.46        | 426.2   | 141.02        | 450.4   | 149.04        | 476.0   |
| Library and information sciences                | 38.85         | 154.73        | 398.3   | 161.15        | 414.8   | 172.63        | 444.4   |
| Literature and language                         | 23.02         | 91.80         | 398.8   | 96.35         | 418.5   | 102.92        | 447.1   |
| Mathematics, botany, geology, general science   | 106.56        | 853.36        | 800.8   | 925.61        | 868.6   | 991.88        | 930.8   |
| Medicine  | 125.57        | 1,113.97      | 887.1   | 1,224.41      | 975.1   | 1,317.81      | 1,049.5 |
| Philosophy and religion                         | 21.94         | 93.00         | 423.9   | 99.33         | 452.8   | 107.44        | 489.7   |
| Physical education and recreation               | 20.54         | 76.28         | 371.4   | 81.79         | 398.2   | 87.73         | 427.1   |
| Political science                               | 32.43         | 222.77        | 686.9   | 241.37        | 744.3   | 261.05        | 805.0   |
| Psychology                                      | 69.74         | 579.93        | 831.6   | 631.79        | 905.9   | 686.52        | 984.4   |
| Russian translations                            | 381.86        | 2,856.72      | 748.1   | 3,080.51      | 806.7   | 3,390.04      | 887.8   |
| Sociology and anthropology                      | 43.87         | 335.16        | 764.0   | 367.59        | 837.9   | 400.08        | 912.0   |
| Zoology   | 78.35         | 809.07        | 1,032.6 | 911.89        | 1,163.9 | 980.66        | 1,251.6 |
| Total number of periodicals                     |               |               |         |               |         |               |         |
| Excluding Russian translations                  | 3,731         | 3,728         |         | 3,728         |         | 3,728         |         |
| Including Russian translations                  | 3,942         | 3,910         |         | 3,910         |         | 3,910         |         |

Compiled by Brenda Dingley, University of Missouri, Kansas City, based on subscription information supplied by Swets Information Services.

The U.S. Serials Services Index (Table 2) has been jointly prepared by the LMPI Editorial Board and Swets Information Services. It is compiled by Ajaye Bloomstone. Pricing for legal serial titles is obtained directly from vendors of those services. Stephanie Braunstein collected the data for the other titles, including the government documents subscription titles. Braunstein used the U.S. Government Online Bookstore for the government titles and used listings provided by the Swets Subscription Services Company for the other categories.

This report marks the beginning of a new base year for reporting and comparing prices for domestic serial publications. Therefore, the index and table only show pricing information for 2009; next year's table will provide cost inflation data.

It is important to note, however, that finding serial publications that are available in print is challenging now and will undoubtedly become more challenging in the future as more and more of these publications migrate to electronic-only status. This index tracks serial publications most commonly found in library collections—not in private collections—and print versions are therefore more likely to be discontinued in favor of electronic versions. There is concern that meaningful comparisons will be difficult to make as the pool of available print titles becomes smaller. Already this new base year shows smaller dollar amounts for the average costs in part because the more expensive materials are now online. This smaller dollar amount also reflects the smaller sample available. The notable exception to this change is in the law materials area; the supposition is that most legal materials, whether in print or online, are notably more expensive than materials from other disciplines.

For this year—the new base year—titles were selected on the basis of their format (print) and their representation of the topic under which they fall. For certain topic areas, finding print titles was especially challenging—for the reason noted above.

Please refer to earlier editions of the *Bowker Annual Library and Book Trade Almanac* for historical information.

**Table 2 / U.S. Serials Services: Average Prices, 2009**

| Subject Area             | Average Price |
|--------------------------|---------------|
| Business                 | \$680.99      |
| General and humanities   | 156.22        |
| Law                      | 1,646.45      |
| Science and technology   | 241.68        |
| Social sciences          | 168.59        |
| U.S. documents           | 341.52        |
| Total number of services | 359           |

### Book Prices

Tables 3 (U.S. Hardcover Books), 6 (U.S. Mass Market Paperback Books), 7 (U.S. Paperback Books [Excluding Mass Market]), and 7A (Audiobooks), prepared by Catherine Barr, are once again derived from data provided by Baker &

(text continues on page 495)

**Table 3 / U.S. Hardcover Books: Average Prices and Price Indexes, 2005–2008**  
Index Base: 2004 = 100

| Category              | 2004          |         | 2005 Final    |       | 2006 Final |               | 2007 Final |         | 2008 Preliminary |       |         |               |       |
|-----------------------|---------------|---------|---------------|-------|------------|---------------|------------|---------|------------------|-------|---------|---------------|-------|
|                       | Average Price | Volumes | Average Price | Index | Volumes    | Average Price | Index      | Volumes | Average Price    | Index | Volumes | Average Price | Index |
| Agriculture           | \$72.87       | 670     | \$61.63       | 84.6  | 591        | \$68.57       | 94.1       | 680     | \$70.90          | 97.3  | 555     | \$73.50       | 100.9 |
| Arts                  | 72.43         | 3,472   | 62.51         | 86.3  | 3,962      | 77.37         | 106.8      | 4,241   | 77.03            | 106.4 | 4,284   | 80.55         | 111.2 |
| Biography             | 50.47         | 1,601   | 48.12         | 95.3  | 1,587      | 52.95         | 104.9      | 1,669   | 53.60            | 106.2 | 1,509   | 57.70         | 114.3 |
| Business              | 122.65        | 2,031   | 123.70        | 100.9 | 2,010      | 130.44        | 106.4      | 2,154   | 139.48           | 113.7 | 2,244   | 152.00        | 123.9 |
| Careers               | 82.71         | 679     | 86.39         | 104.5 | 726        | 85.91         | 103.9      | 758     | 78.89            | 95.4  | 772     | 91.76         | 110.9 |
| Children              | 22.42         | 12,567  | 22.79         | 101.7 | 12,373     | 22.73         | 101.4      | 14,689  | 23.53            | 105.0 | 12,811  | 26.39         | 117.7 |
| Computers             | 106.15        | 772     | 110.58        | 104.2 | 906        | 109.57        | 103.2      | 765     | 113.25           | 106.7 | 724     | 146.46        | 138.0 |
| Cooking               | 28.81         | 861     | 28.46         | 98.8  | 881        | 29.98         | 104.1      | 865     | 27.42            | 95.2  | 965     | 29.52         | 102.5 |
| Education             | 101.26        | 1,151   | 93.08         | 91.9  | 1,306      | 103.86        | 102.6      | 1,264   | 109.01           | 107.7 | 1,315   | 110.25        | 108.9 |
| Fiction               | 28.13         | 4,732   | 28.39         | 100.9 | 4,489      | 28.75         | 102.2      | 4,591   | 33.59            | 119.4 | 4,740   | 29.37         | 104.4 |
| General works         | 123.39        | 1,711   | 114.42        | 92.7  | 1,679      | 119.24        | 96.6       | 1,616   | 143.02           | 115.9 | 1,560   | 155.93        | 126.4 |
| Graphic novels        | 31.73         | 237     | 33.43         | 105.4 | 294        | 32.29         | 101.8      | 337     | 33.29            | 104.9 | 479     | 32.83         | 103.5 |
| History               | 84.55         | 4,574   | 84.66         | 100.1 | 4,794      | 91.77         | 108.5      | 4,952   | 84.86            | 100.4 | 4,856   | 85.43         | 101.0 |
| How-to, home arts     | 33.32         | 478     | 31.44         | 94.4  | 465        | 31.47         | 94.4       | 499     | 32.81            | 98.5  | 394     | 36.46         | 109.4 |
| Language              | 105.87        | 1,279   | 111.02        | 104.9 | 1,233      | 111.02        | 104.9      | 1,482   | 113.85           | 107.5 | 1,249   | 110.82        | 104.7 |
| Law                   | 151.58        | 1,280   | 153.03        | 101.0 | 1,400      | 172.55        | 113.8      | 1,430   | 163.84           | 108.1 | 1,466   | 158.97        | 104.9 |
| Literature            | 97.80         | 1,847   | 115.71        | 118.3 | 1,875      | 100.62        | 102.9      | 2,289   | 109.33           | 111.8 | 2,059   | 101.74        | 104.0 |
| Medicine              | 159.09        | 2,746   | 155.08        | 97.5  | 2,959      | 158.37        | 99.5       | 2,965   | 150.67           | 94.7  | 2,936   | 155.01        | 97.4  |
| Music                 | 77.11         | 411     | 78.17         | 101.4 | 395        | 77.79         | 100.9      | 484     | 75.94            | 98.5  | 479     | 68.87         | 89.3  |
| Philosophy            | 152.76        | 861     | 124.17        | 81.3  | 962        | 103.55        | 67.8       | 1,022   | 89.63            | 58.7  | 985     | 96.84         | 63.4  |
| Poetry, drama         | 36.58         | 468     | 40.76         | 111.4 | 377        | 45.56         | 124.5      | 431     | 46.39            | 126.8 | 517     | 46.28         | 126.5 |
| Religion              | 68.13         | 2,704   | 62.81         | 92.2  | 2,630      | 70.98         | 104.2      | 2,662   | 68.17            | 100.1 | 2,587   | 69.71         | 102.3 |
| Science               | 172.53        | 4,632   | 172.81        | 100.2 | 4,845      | 168.87        | 97.9       | 4,650   | 174.11           | 100.9 | 4,451   | 170.96        | 99.1  |
| Self-help, psychology | 61.47         | 1,894   | 65.02         | 105.8 | 2,075      | 67.62         | 110.0      | 2,026   | 73.05            | 118.8 | 2,028   | 72.50         | 117.9 |
| Sociology, economics  | 101.43        | 4,856   | 101.01        | 99.6  | 5,411      | 116.32        | 114.7      | 5,527   | 104.98           | 103.5 | 5,761   | 96.51         | 95.1  |
| Sports, recreation    | 47.05         | 922     | 36.47         | 77.5  | 1,000      | 36.28         | 77.1       | 911     | 36.89            | 78.4  | 957     | 40.59         | 86.3  |
| Technology            | 154.91        | 1,965   | 167.17        | 107.9 | 2,183      | 149.01        | 96.2       | 2,128   | 140.41           | 90.6  | 2,361   | 144.24        | 93.1  |
| Travel                | 47.97         | 421     | 37.13         | 77.4  | 400        | 43.43         | 90.5       | 754     | 54.29            | 113.2 | 402     | 34.08         | 71.0  |
| Young adult           | 41.44         | 2,450   | 49.45         | 119.3 | 2,298      | 47.97         | 115.8      | 2,739   | 49.71            | 120.0 | 2,248   | 49.36         | 119.1 |
| Totals                | \$81.83       | 64,272  | \$79.46       | 97.1  | 66,106     | \$83.78       | 102.4      | 70,580  | \$81.17          | 99.2  | 67,694  | \$83.71       | 102.3 |

Compiled by Catherine Barr from data supplied by Baker & Taylor.

**Table 4 / North American Academic Books: Average Prices and Price Indexes 2005–2007**  
Index Base: 1989 = 100

| Subject Area                       | LC Class | 1989             |                  | 2005             |                  | 2006             |                  | 2007             |                  | % Change<br>2006–2007 | Index |
|------------------------------------|----------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------------|-------|
|                                    |          | No. of<br>Titles | Average<br>Price | No. of<br>Titles | Average<br>Price | No. of<br>Titles | Average<br>Price | No. of<br>Titles | Average<br>Price |                       |       |
| Agriculture                        | S        | 897              | \$45.13          | 971              | \$68.95          | 963              | \$65.14          | 995              | \$76.22          | 17.0                  | 168.9 |
| Anthropology                       | GN       | 406              | 32.81            | 377              | 62.04            | 368              | 67.94            | 416              | 67.88            | -0.1                  | 206.9 |
| Botany                             | QK       | 251              | 69.02            | 198              | 94.29            | 239              | 115.31           | 178              | 107.34           | -6.9                  | 155.5 |
| Business and economics             | H        | 5,979            | 41.67            | 7,377            | 68.74            | 7,485            | 71.64            | 6,534            | 72.44            | 1.1                   | 173.9 |
| Chemistry                          | QD       | 577              | 110.61           | 533              | 187.38           | 484              | 176.72           | 485              | 175.33           | -0.8                  | 158.5 |
| Education                          | L        | 1,685            | 29.61            | 2,787            | 51.30            | 3,011            | 56.86            | 2,822            | 58.83            | 3.5                   | 198.7 |
| Engineering and technology         | T        | 4,569            | 64.94            | 5,832            | 105.58           | 5,666            | 98.67            | 5,156            | 100.13           | 1.5                   | 154.2 |
| Fine and applied arts              | M-N      | 3,040            | 40.72            | 4,215            | 48.16            | 4,652            | 52.77            | 4,761            | 53.28            | 1.0                   | 130.9 |
| General works                      | A        | 333              | 134.65           | 85               | 52.06            | 97               | 72.40            | 109              | 74.80            | 3.3                   | 55.6  |
| Geography                          | G        | 396              | 47.34            | 803              | 76.54            | 788              | 80.11            | 706              | 80.60            | 0.6                   | 170.3 |
| Geology                            | QE       | 303              | 63.49            | 191              | 104.50           | 203              | 100.12           | 191              | 118.23           | 18.1                  | 186.2 |
| History                            | C-D-E-F  | 5,549            | 31.34            | 7,174            | 49.47            | 7,296            | 52.54            | 6,838            | 55.45            | 5.5                   | 176.9 |
| Home economics                     | TX       | 535              | 27.10            | 700              | 37.74            | 683              | 41.23            | 686              | 43.62            | 5.8                   | 161.0 |
| Industrial arts                    | TT       | 175              | 23.89            | 179              | 35.48            | 237              | 32.54            | 248              | 36.01            | 10.7                  | 150.7 |
| Law                                | K        | 1,252            | 51.10            | 2,568            | 86.69            | 2,701            | 87.26            | 2,788            | 98.78            | 13.2                  | 193.3 |
| Library and information<br>science | Z        | 857              | 44.51            | 489              | 69.93            | 479              | 62.89            | 480              | 66.85            | 6.3                   | 150.2 |
| Literature and language            | P        | 10,812           | 24.99            | 12,391           | 41.53            | 12,551           | 45.69            | 12,595           | 44.91            | -1.7                  | 179.7 |

|                                   |          |        |         |        |         |        |         |        |         |      |       |
|-----------------------------------|----------|--------|---------|--------|---------|--------|---------|--------|---------|------|-------|
| Mathematics and computer science  | QA       | 2,707  | 44.68   | 3,552  | 82.41   | 3,365  | 76.47   | 2,939  | 79.16   | 3.5  | 177.2 |
| Medicine                          | R        | 5,028  | 58.38   | 6,226  | 83.45   | 6,550  | 85.21   | 5,757  | 86.01   | 0.9  | 147.3 |
| Military and naval science        | U-V      | 715    | 33.57   | 548    | 56.67   | 643    | 58.96   | 603    | 56.40   | -4.3 | 168.0 |
| Philosophy and religion           | B        | 3,518  | 29.06   | 5,636  | 53.31   | 5,745  | 59.32   | 5,448  | 56.25   | -5.2 | 193.6 |
| Physical education and recreation | GV       | 814    | 20.38   | 1,179  | 38.26   | 1,226  | 41.23   | 1,134  | 42.58   | 3.3  | 208.9 |
| Physics and astronomy             | QB       | 1,219  | 64.59   | 1,273  | 105.76  | 1,285  | 104.67  | 1,100  | 101.91  | -2.6 | 157.8 |
| Political science                 | J        | 1,650  | 36.76   | 2,094  | 63.95   | 2,300  | 65.94   | 2,195  | 66.69   | 1.1  | 181.4 |
| Psychology                        | BF       | 890    | 31.97   | 980    | 56.85   | 1,010  | 55.27   | 1,027  | 59.04   | 6.8  | 184.7 |
| Science (general)                 | Q        | 433    | 56.10   | 384    | 86.82   | 416    | 84.02   | 328    | 92.59   | 10.2 | 165.1 |
| Sociology                         | HM       | 2,742  | 29.36   | 4,513  | 53.47   | 4,856  | 60.55   | 4,440  | 62.64   | 3.5  | 213.4 |
| Zoology                           | QH,L,P,R | 1,967  | 71.28   | 2,129  | 104.04  | 2,235  | 107.34  | 2,006  | 110.43  | 2.9  | 154.9 |
| Average for all subjects          |          | 59,299 | \$41.69 | 75,384 | \$65.42 | 77,534 | \$67.29 | 72,965 | \$68.01 | 1.1  | 163.1 |

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Blackwells and YBP Library Services. The data represent all titles (hardcover, trade, and paperback books, as well as annuals and electronic books) treated for all approval plan customers serviced by the vendors. This table covers titles published or distributed in the United States and Canada during the calendar years listed.

This index does include paperback editions. The inclusion of these items does impact pricing in the index.

**Table 5 / U.S. College Books: Average Prices and Price Indexes, 1989, 2006–2008**  
Index Base: 1989 = 100

| Subject  | 1989          |                      | 2006          |                      |                 |                 | 2007          |                      |                 |                 | 2008          |                      |                 |                 |                          |
|--|---------------|----------------------|---------------|----------------------|-----------------|-----------------|---------------|----------------------|-----------------|-----------------|---------------|----------------------|-----------------|-----------------|--------------------------|
|  | No. of Titles | Avg. Price per Title | No. of Titles | Avg. Price per Title | Indexed to 1989 | Indexed to 2005 | No. of Titles | Avg. Price per Title | Indexed to 1989 | Indexed to 2006 | No. of Titles | Avg. Price per Title | Indexed to 1989 | Indexed to 2007 | Percent Change 2007–2008 |
| General <sup>1</sup>                           | 19            | \$40.19              | n.a.          | n.a.                 | n.a.            | n.a.            | n.a.          | n.a.                 | n.a.            | n.a.            | n.a.          | n.a.                 | n.a.            | n.a.            | n.a.                     |
| Humanities                                     | 21            | 32.33                | 63            | \$55.45              | 171.51          | 113.07          | 61            | \$55.00              | 170.12          | 99.19           | 73            | \$56.95              | 176.15          | 103.55          | 3.55                     |
| Art and architecture                           | 276           | 55.56                | 155           | 53.26                | 95.86           | 101.91          | 152           | 57.55                | 103.58          | 108.05          | 150           | 57.84                | 104.10          | 100.50          | 0.50                     |
| <i>Fine arts</i> <sup>2</sup>                  | n.a.          | n.a.                 | 182           | 58.48                | n.a.            | 99.37           | 226           | 61.02                | n.a.            | 104.34          | 116           | 68.77                | n.a.            | 112.70          | 12.70                    |
| <i>Architecture</i> <sup>2</sup>               | n.a.          | n.a.                 | 81            | 54.07                | n.a.            | 96.99           | 75            | 57.00                | n.a.            | 105.42          | 50            | 77.12                | n.a.            | 135.30          | 35.30                    |
| <i>Photography</i>                             | 24            | 44.11                | 50            | 50.34                | 114.12          | 87.95           | 48            | 51.76                | 117.34          | 102.82          | 18            | 46.64                | 105.74          | 90.11           | -9.89                    |
| Communication                                  | 42            | 32.70                | 77            | 51.01                | 155.99          | 100.53          | 93            | 58.83                | 179.91          | 115.33          | 98            | 54.17                | 165.66          | 92.08           | -7.92                    |
| Language and literature                        | 110           | 35.17                | 71            | 62.81                | 178.59          | 110.48          | 95            | 54.88                | 156.04          | 87.37           | 70            | 64.77                | 184.16          | 118.02          | 18.02                    |
| <i>African and Middle Eastern</i> <sup>3</sup> | n.a.          | n.a.                 | 15            | 56.18                | n.a.            | 97.38           | 24            | 49.58                | n.a.            | 88.25           | 26            | 49.03                | n.a.            | 98.89           | -1.11                    |
| <i>Asian and Oceanian</i> <sup>3</sup>         | n.a.          | n.a.                 | 26            | 56.21                | n.a.            | 127.26          | 40            | 54.07                | n.a.            | 96.19           | 25            | 62.27                | n.a.            | 115.17          | 15.17                    |
| <i>Classical</i>                               | 75            | 43.07                | 29            | 68.94                | 160.07          | 120.40          | 27            | 77.23                | 179.31          | 112.02          | 29            | 81.64                | 189.55          | 105.71          | 5.71                     |
| <i>English and American</i>                    | 547           | 30.27                | 424           | 57.36                | 189.49          | 106.38          | 401           | 57.70                | 190.62          | 100.59          | 420           | 58.83                | 194.35          | 101.96          | 1.96                     |
| <i>Germanic</i>                                | 38            | 32.18                | 23            | 64.99                | 201.96          | 102.44          | 29            | 61.66                | 191.61          | 94.88           | 29            | 66.89                | 207.86          | 108.48          | 8.48                     |
| <i>Romance</i>                                 | 97            | 30.30                | 70            | 56.89                | 187.76          | 94.66           | 89            | 51.28                | 169.24          | 90.14           | 70            | 53.94                | 178.02          | 105.19          | 5.19                     |
| <i>Slavic</i>                                  | 41            | 27.92                | 15            | 42.98                | 153.94          | 95.83           | 15            | 67.01                | 240.01          | 155.91          | 20            | 44.41                | 159.06          | 66.27           | -33.73                   |
| <i>Other</i>                                   | 63            | 25.09                | n.a.          | n.a.                 | n.a.            | n.a.            | n.a.          | n.a.                 | n.a.            | n.a.            | n.a.          | n.a.                 | n.a.            | n.a.            | n.a.                     |
| Performing arts                                | 20            | 29.41                | 18            | 71.31                | 242.47          | 203.16          | 25            | 50.55                | 171.88          | 70.89           | 29            | 54.42                | 185.04          | 107.66          | 7.66                     |
| <i>Film</i>                                    | 82            | 33.00                | 118           | 52.00                | 157.58          | 118.32          | 133           | 52.44                | 158.91          | 100.85          | 159           | 58.12                | 176.12          | 110.83          | 10.83                    |
| <i>Music</i>                                   | 156           | 35.34                | 156           | 49.02                | 138.71          | 94.00           | 145           | 53.60                | 151.67          | 109.34          | 157           | 56.97                | 161.21          | 106.29          | 6.29                     |
| <i>Theater and dance</i> <sup>4</sup>          | 58            | 34.18                | 38            | 57.62                | 168.58          | 102.13          | 43            | 51.20                | 149.80          | 88.86           | 41            | 64.11                | 187.57          | 125.21          | 25.21                    |
| Philosophy                                     | 185           | 37.25                | 164           | 60.13                | 161.42          | 122.69          | 187           | 58.64                | 157.42          | 97.52           | 183           | 58.00                | 155.70          | 98.91           | -1.09                    |
| Religion                                       | 174           | 33.49                | 200           | 46.47                | 138.76          | 98.98           | 232           | 50.73                | 151.48          | 109.17          | 250           | 48.32                | 144.28          | 95.25           | -4.75                    |
| Total Humanities <sup>5</sup>                  | 2,009         | \$36.09              | 1,975         | \$55.11              | 152.70          | 105.23          | 2,140         | \$56.09              | 155.42          | 101.78          | 2,013         | \$58.37              | 161.73          | 104.06          | 4.06                     |



|                                   |     |         |       |         |        |        |       |         |        |        |       |         |        |        |        |
|-----------------------------------|-----|---------|-------|---------|--------|--------|-------|---------|--------|--------|-------|---------|--------|--------|--------|
| Science/technology                | 99  | \$46.90 | 57    | \$44.15 | 94.14  | 94.64  | 65    | \$46.46 | 99.06  | 105.23 | 109   | \$53.68 | 114.46 | 115.54 | 15.54  |
| History of science and technology | 74  | 40.56   | 112   | 41.06   | 101.23 | 90.18  | 95    | 47.73   | 117.68 | 116.24 | 96    | 46.72   | 115.19 | 97.88  | -2.12  |
| Astronautics and astronomy        | 22  | 50.56   | 50    | 54.56   | 107.91 | 107.13 | 71    | 50.37   | 99.62  | 92.32  | 68    | 50.64   | 100.16 | 100.54 | 0.54   |
| Biology                           | 97  | 51.01   | 116   | 69.65   | 136.54 | 106.16 | 138   | 58.18   | 114.06 | 83.53  | 145   | 71.31   | 139.80 | 122.57 | 22.57  |
| <i>Botany</i>                     | 29  | 63.91   | 54    | 73.06   | 114.32 | 127.13 | 48    | 55.62   | 87.03  | 76.13  | 85    | 77.65   | 121.50 | 139.61 | 39.61  |
| <i>Zoology</i>                    | 53  | 49.21   | 71    | 66.16   | 134.44 | 100.93 | 76    | 76.36   | 155.17 | 115.42 | 94    | 67.63   | 137.43 | 88.57  | -11.43 |
| Chemistry                         | 21  | 70.76   | 60    | 110.55  | 156.23 | 90.73  | 76    | 116.67  | 164.88 | 105.54 | 70    | 109.05  | 154.11 | 93.47  | -6.53  |
| Earth science                     | 34  | 79.44   | 46    | 61.15   | 76.98  | 73.92  | 54    | 79.63   | 100.24 | 130.22 | 95    | 73.74   | 92.82  | 92.60  | -7.40  |
| Engineering                       | 87  | 66.74   | 96    | 108.70  | 162.87 | 99.83  | 90    | 90.31   | 135.32 | 83.08  | 90    | 95.23   | 142.69 | 105.45 | 5.45   |
| Health sciences                   | 94  | 34.91   | 122   | 57.19   | 163.82 | 124.57 | 151   | 52.75   | 151.10 | 92.24  | 156   | 56.29   | 161.24 | 106.71 | 6.71   |
| Information and computer science  | 70  | 40.35   | 43    | 71.10   | 176.21 | 112.57 | 55    | 63.55   | 157.50 | 89.38  | 90    | 75.86   | 188.00 | 119.37 | 19.37  |
| Mathematics                       | 60  | 48.53   | 93    | 70.90   | 146.10 | 96.61  | 90    | 65.38   | 134.72 | 92.21  | 98    | 68.98   | 142.14 | 105.51 | 5.51   |
| Physics                           | 22  | 43.94   | 72    | 67.93   | 154.60 | 91.96  | 81    | 79.13   | 180.09 | 116.49 | 65    | 63.43   | 144.36 | 80.16  | -19.84 |
| Sports and physical education     | 18  | 27.46   | 54    | 40.39   | 147.09 | 112.07 | 20    | 37.52   | 136.64 | 92.89  | 65    | 38.72   | 141.01 | 103.20 | 3.20   |
| Total Science/Technology          | 780 | \$49.54 | 1,046 | \$67.06 | 135.37 | 100.93 | 1,110 | \$66.15 | 133.53 | 98.64  | 1,326 | \$67.34 | 135.93 | 101.80 | 1.80   |

**Table 5 / U.S. College Books: Average Prices and Price Indexes, 1989, 2006–2008 (cont.)**  
Index Base: 1989 = 100

| Subject                                    | 1989          |                      | 2006          |                      |                 |                 | 2007          |                      |                 |                 | 2008          |                      |                 |                 |                          |
|--|---------------|----------------------|---------------|----------------------|-----------------|-----------------|---------------|----------------------|-----------------|-----------------|---------------|----------------------|-----------------|-----------------|--------------------------|
|  | No. of Titles | Avg. Price per Title | No. of Titles | Avg. Price per Title | Indexed to 1989 | Indexed to 2005 | No. of Titles | Avg. Price per Title | Indexed to 1989 | Indexed to 2006 | No. of Titles | Avg. Price per Title | Indexed to 1989 | Indexed to 2007 | Percent Change 2007–2008 |
| Social/behavioral sciences                 | 92            | \$37.09              | 103           | \$49.98              | 134.75          | 99.58           | 102           | \$60.65              | 163.52          | 121.35          | 108           | \$60.31              | 162.60          | 99.44           | -0.56                    |
| Anthropology                               | 96            | 39.94                | 130           | 57.11                | 142.99          | 101.75          | 96            | 67.55                | 169.13          | 118.28          | 142           | 56.41                | 141.24          | 83.51           | -16.49                   |
| Business, management, and labor            | 145           | 35.72                | 139           | 48.49                | 135.75          | 93.70           | 132           | 50.78                | 142.16          | 104.72          | 151           | 53.01                | 148.40          | 104.39          | 4.39                     |
| Economics                                  | 332           | 40.75                | 239           | 58.16                | 142.72          | 102.30          | 261           | 63.37                | 155.51          | 108.96          | 263           | 62.36                | 153.03          | 98.41           | -1.59                    |
| Education                                  | 71            | 34.50                | 169           | 53.52                | 155.13          | 109.18          | 159           | 51.75                | 150.00          | 96.69           | 163           | 52.71                | 152.78          | 101.86          | 1.86                     |
| History, geography, and area studies       | 59            | 42.10                | 137           | 54.99                | 130.62          | 119.26          | 105           | 49.33                | 117.17          | 89.71           | 111           | 51.33                | 121.92          | 104.05          | 4.05                     |
| <i>Africa</i>                              | 44            | 34.85                | 36            | 57.29                | 164.39          | 112.91          | 29            | 54.94                | 157.65          | 95.90           | 29            | 62.02                | 177.96          | 112.89          | 12.89                    |
| <i>Ancient history</i>                     | n.a.          | n.a.                 | 47            | 70.66                | n.a.            | 116.83          | 57            | 71.50                | n.a.            | 101.19          | 48            | 80.66                | n.a.            | 112.81          | 12.81                    |
| <i>Asia and Oceania</i>                    | 76            | 34.75                | 81            | 53.67                | 154.45          | 94.31           | 83            | 56.04                | 161.27          | 104.42          | 86            | 54.73                | 157.50          | 97.66           | -2.34                    |
| <i>Central and Eastern Europe</i>          | n.a.          | n.a.                 | 53            | 51.67                | n.a.            | 99.58           | 60            | 55.80                | n.a.            | 107.99          | 60            | 57.24                | n.a.            | 102.58          | 2.58                     |
| <i>Latin America and Caribbean</i>         | 42            | 37.23                | 61            | 56.17                | 150.87          | 107.61          | 56            | 52.06                | 139.83          | 92.68           | 71            | 53.15                | 142.76          | 102.09          | 2.09                     |
| <i>Middle East and North Africa</i>        | 30            | 36.32                | 37            | 51.83                | 142.70          | 103.21          | 45            | 64.82                | 178.47          | 125.06          | 45            | 50.17                | 138.13          | 77.40           | -22.60                   |
| <i>North America</i>                       | 349           | 30.56                | 396           | 40.51                | 132.56          | 99.31           | 406           | 42.53                | 139.17          | 104.99          | 382           | 45.07                | 147.48          | 105.97          | 5.97                     |
| <i>United Kingdom<sup>e</sup></i>          | n.a.          | n.a.                 | 73            | 58.14                | n.a.            | 111.57          | 73            | 56.88                | n.a.            | 97.83           | 91            | 58.62                | n.a.            | 103.06          | 3.06                     |
| <i>Western Europe<sup>e</sup></i>          | 287           | 42.08                | 141           | 57.51                | 136.67          | 99.00           | 168           | 48.88                | 116.16          | 84.99           | 134           | 65.03                | 154.54          | 133.04          | 33.04                    |
| Political science                          | 28            | 33.56                | 22            | 48.11                | 143.36          | 91.97           | 37            | 60.88                | 181.41          | 126.54          | 6             | 54.30                | 161.80          | 89.19           | -10.81                   |
| <i>Comparative politics<sup>f</sup></i>    | 236           | 37.82                | 219           | 58.80                | 155.47          | 102.98          | 228           | 58.17                | 153.81          | 98.93           | 207           | 60.16                | 159.07          | 103.42          | 3.42                     |
| <i>International relations<sup>f</sup></i> | 207           | 35.74                | 157           | 56.49                | 158.06          | 112.80          | 156           | 53.02                | 148.35          | 93.86           | 166           | 59.46                | 166.37          | 112.15          | 12.15                    |
| <i>Political theory<sup>f</sup></i>        | 59            | 37.76                | 57            | 55.68                | 147.48          | 114.31          | 60            | 60.41                | 159.98          | 108.49          | 81            | 62.43                | 165.33          | 103.34          | 3.34                     |

|   |       |         |       |          |        |        |       |          |        |        |       |          |        |        |        |
|---|-------|---------|-------|----------|--------|--------|-------|----------|--------|--------|-------|----------|--------|--------|--------|
| <i>U.S. politics</i> <sup>7</sup>   | 212   | 29.37   | 158   | 48.94    | 166.63 | 109.24 | 160   | 46.88    | 159.62 | 95.79  | 218   | 49.15    | 167.35 | 104.84 | 4.84   |
| Psychology  | 179   | 36.36   | 122   | 59.00    | 162.27 | 108.32 | 130   | 59.19    | 162.79 | 100.32 | 125   | 61.59    | 169.39 | 104.05 | 4.05   |
| Sociology   | 178   | 36.36   | 198   | 52.05    | 143.15 | 98.65  | 257   | 57.14    | 157.15 | 109.78 | 237   | 61.09    | 168.01 | 106.91 | 6.91   |
| Total Social/Behavioral Sciences  | 2,722 | \$36.43 | 2,775 | \$52.98  | 145.43 | 104.00 | 2,860 | \$54.46  | 149.49 | 102.79 | 2,924 | \$56.40  | 154.82 | 103.56 | 3.56   |
| Total General, Humanities, Science/Technology, Social/Behavioral Sciences | 5,530 | \$38.16 | 5,796 | \$56.24  | 147.38 | 103.33 | 6,110 | \$57.15  | 149.76 | 101.62 | 6,263 | \$59.35  | 155.53 | 103.85 | 3.85   |
| Reference General <sup>8</sup>  | 636   | \$61.02 | n.a.  | n.a.     | n.a.   | n.a.   | n.a.  | n.a.     | n.a.   | n.a.   | n.a.  | n.a.     | n.a.   | n.a.   | n.a.   |
| Humanities <sup>8</sup>   | n.a.  | n.a.    | 35    | \$92.25  | n.a.   | 106.38 | 33    | \$136.26 | n.a.   | 147.71 | 20    | \$72.36  | n.a.   | 53.10  | -46.90 |
| Science and technology <sup>6</sup>                                       | n.a.  | n.a.    | 152   | 131.80   | n.a.   | 105.18 | 139   | 114.51   | n.a.   | 86.88  | 144   | 102.95   | n.a.   | 89.90  | -10.10 |
| Social and behavioral sciences <sup>5</sup>                               | n.a.  | n.a.    | 73    | 147.50   | n.a.   | 115.50 | 64    | 96.76    | n.a.   | 65.60  | 89    | 145.94   | n.a.   | 150.83 | 50.83  |
| Total Reference   | 636   | \$61.02 | 458   | \$136.85 | 224.27 | 110.61 | 489   | \$128.54 | 210.65 | 93.93  | 451   | \$136.26 | 223.30 | 106.01 | 6.01   |
| Grand Total (incl. Reference)   | 6,166 | \$40.52 | 6,254 | \$62.15  | 153.38 | 103.02 | 6,599 | \$62.44  | 154.10 | 100.47 | 6,714 | \$64.52  | 159.23 | 103.33 | 3.33   |

Compiled by Frederick C. Lynden

n.a. = not available

1 General category no longer appears after 1999.

2 Began appearing after 1999.

3 Began appearing as separate sections in September 1995.

4 Separate sections for Theater and Drama combined in September 1995.

5 1983 totals include Linguistics (incorporated into Language and literature in 1985, non-European/Other (replaced by Africa and Middle Eastern and Asian and Oceanian in September 1995), and Europe (replaced by Central and Eastern Europe, United Kingdom, and Western Europe in July 1997).

6 Began appearing as separate sections, replacing Europe in July 1997.

7 Began appearing as separate sections in March 1998.

8 Began appearing as separate sections in July 1997.

**Table 6 / U.S. Mass Market Paperback Books: Average Per-Volume Prices, 2005–2008**  
Index Base: 2004 = 100

|                       | 2004           |         | 2005 Final     |       | 2006 Final |                | 2007 Final |         | 2008 Preliminary |       |         |                |       |
|-----------------------|----------------|---------|----------------|-------|------------|----------------|------------|---------|------------------|-------|---------|----------------|-------|
|                       | Average Prices | Volumes | Average Prices | Index | Volumes    | Average Prices | Index      | Volumes | Average Prices   | Index | Volumes | Average Prices | Index |
| Agriculture           | n.a.           | n.a.    | n.a.           | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | 1       | \$7.99         | n.a.  |
| Arts                  | \$8.32         | 4       | \$8.23         | 98.9  | 3          | \$7.99         | 96.0       | 3       | \$8.64           | 103.8 | 1       | 9.99           | 120.1 |
| Biography             | 7.85           | 21      | 7.77           | 99.0  | 13         | 7.83           | 99.7       | 9       | 7.87             | 100.3 | 8       | 7.99           | 101.8 |
| Business              | n.a.           | 1       | 16.95          | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Education             | n.a.           | n.a.    | n.a.           | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Careers               | 7.99           | 1       | 7.99           | 100.0 | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | 1       | 7.99           | 100.0 |
| Children              | 5.71           | 281     | 5.26           | 92.1  | 270        | 5.63           | 98.6       | 272     | 5.72             | 100.2 | 239     | 6.11           | 107.0 |
| Computers             | n.a.           | n.a.    | n.a.           | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Cooking               | 6.99           | 1       | 7.50           | 107.3 | 1          | 6.99           | 100.0      | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Fiction               | 6.22           | 4,259   | 6.30           | 101.3 | 4,329      | 6.33           | 101.8      | 4,216   | 6.39             | 102.7 | 4,160   | 6.47           | 104.0 |
| General works         | 7.14           | 62      | 7.39           | 103.5 | 69         | 8.2            | 114.8      | 67      | 7.48             | 104.8 | 69      | 7.24           | 101.4 |
| Graphic novels        | n.a.           | 2       | 8.47           | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | 1       | 3.99           | n.a.  |
| History               | 7.44           | 25      | 7.81           | 105.0 | 16         | 7.62           | 102.4      | 13      | 7.76             | 104.3 | 3       | 5.49           | 73.8  |
| How-to, home arts     | n.a.           | 1       | 5.99           | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Language              | n.a.           | 1       | 6.99           | n.a.  | 1          | 5.99           | n.a.       | 4       | 6.24             | n.a.  | 4       | 5.99           | n.a.  |
| Law                   | 7.99           | n.a.    | n.a.           | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Literature            | n.a.           | 1       | 7.95           | n.a.  | 1          | 7.95           | n.a.       | n.a.    | n.a.             | n.a.  | 3       | 5.98           | n.a.  |
| Medicine              | 6.99           | 3       | 7.83           | 112.0 | 4          | 6.62           | 94.7       | 4       | 6.87             | 98.3  | 1       | 7.5            | 107.3 |
| Music                 | 7.95           | 2       | 7.95           | 100.0 | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Philosophy            | 5.45           | 2       | 6.99           | 128.3 | 5          | 7.38           | 135.4      | 5       | 7.78             | 142.8 | 2       | 5.45           | 100.0 |
| Poetry, drama         | 6.13           | 24      | 6.39           | 104.2 | 9          | 7.52           | 122.7      | 5       | 6.37             | 103.9 | 4       | 5.47           | 89.2  |
| Religion              | 7.61           | 4       | 11.21          | 147.3 | 6          | 7.32           | 96.2       | 2       | 6.99             | 91.9  | 4       | 7.74           | 101.7 |
| Science               | 6.99           | n.a.    | n.a.           | n.a.  | 1          | 7.99           | 114.3      | n.a.    | n.a.             | n.a.  | 1       | 6.95           | 99.4  |
| Self-help, psychology | 7.22           | 49      | 7.93           | 109.8 | 78         | 7.25           | 100.4      | 46      | 7.57             | 104.8 | 35      | 7.62           | 105.5 |
| Sociology, economics  | 7.35           | 6       | 7.08           | 96.3  | 4          | 7.47           | 101.6      | 2       | 7.49             | 101.9 | 2       | 7.99           | 108.7 |
| Sports, recreation    | 7.36           | 19      | 7.46           | 101.4 | 14         | 7.13           | 96.9       | 24      | 5.99             | 81.4  | 20      | 6.44           | 87.5  |
| Technology            | n.a.           | 1       | 12.95          | n.a.  | n.a.       | n.a.           | n.a.       | n.a.    | n.a.             | n.a.  | n.a.    | n.a.           | n.a.  |
| Travel                | n.a.           | n.a.    | n.a.           | n.a.  | 1          | 7.99           | n.a.       | n.a.    | n.a.             | n.a.  | 1       | 6.95           | n.a.  |
| Young adult           | 6.33           | 237     | 6.57           | 103.8 | 197        | 7.18           | 113.4      | 156     | 6.97             | 110.1 | 139     | 7.06           | 111.5 |
| Totals                | \$6.25         | 5,007   | \$6.32         | 101.1 | 5,022      | \$6.38         | 102.1      | 4,828   | \$6.41           | 102.6 | 4,699   | \$6.50         | 104.0 |

Compiled by Catherine Barr from data supplied by Baker & Taylor. n.a. = not available

**Table 7 / U.S. Paperback Books (Excluding Mass Market): Average Prices and Price Indexes, 2005–2008**  
Index Base: 2004 = 100

|                       | 2004           |         | 2005 Final     |       | 2006 Final |                |       | 2007 Final |                |       | 2008 Preliminary |                |       |
|-----------------------|----------------|---------|----------------|-------|------------|----------------|-------|------------|----------------|-------|------------------|----------------|-------|
|                       | Average Prices | Volumes | Average Prices | Index | Volumes    | Average Prices | Index | Volumes    | Average Prices | Index | Volumes          | Average Prices | Index |
| Agriculture           | \$27.82        | 934     | \$28.21        | 101.4 | 875        | \$30.92        | 111.1 | 833        | \$32.97        | 118.5 | 872              | \$28.01        | 100.7 |
| Arts                  | 31.94          | 3,922   | 30.78          | 96.4  | 3,929      | 32.46          | 101.6 | 4,351      | 33.95          | 106.3 | 4,028            | 38.20          | 119.6 |
| Biography             | 19.59          | 1,800   | 19.40          | 99.0  | 1,803      | 19.86          | 101.4 | 2,007      | 20.87          | 106.5 | 1,921            | 20.14          | 102.8 |
| Business              | 55.64          | 4,960   | 70.37          | 126.5 | 3,990      | 76.12          | 136.8 | 8,626      | 89.61          | 161.1 | 3,674            | 78.49          | 141.1 |
| Careers               | 37.81          | 1,434   | 40.30          | 106.6 | 1,415      | 42.03          | 111.2 | 1,514      | 43.31          | 114.5 | 1,445            | 43.26          | 114.4 |
| Children              | 11.24          | 8,826   | 10.89          | 96.9  | 9,027      | 10.22          | 90.9  | 8,665      | 10.32          | 91.8  | 8,439            | 10.58          | 94.1  |
| Computers             | 55.28          | 3,636   | 54.83          | 99.2  | 3,112      | 60.19          | 108.9 | 3,430      | 60.11          | 108.7 | 2,649            | 58.77          | 106.3 |
| Cooking               | 17.34          | 1,186   | 18.17          | 104.8 | 987        | 18.95          | 109.3 | 1,063      | 17.59          | 101.4 | 1,230            | 18.74          | 108.1 |
| Education             | 33.29          | 4,913   | 34.90          | 104.8 | 4,996      | 36.46          | 109.5 | 4,505      | 36.12          | 108.5 | 4,193            | 35.04          | 105.3 |
| Fiction               | 15.37          | 8,098   | 15.43          | 100.4 | 7,999      | 16.00          | 104.1 | 9,492      | 17.50          | 113.9 | 8,984            | 17.47          | 113.7 |
| General works         | 31.78          | 3,453   | 33.31          | 104.8 | 3,494      | 40.12          | 126.2 | 3,291      | 38.73          | 121.9 | 3,205            | 42.30          | 133.1 |
| Graphic novels        | 12.68          | 2,106   | 12.88          | 101.6 | 2,078      | 13.66          | 107.7 | 2,216      | 15.15          | 119.5 | 2,439            | 14.42          | 113.7 |
| History               | 29.48          | 5,767   | 33.40          | 113.3 | 5,996      | 32.90          | 111.6 | 6,831      | 34.51          | 117.1 | 5,743            | 31.88          | 108.1 |
| How-to, home arts     | 21.09          | 1,390   | 19.52          | 92.6  | 1,365      | 20.47          | 97.1  | 1,252      | 21.64          | 102.6 | 1,266            | 21.69          | 102.8 |
| Language              | 41.42          | 3,388   | 47.53          | 114.8 | 3,125      | 44.97          | 108.6 | 3,001      | 43.68          | 105.5 | 2,582            | 47.09          | 113.7 |
| Law                   | 54.73          | 1,944   | 61.77          | 112.9 | 3,344      | 54.25          | 99.1  | 3,135      | 74.14          | 135.5 | 3,823            | 82.13          | 150.1 |
| Literature            | 33.69          | 2,312   | 30.86          | 91.6  | 1,744      | 34.31          | 101.8 | 2,064      | 38.01          | 112.8 | 1,783            | 39.24          | 116.5 |
| Medicine              | 57.36          | 3,597   | 63.65          | 111.0 | 3,840      | 62.66          | 109.2 | 3,932      | 68.26          | 119.0 | 3,698            | 74.16          | 129.3 |
| Music                 | 22.77          | 2,695   | 23.11          | 101.5 | 2,657      | 25.73          | 113.0 | 2,474      | 27.84          | 122.3 | 2,793            | 21.81          | 95.8  |
| Philosophy            | 31.89          | 1,202   | 31.09          | 97.5  | 1,100      | 32.97          | 103.4 | 1,589      | 31.87          | 99.9  | 1,165            | 30.20          | 94.7  |
| Poetry, drama         | 15.72          | 2,234   | 16.10          | 102.4 | 2,101      | 16.10          | 102.4 | 2,406      | 17.38          | 110.6 | 2,177            | 16.80          | 106.9 |
| Religion              | 20.96          | 5,599   | 20.54          | 98.0  | 5,788      | 20.75          | 99.0  | 5,696      | 20.59          | 98.2  | 5,949            | 19.93          | 95.1  |
| Science               | 58.31          | 3,901   | 64.55          | 110.7 | 3,810      | 62.26          | 106.8 | 3,905      | 63.89          | 109.6 | 3,422            | 55.76          | 95.6  |
| Self-help, psychology | 26.53          | 4,906   | 26.54          | 100.0 | 4,872      | 27.29          | 102.9 | 5,190      | 26.61          | 100.3 | 4,525            | 25.68          | 96.8  |
| Sociology, economics  | 35.34          | 7,107   | 39.61          | 112.1 | 6,873      | 39.88          | 112.8 | 7,802      | 43.90          | 124.2 | 6,931            | 39.49          | 111.7 |
| Sports, recreation    | 20.05          | 2,465   | 19.10          | 95.3  | 2,516      | 19.66          | 98.1  | 2,298      | 20.00          | 99.8  | 2,104            | 20.24          | 100.9 |
| Technology            | 74.85          | 1,941   | 76.41          | 102.1 | 2,207      | 72.49          | 96.8  | 2,076      | 87.64          | 117.1 | 1,542            | 73.01          | 97.5  |
| Travel                | 17.40          | 2,171   | 19.01          | 109.3 | 2,885      | 19.71          | 113.3 | 3,383      | 21.07          | 121.1 | 2,861            | 19.61          | 112.7 |
| Young adult           | 14.40          | 2,609   | 13.79          | 95.8  | 2,547      | 14.25          | 99.0  | 3,029      | 13.71          | 95.2  | 2,454            | 13.90          | 96.5  |
| Totals                | \$31.09        | 100,496 | \$33.16        | 106.7 | 100,475    | \$33.68        | 108.3 | 110,056    | \$38.00        | 122.2 | 97,897           | \$34.51        | 111.0 |

Compiled by Catherine Barr from data supplied by Baker & Taylor.

**Table 7A / U.S. Audiobooks: Average Prices and Price Indexes, 2005–2008**  
Index Base: 2004 = 100

|                       | 2004           |         | 2005 Final     |       | 2006 Final |                | 2007 Final |         | 2008 Preliminary |       |         |                |       |
|-----------------------|----------------|---------|----------------|-------|------------|----------------|------------|---------|------------------|-------|---------|----------------|-------|
|                       | Average Prices | Volumes | Average Prices | Index | Volumes    | Average Prices | Index      | Volumes | Average Prices   | Index | Volumes | Average Prices | Index |
| Agriculture           | \$17.63        | 4       | \$29.78        | 168.9 | 12         | \$30.13        | 170.9      | 19      | \$32.50          | 184.3 | 22      | \$36.05        | 204.5 |
| Arts                  | 27.28          | 28      | 44.92          | 164.7 | 38         | 32.87          | 120.5      | 23      | 28.59            | 104.8 | 47      | 38.49          | 141.1 |
| Biography             | 36.35          | 295     | 38.53          | 106.0 | 341        | 38.23          | 105.2      | 419     | 45.14            | 124.2 | 600     | 47.61          | 131.0 |
| Business              | 32.47          | 79      | 46.84          | 144.3 | 139        | 42.41          | 130.6      | 161     | 36.01            | 110.9 | 229     | 39.51          | 121.7 |
| Careers               | 28.16          | 60      | 39.31          | 139.6 | 92         | 37.75          | 134.1      | 103     | 29.72            | 105.5 | 167     | 40.43          | 143.6 |
| Children              | 23.38          | 561     | 26.58          | 113.7 | 533        | 27.08          | 115.8      | 857     | 29.12            | 124.6 | 705     | 31.37          | 134.2 |
| Computers             | n.a.           | 5       | 41.39          | n.a.  | 2          | 27.45          | n.a.       | n.a.    | n.a.             | n.a.  | 4       | 31.23          | n.a.  |
| Cooking               | 22.95          | 24      | 14.45          | 63.0  | 14         | 16.60          | 72.3       | 7       | 35.40            | 154.2 | 4       | 14.71          | 64.1  |
| Education             | 31.53          | 36      | 27.60          | 87.5  | 49         | 30.84          | 97.8       | 36      | 41.11            | 130.4 | 20      | 32.09          | 101.8 |
| Fiction               | 38.62          | 2,914   | 41.58          | 107.7 | 3,126      | 39.97          | 103.5      | 3,636   | 44.16            | 114.3 | 4,225   | 47.73          | 123.6 |
| General works         | 28.94          | 80      | 27.77          | 96.0  | 133        | 30.86          | 106.6      | 147     | 33.07            | 114.3 | 208     | 39.92          | 137.9 |
| History               | 33.07          | 194     | 41.56          | 125.7 | 311        | 39.92          | 120.7      | 487     | 48.01            | 145.2 | 571     | 53.74          | 162.5 |
| How-to, home arts     | n.a.           | 1       | 25.00          | n.a.  | 4          | 22.25          | n.a.       | 11      | 27.23            | n.a.  | 9       | 42.20          | n.a.  |
| Language              | 49.70          | 663     | 69.42          | 139.7 | 436        | 40.74          | 82.0       | 335     | 41.56            | 83.6  | 363     | 38.72          | 77.9  |
| Law                   | 57.66          | 44      | 55.51          | 96.3  | 48         | 75.82          | 131.5      | 24      | 59.46            | 103.1 | 19      | 51.25          | 88.9  |
| Literature            | 24.96          | 15      | 25.10          | 100.6 | 30         | 23.13          | 92.7       | 34      | 32.38            | 129.7 | 49      | 47.02          | 188.4 |
| Medicine              | 77.48          | 7       | 147.25         | 190.0 | 22         | 42.28          | 54.6       | 20      | 68.55            | 88.5  | 23      | 101.06         | 130.4 |
| Music                 | 28.68          | 104     | 29.54          | 103.0 | 163        | 24.50          | 85.4       | 111     | 26.95            | 94.0  | 141     | 29.11          | 101.5 |
| Philosophy            | 18.81          | 17      | 33.50          | 178.1 | 72         | 26.14          | 139.0      | 24      | 40.01            | 212.7 | 33      | 39.70          | 211.1 |
| Poetry, drama         | 20.91          | 80      | 23.47          | 112.2 | 118        | 23.41          | 112.0      | 80      | 27.14            | 129.8 | 93      | 31.97          | 152.9 |
| Religion              | 30.60          | 367     | 26.78          | 87.5  | 369        | 26.67          | 87.2       | 386     | 28.12            | 91.9  | 346     | 30.69          | 100.3 |
| Science               | 32.52          | 34      | 36.96          | 113.7 | 49         | 34.37          | 105.7      | 46      | 39.32            | 120.9 | 85      | 46.20          | 142.1 |
| Self-help, psychology | 27.05          | 363     | 26.35          | 97.4  | 304        | 27.42          | 101.4      | 461     | 29.70            | 109.8 | 379     | 32.47          | 120.0 |
| Sociology, economics  | 30.64          | 91      | 39.03          | 127.4 | 168        | 31.69          | 103.4      | 229     | 39.87            | 130.1 | 259     | 43.72          | 142.7 |
| Sports, recreation    | 31.76          | 39      | 30.33          | 95.5  | 45         | 34.91          | 109.9      | 64      | 36.59            | 115.2 | 73      | 38.91          | 122.5 |
| Technology            | 39.98          | 5       | 54.78          | 137.0 | 6          | 36.33          | 90.9       | 11      | 34.60            | 86.5  | 9       | 45.21          | 113.1 |
| Travel                | 21.62          | 13      | 41.91          | 193.8 | 13         | 22.35          | 103.4      | 45      | 46.66            | 215.8 | 38      | 44.28          | 204.8 |
| Young adult           | 33.29          | 196     | 35.84          | 107.7 | 239        | 42.26          | 126.9      | 273     | 39.91            | 119.9 | 259     | 44.18          | 132.7 |
| Totals                | \$35.04        | 6,319   | \$40.41        | 115.3 | 6,876      | \$36.48        | 104.1      | 8,049   | \$39.76          | 113.5 | 8,980   | \$43.82        | 125.1 |

Compiled by Catherine Barr from data supplied by Baker & Taylor. n.a. = not available

*(continued from page 484)*

Taylor and are not directly comparable with earlier data that came from R. R. Bowker's Books in Print. Differences in the two databases have inevitably resulted in variations in totals and across categories. For this reason, the index base for these tables has been changed to 2004.

Enhancements to the Baker & Taylor database have resulted in slightly different results for earlier years, and therefore these tables provide all-new data for 2004 forward.

Last year we added a new category—graphic novels, which can include both fiction and nonfiction—and a new table on audiobooks (Table 7A). The graphic novels category is not included in Table 7A.

This year we have added a number of additional categories that we believe will be of interest: Careers, Computers, Cooking, How-to and Home Arts, and Self-help and Psychology (Psychology was previously included in a category with Philosophy). We have also broken down the former Juveniles category into two categories: Children (PreK–6) and Young Adults (7–12).

Book prices were mixed in 2007 and preliminary figures indicated a similar situation in 2008. List prices for hardcovers (Table 3) fell by 3.12 percent in 2007 but returned in 2008 to almost exactly the same position as in 2006. Mass market paperback prices (Table 6) continued to show slow but steady increases, up 0.47 percent and a further 1.4 percent in 2008, while trade paperback prices (Table 7) rose a strong 12.83 percent in 2007 but declined in 2008. Audiobook prices (Table 7A), which had dipped in 2006, recovered by 8.99 percent in 2007 and were showing a strong 10.21 percent increase in preliminary data for 2008.

The North American Academic Books Price Index (Table 4) is prepared by Stephen Bosch. The average price of North American Academic Books in 2007 (Table 4) increased by 1.1 percent as compared with the 2006 average price. The growth of electronic books is now influencing book prices. Starting in 2006 and continuing into the foreseeable future, the major vendors have been very aggressive in adding electronic books to their offerings. In most academic settings e-books are not cheaper than the print counterparts and a portion of the price increase is due to the addition of the more expensive e-book versions. To be sure that this is truly the case, Bosch reports, "I redid the 2006 data using a file from one vendor that included no electronic books, and the number of titles in the combined index dropped by 8,334 and the average price declined 5.5 percent. Due to customer demands, vendors offer multiple platforms and pricing models for e-books; consequently there can be multiple prices for the same title. Since this is where the market is going, it is appropriate to have e-books in the index, but it is also good to know that this is a driver for price increases, not a price decrease at this time. Publishers are still very concerned that selling e-books to libraries will hurt overall sales, so pricing to libraries is higher than print pricing."

For the past two years the average prices had been trending higher (up 6.4 percent in 2005–2006), but this year the increase has leveled off. In addition to the growth of e-books being a driver in earlier years, there are some other factors that may help explain this. The number of titles treated this year declined from 2006 (77,534 to 72,965). One vendor reported a decrease of a little more than 3,000 titles in what they treated while the other vendor stayed relatively the same. The additional drop was due to increased overlap in the title lists. When an

Figure 1 / Comparison of Titles in Sample Grouped by Price

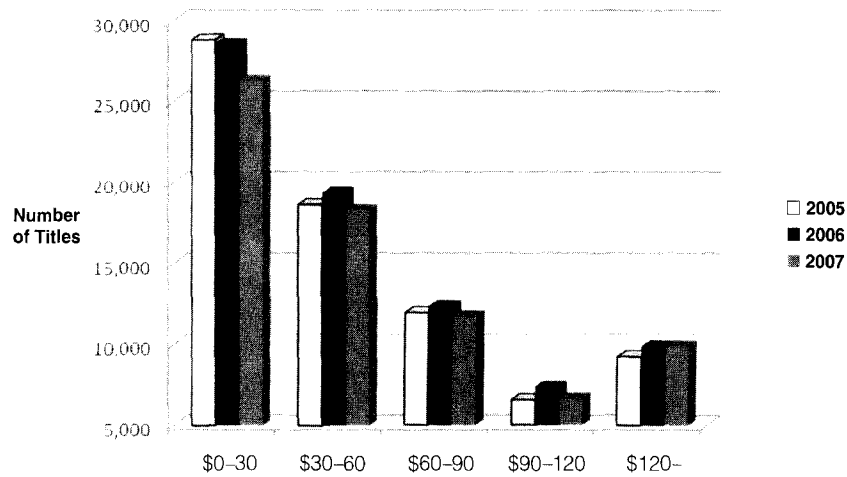
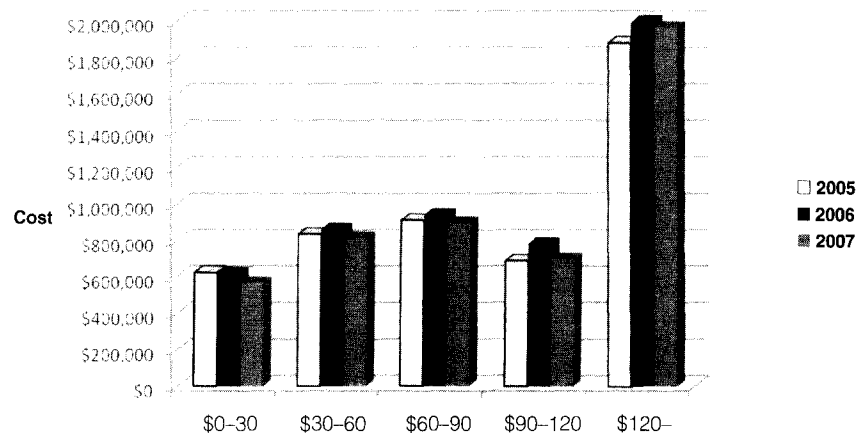


Figure 2 / Comparison of Costs in Sample Grouped by Price



analysis is done on the data by looking at price grouped into “bands,” the largest drop in number of titles in the index was in the group priced less than \$30. See Figure 1.

However, if you look at the actual dollar values in groups, this drop in the number of titles was not what held down the price index for 2007. Although the \$0-30 price area has the largest number of titles, dollar wise it is the smallest portion as far as cost (sum of all prices) goes in the index. The decline in the prices in the upper end of the index was what caused the drop in the level of increase. Since STM (scientific, technical, and medical) publishers were early



adopters of e-books and STM titles still tend to be more expensive, it may be that growth in the top end has slowed. Also, as budgets tighten it may be that publishers are bringing fewer expensive titles to market. See Figure 2.

The data used for this index are derived from all titles treated by Blackwell Book Services and YBP in their approval plans during the calendar years listed. The index does include paperback editions as supplied by these vendors and this inclusion has clearly influenced the prices reflected in the index figures. In addition, e-books are now being treated in approval plans and these are consequently part of the data reports and of the index. The inclusion of both paperbacks and e-books has resulted in the numbers of titles increasing, since each has a unique ISBN and is treated as a separate edition. So drivers for this price increase include general price inflation as well as increases from the inclusion of e-books, which generally are more expensive than print counterparts. Many e-book pricing models add extra charges of as much as 50 percent to the retail price. Paperbacks and e-books will continue to be a part of this index, as they are included in the approval plan data and represent a viable part of the North American book market. The direct impact on inflation caused by hardback/paperback/e-book pricing continues to be unquantifiable, but it is clear that the increases in overall price inflation for academic books during the past few years seems to correlate to increases in paperback numbers and now the impact of e-books. This may change, as publishers have started to "up" the size and price of paperbacks or as e-books find pricing levels closer to normal retail.

Analysis of the data as it is processed shows that the overlap titles that are excluded from the index tend to be more expensive than the unique titles processed by each vendor. This fact will tend to hold down the average prices in the index. This year a drop in titles from one vendor tended to occur in the lower part of the price range. In all cases, the average price of a book for each vendor is 4 percent to 6 percent higher than the aggregate average price. This shows that when the titles are combined in the aggregate index, the unique titles each vendor handles tend to be cheaper than the titles that overlap. This makes sense because publications from small publishers tend to be cheaper than those from mainstream publishers and the small publishers will tend to make up more of the unique titles handled by each vendor. All vendors will carry the full title list from Macmillan or Oxford University Press, but a small regional press may not be supplied by all vendors. Current trends reported by vendors indicate that increases are going to grow in 2008, and there should also be increases in the titles and formats available.

Price changes vary, as always, among subject areas. This year there were several double-digit increases in subject areas and several areas saw prices decrease. If you look at the top areas for price increases, 2007 shows that STM areas are back as those with the largest price increases. The areas showing double-digit increases were: Science (general), Industrial arts, Law, Agriculture, and Geology. It is interesting to note that some areas that showed high increases last year (Botany and Literature) are now at the other end of the spectrum of price increases. It is also interesting to note that some STM areas that have seen large price increases in the past, Physics and Chemistry, showed price decreases this year.

It is good to bear in mind that price indexes become less accurate at describing price changes the smaller the sample becomes. Geology is a small sampling

and showed an 18.1 percent increase, but to then conclude that all books in the area increased 18.1 percent is not correct. This area has a small sample size of only 191 books and the inclusion of just a few expensive items can have a major impact on prices for the category.

This compilation of the U.S. College Books Price Index (Table 5), prepared by Frederick C. Lynden, contains price and indexing information for the years 2006 through 2008 (index base year of 1989), and also the percentage change between 2007 and 2008. The index is based on titles reviewed in *Choice* magazine, a publication of the Association for College and Research Libraries, a division of the American Library Association. Data for this index were compiled from 6,766 reviews of books published in *Choice* during 2008; expensive titles (\$500 or more) were omitted from the analysis, thus the total number of titles reported is smaller. As with Table 4 (North American Academic Books), this index includes some paperback prices; as a result, the average price of books is less than if only hardcover books were included.

For 2008 the overall average price for books in the Humanities, Sciences, and Social and Behavioral Sciences (including reference books) was \$64.52, a moderate price increase of 3.3 percent over the average 2007 price of \$62.44. Reference books had the highest average price at \$136.26 and also the highest increase—6 percent over the previous year. Excluding reference books, the 2008 book price was \$59.35, or a 3.85 percent increase over the average 2007 price of \$57.15.

The average 2008 price for Humanities titles increased by 4 percent over the previous year. The average price for Science and Technology titles increased by 1.8 percent, whereas the price for Social and Behavioral Sciences titles increased by 3.6 percent. Since 1989 there has been an overall average book price increase of 59 percent when reference books are included (and 55 percent when reference books are excluded). Calculated separately, reference books showed a 6 percent increase over the previous year (2007). Last year's decrease in the average price for a reference book will probably soon be forgotten. Since 1989 there has been a 233 percent increase in the average price of reference books.

This year there are no appendixes listing data for non-book and higher-priced titles, which are excluded from the index. The author will supply this information upon request.

### **Newspaper Prices**

The indexes for U.S. (Table 8A) and international (Table 8B) newspapers are compiled by Genevieve S. Owens. Both indexes reversed their trends this year. For U.S. titles, the average price for mail delivery of a daily newspaper went up by 4.1 percent. For international titles, the average price for the most expedient mail delivery of a newspaper went down by 10.2 percent. The effects of postage costs and papers' attempts to retain print subscribers factor into both indexes.

The number of titles being tracked by both instruments declined again this year. In the case of international titles, papers continue to convert to "Order Direct" status. This trend affects U.S. titles, too. Domestic papers continue to cease publication. This year, a few titles also became available through electronic mail or online access only. These changes are challenging for libraries to manage. As acquisitions budgets tighten, moreover, libraries are increasingly can-

**Table 8A / U.S. Daily Newspapers:  
Average Prices and Price Indexes, 1990–2009**  
Index Base: 1990 = 100

| Year | Number of Titles | Average Price | Percent Change | Index |
|------|------------------|---------------|----------------|-------|
| 1990 | 165              | \$189.58      | 0.0            | 100.0 |
| 1991 | 166              | 198.13        | 4.5            | 104.5 |
| 1992 | 167              | 222.68        | 12.4           | 117.5 |
| 1993 | 171              | 229.92        | 3.3            | 121.3 |
| 1994 | 171              | 261.91        | 13.9           | 138.2 |
| 1995 | 172              | 270.22        | 3.2            | 142.5 |
| 1996 | 166              | 300.21        | 11.1           | 158.4 |
| 1997 | 165              | 311.77        | 3.9            | 164.5 |
| 1998 | 163              | 316.60        | 1.5            | 167.0 |
| 1999 | 162              | 318.44        | 0.6            | 168.0 |
| 2000 | 162              | 324.26        | 1.8            | 171.0 |
| 2001 | 160              | 330.78        | 2.0            | 174.5 |
| 2002 | 158              | 340.38        | 2.9            | 179.5 |
| 2003 | 156              | 352.65        | 3.6            | 186.0 |
| 2004 | 154              | 364.97        | 3.5            | 192.5 |
| 2005 | 154              | 372.64        | 2.1            | 196.6 |
| 2006 | 154              | 369.24        | -0.9           | 194.8 |
| 2007 | 152              | 375.76        | 1.8            | 198.2 |
| 2008 | 149              | 368.30        | -2.0           | 194.3 |
| 2009 | 144              | 383.33        | 4.1            | 202.2 |

Compiled by Genevieve S. Owens, Williamsburg (Virginia) Regional Library, from data supplied by EBSCO Information Services. Thanks to Kathleen Born of EBSCO for her assistance with this project.

**Table 8B / International Newspapers:  
Average Prices and Price Indexes, 1993–2009**  
Index Base: 1993 = 100

| Year | Number of Titles | Average Price | Percent Change | Index |
|------|------------------|---------------|----------------|-------|
| 1993 | 46               | \$806.91      | 0.0            | 100.0 |
| 1994 | 46               | 842.01        | 4.3            | 104.3 |
| 1995 | 49               | 942.13        | 11.9           | 116.3 |
| 1996 | 50               | 992.78        | 5.4            | 123.0 |
| 1997 | 53               | 1,029.49      | 3.7            | 127.6 |
| 1998 | 52               | 1,046.72      | 1.7            | 129.7 |
| 1999 | 50               | 1,049.13      | 0.2            | 130.0 |
| 2000 | 50               | 1,050.88      | 0.2            | 130.2 |
| 2001 | 50               | 1,038.26      | -1.2           | 128.7 |
| 2002 | 49               | 1,052.69      | 1.4            | 130.5 |
| 2003 | 46               | 1,223.31      | 16.2           | 151.6 |
| 2004 | 43               | 1,301.71      | 6.4            | 161.3 |
| 2005 | 47               | 1,352.23      | 3.9            | 167.6 |
| 2006 | 45               | 1,306.79      | -3.4           | 161.9 |
| 2007 | 44               | 1,354.60      | 3.7            | 167.9 |
| 2008 | 40               | 1,568.71      | 15.8           | 194.4 |
| 2009 | 38               | 1,409.39      | -10.2          | 174.7 |

Compiled by Genevieve S. Owens, Williamsburg (Virginia) Regional Library, from data supplied by EBSCO Information Services. Thanks to Kathleen Born of EBSCO for her assistance with this project.

celling print newspaper subscriptions (especially for expensive international titles) and referring users to newspapers' Web sites for current events coverage.

Given these circumstances, the LMPI Editorial Board expects to discontinue both newspaper indexes. Please contact compiler Genevieve Owens (gowens@wrl.org) with concerns about this decision or ideas about ways to develop new, more useful newspaper indexes.

### Prices of Other Media

The U.S. nonprint media index (former Table 9) does not appear this year. Those wishing historical information can find data for 1997 and 1998, indexed to a base of 1980, in the 2001 edition of the *Bowker Annual*. The database, compiled in previous years by Dana Alessi, collected information from titles reviewed in *Booklist*, *Library Journal*, *School Library Journal*, and *Video Librarian*.

The CD-ROM price inventory that formerly appeared as Table 10 also has been discontinued. As with U.S. Serials Services, many of the titles that were published in CD-ROM format have migrated to Web editions. Additionally, the changes from single workstation pricing to network pricing or site licenses made tracking of the prices for this category of material difficult.

The LMPI Editorial Board has been working on developing a price index for electronic journals. Factors hindering progress in this area include, but are not limited to, the continued volatility of pricing models, consortial pricing, and institution-specific package deals. The Association of Research Libraries is also considering ways to gather this important economic data for libraries.

### Foreign Prices

Exchange rates were closely watched during 2008. The dollar proved much stronger against the euro, the pound, and the Canadian dollar compared with 2007. However, the dollar lost ground against the Japanese yen. Continued inflation of book and serials prices may offset this slight advantage in currency exchange.

| Dates  | 11/23/03* | 12/31/04** | 12/31/05** | 12/31/06** | 12/30/07** | 12/31/08** |
|--------|-----------|------------|------------|------------|------------|------------|
| Canada | 1.2958    | 1.1880     | 1.1680     | 1.1720     | .9990      | 1.1910     |
| Euro   | 0.7913    | 0.7530     | 0.8470     | 0.7590     | .6800      | .7310      |
| U.K.   | 0.5478    | 0.5240     | 0.5820     | 0.5120     | .4860      | .6570      |
| Japan  | 106.2700  | 103.1100   | 117.9400   | 119.5300   | 110.8800   | 92.6500    |

\* Data from the regional Federal Reserve Bank of St. Louis (<http://www.stls.frb.org/fred/data/exchange.html>).

\*\* Data from Financial Management Services, U.S. Treasury Department (<http://fms.treas.gov/intn.html>). The change is due to the Federal Reserve Bank of St. Louis no longer reporting Euro to U.S. and U.K. to U.S. rates.

The foreign price index that follows is British Academic Books (Table 9). Tables showing prices for Latin American Periodicals, German academic books, German academic periodicals, and Dutch English-language periodicals have not been updated and are not included in this volume. Please refer to earlier editions of the *Bowker Annual* for historical information.

### **British Prices**

The price index for British academic books (Table 9) is compiled by Curt Holleman from information supplied by Blackwell's Book Services. This index is being repeated from last year because current pricing was not available at the time this publication was being produced. Information concerning this index is available in the 2008 edition of the *Bowker Annual*.

### **Using the Price Indexes**

Librarians are encouraged to monitor trends in the publishing industry and changes in economic conditions when preparing budget forecasts and projections. The ALA ALCTS Library Materials Price Index Editorial Board endeavors to make information on publishing trends readily available by sponsoring the annual compilation and publication of price data contained in Tables 1 to 9. The indexes cover newly published library materials and document prices and rates of percent changes at the national and international level. They are useful benchmarks against which local costs can be compared, but because they reflect retail prices in the aggregate, they are not a substitute for cost data that reflect the collecting patterns of individual libraries, and they are not a substitute for specific cost studies.

Differences between local prices and those found in national indexes arise partially because these indexes exclude discounts, service charges, shipping and handling fees, and other costs that the library might incur. Discrepancies may also relate to a library's subject coverage; mix of titles purchased, including both current and backfiles; and the proportion of the library's budget expended on domestic or foreign materials. These variables can affect the average price paid by an individual library, although the individual library's rate of increase may not differ greatly from the national indexes.

LMPI is interested in pursuing studies that would correlate a particular library's costs with the national prices. The group welcomes interested parties to its meetings at ALA Annual and Midwinter conferences.

The LMPI Editorial Board consists of compilers Catherine Barr, Ajaye Bloomstone, Stephen Bosch, Stephanie Braunstein, Brenda Dingley, Virginia Gilbert, Curt Holleman, Frederick Lynden, Janet Belanger Morrow, Genevieve S. Owens, and editor Narda Tafuri.

**Table 9 / British Academic Books: Average Prices and Price Indexes, 2005–2007**  
Index Base: 1985 = 100: prices listed are pounds sterling

| Subject Area                           | 1985          |               | 2005          |               |       | 2006          |               |       | 2007          |               |       |
|--|---------------|---------------|---------------|---------------|-------|---------------|---------------|-------|---------------|---------------|-------|
|  | No. of Titles | Average Price | No. of Titles | Average Price | Index | No. of Titles | Average Price | Index | No. of Titles | Average Price | Index |
| General works                          | 29            | £30.54        | 26            | £33.59        | 110.0 | 33            | £43.04        | 140.9 | 34            | 39.86         | 130.5 |
| Fine arts                              | 329           | 21.70         | 603           | 29.94         | 138.0 | 456           | 32.68         | 150.6 | 457           | 32.12         | 148.0 |
| Architecture                           | 97            | 20.68         | 199           | 36.38         | 175.9 | 152           | 44.31         | 214.3 | 179           | 41.68         | 201.5 |
| Music                                  | 136           | 17.01         | 134           | 38.44         | 226.0 | 141           | 37.73         | 221.8 | 181           | 42.49         | 249.8 |
| Performing arts except music           | 110           | 13.30         | 290           | 31.42         | 236.2 | 277           | 36.60         | 275.2 | 271           | 40.05         | 301.1 |
| Archaeology                            | 146           | 18.80         | 129           | 40.87         | 217.4 | 104           | 39.61         | 210.7 | 107           | 48.71         | 259.1 |
| Geography                              | 60            | 22.74         | 55            | 50.01         | 219.9 | 29            | 50.50         | 222.1 | 35            | 56.10         | 246.7 |
| History                                | 1,123         | 16.92         | 1,198         | 36.02         | 212.9 | 1,031         | 40.54         | 239.6 | 1,077         | 40.91         | 241.8 |
| Philosophy                             | 127           | 18.41         | 359           | 43.54         | 236.5 | 388           | 45.45         | 246.9 | 385           | 46.90         | 254.8 |
| Religion                               | 328           | 10.40         | 601           | 40.00         | 384.6 | 667           | 40.85         | 392.8 | 684           | 40.93         | 393.6 |
| Language                               | 135           | 19.37         | 292           | 45.68         | 235.8 | 268           | 49.25         | 254.3 | 257           | 49.28         | 254.4 |
| Miscellaneous humanities               | 59            | 21.71         | 37            | 37.92         | 174.7 | 42            | 34.84         | 160.5 | 20            | 25.91         | 119.3 |
| Literary texts                         | 570           | 9.31          | 1,138         | 14.68         | 157.7 | 1,046         | 16.14         | 173.4 | 1,000         | 15.22         | 163.5 |
| Literary criticism                     | 438           | 14.82         | 619           | 43.62         | 294.3 | 545           | 44.46         | 300.0 | 680           | 46.58         | 314.3 |
| Law                                    | 188           | 24.64         | 674           | 63.17         | 256.4 | 614           | 62.42         | 253.3 | 683           | 67.41         | 273.6 |
| Library science and book trade         | 78            | 18.69         | 65            | 40.65         | 217.5 | 79            | 45.47         | 243.3 | 73            | 45.27         | 242.2 |
| Mass communications                    | 38            | 14.20         | 170           | 41.68         | 293.5 | 180           | 42.42         | 298.7 | 151           | 44.67         | 314.6 |
| Anthropology and ethnology             | 42            | 20.71         | 72            | 50.57         | 244.2 | 51            | 49.73         | 240.1 | 80            | 47.51         | 229.4 |
| Sociology                              | 136           | 15.24         | 276           | 47.74         | 313.3 | 238           | 50.55         | 331.7 | 239           | 49.86         | 327.2 |
| Psychology                             | 107           | 19.25         | 156           | 42.56         | 221.1 | 191           | 47.02         | 244.3 | 161           | 48.25         | 250.6 |
| Economics                              | 334           | 20.48         | 603           | 56.20         | 274.4 | 542           | 58.44         | 285.4 | 491           | 62.03         | 302.9 |
| Political science and intl. relations  | 314           | 15.54         | 879           | 46.23         | 297.5 | 813           | 48.23         | 310.4 | 839           | 50.23         | 323.2 |
| Miscellaneous social sciences          | 20            | 26.84         | 33            | 65.90         | 245.5 | 33            | 54.06         | 201.4 | 43            | 60.37         | 224.9 |
| Military science                       | 83            | 17.69         | 58            | 40.48         | 228.8 | 85            | 49.24         | 278.3 | 85            | 46.20         | 261.2 |
| Sports and recreation                  | 44            | 11.23         | 131           | 37.23         | 331.5 | 143           | 38.48         | 342.7 | 103           | 39.86         | 354.9 |
| Social service                         | 56            | 12.17         | 99            | 40.41         | 332.0 | 101           | 36.79         | 302.3 | 94            | 42.90         | 352.5 |
| Education                              | 295           | 12.22         | 429           | 38.92         | 318.5 | 449           | 44.54         | 364.5 | 425           | 45.59         | 373.1 |
| Management and business administration | 427           | 19.55         | 890           | 47.74         | 244.2 | 870           | 49.19         | 251.6 | 812           | 49.33         | 252.3 |
| Miscellaneous applied social studies   | 13            | 9.58          | 28            | 39.90         | 416.5 | 28            | 45.14         | 471.2 | 33            | 47.09         | 491.5 |

|                                       |       |        |        |        |       |        |        |       |        |        |       |
|---------------------------------------|-------|--------|--------|--------|-------|--------|--------|-------|--------|--------|-------|
| Criminology                           | 45    | 11.45  | 150    | 43.17  | 377.0 | 134    | 44.37  | 387.5 | 141    | 44.22  | 386.2 |
| Applied inter-discip. soc. studies    | 254   | 14.17  | 595    | 47.20  | 333.1 | 581    | 50.61  | 357.2 | 563    | 52.30  | 369.1 |
| General science                       | 43    | 13.73  | 59     | 38.57  | 280.9 | 39     | 39.98  | 291.2 | 39     | 47.84  | 348.4 |
| Botany                                | 55    | 30.54  | 38     | 53.26  | 174.4 | 27     | 63.40  | 207.6 | 19     | 68.37  | 223.9 |
| Zoology                               | 85    | 25.67  | 51     | 59.64  | 232.3 | 42     | 51.95  | 202.4 | 35     | 52.38  | 204.1 |
| Human biology                         | 35    | 28.91  | 45     | 50.65  | 175.2 | 35     | 52.25  | 180.7 | 27     | 49.59  | 171.5 |
| Biochemistry                          | 26    | 33.57  | 19     | 69.10  | 205.8 | 21     | 63.67  | 189.7 | 14     | 67.43  | 200.9 |
| Miscellaneous biological sciences     | 152   | 26.64  | 138    | 54.08  | 203.0 | 130    | 57.76  | 216.8 | 117    | 54.79  | 205.7 |
| Chemistry                             | 109   | 48.84  | 70     | 69.91  | 143.1 | 60     | 64.10  | 131.2 | 54     | 87.53  | 179.2 |
| Earth sciences                        | 87    | 28.94  | 87     | 63.34  | 218.9 | 92     | 60.86  | 210.3 | 71     | 64.09  | 221.5 |
| Astronomy                             | 43    | 20.36  | 74     | 42.92  | 210.8 | 73     | 47.59  | 233.7 | 68     | 41.73  | 205.0 |
| Physics                               | 76    | 26.58  | 185    | 56.22  | 211.5 | 165    | 53.87  | 202.7 | 96     | 54.92  | 206.6 |
| Mathematics                           | 123   | 20.20  | 225    | 49.39  | 244.5 | 203    | 44.41  | 219.9 | 154    | 49.55  | 245.3 |
| Computer sciences                     | 150   | 20.14  | 142    | 41.49  | 206.0 | 123    | 37.49  | 186.1 | 133    | 38.73  | 192.3 |
| Inter-disciplinary technical fields   | 38    | 26.14  | 36     | 51.61  | 197.4 | 42     | 55.02  | 210.5 | 51     | 57.39  | 219.5 |
| Civil engineering                     | 134   | 28.68  | 128    | 80.38  | 280.3 | 126    | 80.40  | 280.3 | 115    | 75.02  | 261.6 |
| Mechanical engineering                | 27    | 31.73  | 24     | 54.62  | 172.1 | 30     | 78.76  | 248.2 | 18     | 66.38  | 209.2 |
| Electrical and electronic engineering | 100   | 33.12  | 126    | 65.63  | 198.2 | 113    | 59.21  | 178.8 | 123    | 61.66  | 186.2 |
| Materials science                     | 54    | 37.93  | 48     | 90.58  | 238.8 | 38     | 97.71  | 257.6 | 47     | 93.64  | 246.9 |
| Chemical engineering                  | 24    | 40.48  | 30     | 77.60  | 191.7 | 21     | 79.59  | 196.6 | 15     | 72.93  | 180.2 |
| Miscellaneous technology              | 217   | 36.33  | 286    | 54.89  | 151.1 | 279    | 55.48  | 152.7 | 251    | 55.64  | 153.2 |
| Food and domestic science             | 38    | 23.75  | 90     | 30.98  | 130.4 | 78     | 34.13  | 143.7 | 88     | 28.05  | 118.1 |
| Non-clinical medicine                 | 97    | 18.19  | 181    | 43.80  | 240.8 | 234    | 38.64  | 212.4 | 178    | 47.78  | 262.7 |
| General medicine                      | 73    | 21.03  | 87     | 50.53  | 240.2 | 65     | 54.02  | 256.9 | 53     | 55.00  | 261.5 |
| Internal medicine                     | 163   | 27.30  | 185    | 60.74  | 222.5 | 185    | 57.74  | 211.5 | 149    | 60.01  | 219.8 |
| Psychiatry and mental disorders       | 71    | 17.97  | 238    | 34.42  | 191.5 | 225    | 38.23  | 212.7 | 170    | 39.88  | 221.9 |
| Surgery                               | 50    | 29.37  | 57     | 67.95  | 231.4 | 58     | 62.31  | 212.2 | 37     | 69.51  | 236.7 |
| Miscellaneous medicine                | 292   | 22.08  | 318    | 49.31  | 223.3 | 274    | 51.28  | 232.2 | 289    | 51.50  | 233.2 |
| Dentistry                             | 20    | 19.39  | 17     | 34.86  | 179.8 | 19     | 51.41  | 265.1 | 15     | 49.23  | 253.9 |
| Pharmacy*                             | n.a.  | n.a.   | 5      | 29.79  | n.a.  | 9      | 41.05  | n.a.  | 9      | 73.21  | na    |
| Nursing                               | 71    | 8      | 105    | 29.42  | 367.8 | 106    | 25.11  | 313.9 | 86     | 28.00  | 350.0 |
| Agriculture and forestry              | 78    | 23.69  | 63     | 48.47  | 204.6 | 56     | 47.95  | 202.4 | 52     | 57.94  | 244.6 |
| Animal husbandry and vet. medicine    | 34    | 20.92  | 59     | 43.88  | 209.8 | 53     | 48.59  | 232.3 | 46     | 55.67  | 266.1 |
| Natural resources and conservation    | 58    | 22.88  | 50     | 60.39  | 263.9 | 62     | 57.10  | 249.6 | 60     | 52.74  | 230.5 |
| Total, All Books (NT)                 | 9,049 | £19.07 | 14,260 | £43.37 | 227.4 | 13,400 | £45.09 | 236.4 | 13,065 | £46.39 | 243.3 |

\* New category introduced in 2001.  
 Last year's average price was £45.09 and the overall inflation rate is 2.9%.  
 n.a. = not available