

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.

The U.S. Consumer Price Index (CPI) increased 3.0 percent in 2011. This is the highest increase seen since 2007. Other indexes such as household energy, electricity, fuel oil, food, and apparel also experienced significant increases over 2010. During 2011 the average prices of serials, legal serials services, and British academic books saw the highest increases. Along with U.S. college books these categories all outperformed the CPI. In contrast, U.S. hardcover books, trade paperbacks, audiobooks, and e-books experienced dramatic declines in price. Mass market paperbacks did a little better but still underperformed the CPI. CPI data are obtained from the Bureau of Labor Statistics Web site at <http://www.bls.gov>.

The U.S. Periodicals Price Index (USPPI) (Table 1) has not been updated and is being repeated again from its initial publication in the 2010 article. It is hoped that this index will be re-established and made available in the future. Percent changes in average prices from previous years are noted in the chart below under the category "Periodicals."

The new Table 8 established last year by compiler Stephen Bosch has been continued in this year's article. The table, Average Price of Serials, is based on titles in select serials indexes and shows average price trends from 2008 through 2012. The table is based on titles indexed in ISI Arts and Humanities Citation Index, ISI Science Citation Index, ISI Social Sciences Citation Index, EBSCO Academic Search Complete, and EBSCO Masterfile Premier. It differs from the data that appear in the U.S. Periodicals Price Index (USPPI) by its inclusion of foreign serials prices as well as by using approximately three times the number of serials in its compilation. Changes in average prices from previous years are noted in the chart below under the category "Serials."

The Legal Serials Services Index (LSSI) established last year appears again this year as Table 2. The base year for this table is 2009. The British Academic Book index, also re-established last year, continues this year as Table 9.

A new index, U.S. E-Books, established by compiler Catherine Barr, is being introduced to track the general price trends of e-books. Data for this new index are being provided by Baker & Taylor. Changes in average prices for this index are noted in the chart below under the category "E-Books." Table 4A, "North American Academic E-Books" covers only those titles treated for academic library approval plan customers by Coutts Information Services and YBP Library Services. Changes in average prices for Table 4A are noted in the chart below under the category "Academic E-Books."

Readers should note that the data source for the North American Academic Books Index changed in 2009 and that this table is being indexed using combined

Table 1 / U.S. Periodicals: Average Prices and Price Indexes, 2008–2010
Index Base: 1984 = 100

Subject Area	1984	2008		2009		2010	
	Average Price	Average Price	Index	Average Price	Index	Average Price	Index
U.S. periodicals excluding Russian translations	\$54.97	\$436.90	794.8	\$467.82	851.1	\$497.63	905.3
U.S. periodicals including Russian translations	72.47	559.96	772.7	603.85	833.3	642.62	886.8
Agriculture	24.06	169.99	706.5	181.40	754.0	201.60	837.9
Business and economics	38.87	245.27	631.0	263.64	678.3	287.64	740.0
Chemistry and physics	228.90	2,333.37	1,019.4	2,482.16	1,084.4	2,622.14	1,145.5
Children's periodicals	12.21	29.98	245.5	33.43	273.8	35.87	293.8
Education	34.01	240.80	708.0	258.73	760.8	276.33	812.5
Engineering	78.70	688.98	875.5	734.14	932.8	786.72	999.6
Fine and applied arts	26.90	84.94	315.8	89.40	322.4	94.10	349.8
General interest periodicals	27.90	60.11	215.5	63.91	239.1	66.70	239.1
History	23.68	106.55	450.0	113.94	481.2	123.57	521.8
Home economics	37.15	225.51	549.5	246.26	600.1	260.64	635.1
Industrial arts	30.40	170.51	560.9	172.22	566.5	188.27	619.3
Journalism and communications	39.25	182.41	464.8	192.89	491.4	210.49	536.3
Labor and industrial relations	29.87	201.12	673.3	220.96	739.8	234.50	785.1
Law	31.31	141.02	450.4	149.04	476.0	157.88	504.2
Library and information sciences	38.85	161.15	414.8	172.63	444.4	179.80	462.8
Literature and language	23.02	96.35	418.5	102.92	447.1	109.32	474.9
Mathematics, botany, geology, general science	106.56	925.61	868.6	991.88	930.8	1,024.13	961.1
Medicine	125.57	1,224.41	975.1	1,317.81	1,049.5	1,427.56	1,136.9
Philosophy and religion	21.94	99.33	452.8	107.44	489.7	117.24	534.3
Physical education and recreation	20.54	81.79	398.2	87.73	427.1	91.48	445.4
Political science	32.43	241.37	744.3	261.05	805.0	273.80	844.3
Psychology	69.74	631.79	905.9	686.52	984.4	726.87	1,042.3
Russian translations	381.86	3,080.51	806.7	3,390.04	887.8	3,580.13	937.6
Sociology and anthropology	43.87	367.59	837.9	400.08	912.0	432.76	986.5
Zoology	78.35	911.89	1,163.9	980.66	1,251.6	1,047.35	1,336.8
Total number of periodicals							
Excluding Russian translations	3,731	3,728		3,728		3,728	
Including Russian translations	3,942	3,910		3,910		3,912	

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

data from Coutts Information Services and YBP Library Services. Prior years' data may not be applicable if compared with those presented with this year's table.

Index	Percent Change				
	2007	2008	2009	2010	2011
CPI	4.1	0.1	2.7	1.5	3.0
Periodicals	7.2	8.0	6.4	n.a.	n.a.
Legal serials services	n.a.	n.a.	n.a.	3.5	11.0
*Hardcover books	-39.00	2.81	0.34	5.54	1.07
+Academic books	1.1	3.9	-1.2	12.4	n.a.
+Academic e-books	n.a.	13.1	-18.4	13.7	n.a.
+Textbooks	n.a.	2.8	1.7	0.7	n.a.
College books	0.47	3.3	4.1	-2.3	4.6
*Mass market paperbacks	0.47	1.56	3.08	1.94	2.05
*Trade paperbacks	27.29	-9.75	-0.41	7.30	-12.08
*Audiobooks	8.44	11.39	9.88	-1.19	-4.25
E-books	n.a.	n.a.	-22.80	-6.07	-34.29
Serials	n.a.	7.7	8.3	3.8	9.2
British academic books	n.a.	n.a.	n.a.	-1.8	14.7

n.a. = not available

* = figures revised based on BISAC categories

+Beginning with 2009, new data source

U.S. Published Materials

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

Periodical and Serials Prices

The LMPI Committee and Swets Information Services jointly produced the U.S. Periodicals Price Index (Table 1). The subscription prices shown are publishers' list prices, excluding publisher discount or vendor service charges. This report includes 2008, 2009 and 2010 data indexed to the base year of 1984. Table 1 is compiled by Brenda Dingley using data provided by Swets Information Services. This index is being repeated from last year. It is hoped that an updated table will appear in next year's *Library and Book Trade Almanac*.

More extensive reports from 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 Legal Serials Services Index (Table 2) was compiled by Ajaye Bloomstone using data collected from a number of different legal serials vendors. The base year for this index is 2009. This index presents price data covering the years

2009 through 2012. Vendors were asked to provide cost data on particular titles with the assumption that the title/set has been held by a large academic research law library, and the cost recorded in the index is that for upkeep of the title in question, *not* the cost incurred with purchasing a new set.

Table 2 / Legal Serials Services: Average Prices and Price Indexes, 2009–2012
Index Base: 2009 = 100

Year	Number of Titles	Average Price	Percent Change	Index
2009	217	\$1,658.20	n.a.	100.0
2010	217	1,716.30	3.5	103.5
2011	217	1,905.20	11.0	114.9
2012	217	2,020.83	6.1	124.1

Finding serials publications available in print is challenging now and will undoubtedly become more challenging in the future as more of these publications migrate to an electronic-only status. Because the type of serial publication that is being tracked for this index is most commonly found in library collections—and not in private collections—vendors may be more likely to discontinue the print versions in favor of electronic versions. As the pool of available print titles becomes even smaller than it is now, there is concern that meaningful comparisons will become more difficult to make. Two titles used through 2011 have been discontinued, and one is no longer available in print. Titles in the same subject area have been substituted, trying to match the original titles' costs as closely as possible. The use of a new base year (2009) for this index shows smaller dollar amounts for the average costs than the previous base year used, in part because some of the more expensive materials may have already migrated to an electronic-only format. This lower dollar amount also reflects a smaller sample available.

As in the past, legal serials services titles were selected on the basis of their format: print, with the same continuing titles being tracked over time. In many cases, especially for U.S. state statutes and codes, there may be little or no consistency in the number of new volumes/revised volumes/updates/etc. that are published for any one title from any given year to the next, so the cost of those items may well bear no resemblance to the cost of the previous year(s).

Book Prices

Tables 3 (hardcover books), 6 (mass market paperbacks), 7 (other—trade—paperbacks), 7A (audiobooks), and new table 7B (e-books), prepared by Catherine Barr, are derived from data provided by book wholesaler Baker & Taylor. Figures for 2010 are revised to reflect late updates to the Baker & Taylor database (publishers were still adding 2010 titles in early 2011); the 2011 figures given here may be similarly revised in next year's tables and should be considered preliminary. These five tables use the Book Industry Study Group's BISAC categories; for more information on the BISAC categories, visit <http://www.bisg.org>.

Average book prices were again mixed in 2011. List prices for hardcovers (Table 3) rose only 1.07 percent after a climb of 5.54 percent in 2010. Mass market paperback prices (Table 6) continued their slow but steady increase, rising another 2.05 percent. In contrast, trade paperback prices (Table 7) lost ground

in 2011, declining 12.08 percent after a surprising jump of 7.30 percent in 2010. Audiobook prices (Table 7A) saw drops of 1.19 percent in 2010 and 4.25 percent in 2011. And e-book prices (Table 7B) varied dramatically by category in 2011, with the children's and YA categories seeing large increases (up 43.49 percent and 75.33 percent, respectively), while other important categories such as fiction (down 24.79 percent) showed declines. There was an overall decrease of 34.29 percent in 2011.

The North American Academic Books Price Indexes (Tables 4, 4A, and 4B) are prepared by Stephen Bosch. The current version of North American Academic Books: Average Prices and Price Indexes 2008–2010 (Table 4) should not be compared with the versions published in 2009 or prior years. The North American Academic Books Price Index (NAABPI) now contains many more titles in the source data, which has impacted the index considerably. (In 2010 Blackwell Book Services was purchased by YBP Library Services. Blackwell and YBP had been the data sources for the index. Starting with 2009, the data sources will now be Coutts Information Services and YBP. The index was reconstructed back to 2007 using data from Coutts Information Services and YBP.) The year-to-year comparisons from 2007 onward are now based on this new data model, and the changes in price and number of titles are not as dramatic as when looking at comparable data in the indexes that were published prior to 2009.

There was a significant increase in the overall average price for books in the NAABPI for 2010 when compared with 2009. The average price of these books increased to \$89.15 (2010) from \$79.32 (2009), a 12 percent increase. The number of titles in the index remained relatively the same but the costs went up significantly. This index looks at all titles treated by approval book vendors including e-books, which have seen substantial price gains in 2010. This has affected the overall average price of North American Academic Books.

Since 2008 two additional indexes have been available, one for academic e-books only (Table 4A) and another for textbooks (Table 4B). Both of these indexes are of high interest to users and, based on that input, the indexes will continue to be published with the base index year set to 2007. In the academic market, it has always been assumed that e-books are more expensive than their print counterparts. Users might be surprised to find that the \$9.95 versions of e-books, available to consumers through channels such as Amazon and the Apple Store are not available to libraries. The new index clearly points out the difference in price—the average price of an e-book in 2010 climbed to \$116.25 while the average price for all books was \$89.15. The average price for a print book dropped to \$69.73. The price for e-books is not that surprising as most pricing models for academic e-books generally charge a large percentage of list print price for multiuser access to e-books. Responding to customer demands, vendors offer multiple platforms and pricing models for e-books; consequently there can be multiple prices for the same title. Only the first instance of a unique ISBN is included in the data, so if the same book was treated by a vendor from one e-book aggregator and then treated again from another aggregator, only the first instance of the e-book is in the index. Because electronic access is where the market is going, it is appropriate to have e-books as a separate index. It is also important to note that the e-book market is rapidly changing. This is reflected in the large swing in numbers of titles between

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Table 3 / Hardcover Books: Average Prices and Price Indexes, 2008–2011
Index Base: 2005 = 100

BISAC Category	2005	2008 Final			2009 Final			2010 Final			2011 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$71.07	195	\$80.84	113.7	159	\$46.98	66.1	179	\$51.44	72.4	152	\$53.64	75.5
Architecture	66.99	853	77.54	115.7	842	84.46	126.1	742	85.52	127.7	700	79.24	118.3
Art	62.33	1,681	84.79	136.0	1,688	75.13	120.5	1,687	71.53	114.8	1,678	75.03	120.4
Bibles	48.05	191	49.19	102.4	165	46.32	96.4	185	37.50	78.0	220	47.92	99.7
Biography and autobiography	46.20	1,714	57.55	124.6	1,652	50.08	108.4	1,658	53.41	115.6	1,588	50.66	109.7
Body, mind and spirit	26.76	233	26.12	97.6	194	27.60	103.1	177	36.91	137.9	136	30.38	113.5
Business and economics	120.56	3,581	134.29	111.4	3,913	123.46	102.4	3,977	134.61	111.7	4,127	132.21	109.7
Children	23.14	13,235	27.35	118.2	12,396	25.01	108.1	11,675	24.63	106.4	11,277	26.79	115.8
Comics and graphic novels	32.75	462	32.65	99.7	732	32.07	97.9	679	31.51	96.2	753	35.13	107.3
Computers	113.07	731	146.42	129.5	786	155.86	137.8	834	138.53	122.5	912	136.22	120.5
Cooking	28.68	1,015	29.99	104.6	814	29.54	103.0	1,016	30.91	107.8	956	29.65	103.4
Crafts and hobbies	28.82	267	27.57	95.7	237	29.94	103.9	217	33.28	115.5	216	30.70	106.5
Design	59.41	358	62.22	104.7	331	66.52	112.0	435	76.59	128.9	447	68.78	115.8
Drama	60.81	192	53.65	88.2	81	83.00	136.5	133	42.91	70.6	94	51.89	85.3
Education	95.10	1,330	111.90	117.7	1,392	105.56	111.0	1,345	117.59	123.6	1,397	118.46	124.6
Family and relationships	25.37	301	29.37	115.8	296	33.57	132.3	277	32.24	127.1	195	31.69	124.9
Fiction	28.37	4,976	29.03	102.3	4,556	28.78	101.4	4,464	32.20	113.5	4,169	29.61	104.4
Foreign language study	116.89	146	110.68	94.7	120	132.01	112.9	123	132.47	113.3	140	119.03	101.8
Games	32.07	145	39.16	122.1	167	37.48	116.9	163	52.07	162.4	96	36.63	114.2
Gardening	38.20	149	42.41	111.0	140	36.98	96.8	118	36.42	95.3	114	41.58	108.8
Health and fitness	54.05	449	61.08	113.0	356	50.78	94.0	309	48.51	89.8	326	61.99	114.7
History	88.17	4,795	87.46	99.2	4,687	84.41	95.7	4,927	82.65	93.7	4,618	83.49	94.7
House and home	31.51	117	40.85	129.6	113	40.44	128.3	90	44.61	141.6	93	38.00	120.6
Humor	19.00	241	20.42	107.5	229	20.24	106.5	221	21.94	115.5	195	19.66	103.5

Language arts and disciplines	120.71	1,300	133.45	110.6	1,485	131.36	108.8	1,613	117.67	97.5	1,541	116.38	96.4
Law	155.28	1,516	163.59	105.4	1,515	166.60	107.3	1,714	174.48	112.4	1,788	175.61	113.1
Literary collections	74.92	383	89.75	119.8	373	90.08	120.2	325	83.49	111.4	340	89.90	120.0
Literary criticism	123.84	1,707	106.08	85.7	1,903	108.05	87.2	1,955	117.63	95.0	2,053	119.86	96.8
Mathematics	144.88	916	127.81	88.2	895	117.08	80.8	1,028	133.23	92.0	1,079	128.77	88.9
Medical	156.54	3,076	154.91	99.0	2,924	165.92	106.0	3,153	171.13	109.3	3,096	163.77	104.6
Music	77.63	485	69.34	89.3	520	77.34	99.6	502	87.84	113.2	500	87.87	113.2
Nature	67.75	435	62.58	92.4	411	65.83	97.2	377	74.89	110.5	402	74.04	109.3
Performing arts	71.74	618	81.63	113.8	540	80.97	112.9	531	76.27	106.3	578	80.06	111.6
Pets	25.45	181	29.39	115.5	176	25.04	98.4	138	24.66	96.9	123	20.79	81.7
Philosophy	127.22	973	98.56	77.5	990	93.78	73.7	1,044	108.93	85.6	1,052	98.77	77.6
Photography	56.77	882	82.64	145.6	805	81.82	144.1	800	107.99	190.2	837	60.53	106.6
Poetry	36.58	339	42.50	116.2	293	45.48	124.3	294	40.76	111.4	241	39.62	108.3
Political science	103.39	2,492	97.13	93.9	2,698	108.10	104.6	2,671	110.32	106.7	2,687	106.94	103.4
Psychology	93.85	1,063	101.94	108.6	1,031	104.29	111.1	1,138	109.85	117.0	1,082	112.89	120.3
Reference	202.23	613	290.72	143.8	558	274.83	135.9	541	302.69	149.7	499	384.00	189.9
Religion	62.29	2,449	68.04	109.2	2,353	72.64	116.6	2,590	80.88	129.8	2,466	78.01	125.2
Science	203.44	3,171	204.74	100.6	3,161	190.41	93.6	3,557	192.20	94.5	3,590	189.92	93.4
Self-help	22.43	322	25.67	114.4	311	21.51	95.9	257	27.11	120.9	197	23.43	104.5
Social science	96.17	2,948	97.93	101.8	3,019	102.73	106.8	3,027	100.47	104.5	3,158	103.02	107.1
Sports and recreation	38.77	746	41.47	107.0	619	38.66	99.7	652	41.23	106.3	635	44.70	115.3
Study aids	105.28	17	78.49	74.6	24	114.64	108.9	17	101.54	96.4	19	100.59	95.5
Technology and engineering	187.80	2,145	158.80	84.6	2,439	160.83	85.6	2,455	164.66	87.7	2,770	164.03	87.3
Transportation	68.68	312	64.24	93.5	245	75.98	110.6	292	84.28	122.7	315	59.90	87.2
Travel	37.11	457	34.80	93.8	384	41.22	111.1	367	41.32	111.3	332	42.80	115.3
True crime	29.28	94	26.32	89.9	93	29.36	100.3	67	34.83	119.0	73	31.08	106.1
Young adult	50.17	2,256	49.41	98.5	2,466	37.38	74.5	2,653	35.99	71.7	2,561	37.07	73.9
Totals	\$80.36	69,253	\$84.55	105.2	68,277	\$84.84	105.6	69,389	\$89.54	111.4	68,613	\$90.50	112.6

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

Table 4 / North American Academic Books: Average Prices and Price Indexes 2008–2010
(Index Base: 1989 = 100)

Subject Area	LC Class	1989		2008		2009		2010			
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	% Change 2009–2010	Index
Agriculture	S	897	\$45.13	1,295	\$96.70	1,253	\$98.24	1,139	\$107.44	9.4	238.1
Anthropology	GN	406	32.81	515	77.29	488	73.55	609	91.96	25.0	280.3
Botany	QK	251	69.02	272	172.18	286	118.52	260	125.84	6.2	182.3
Business and economics	H	5,979	41.67	9,852	92.69	10,070	89.33	10,916	97.31	8.9	233.5
Chemistry	QD	577	110.61	621	222.95	562	225.48	667	223.03	-1.1	201.6
Education	L	1,685	29.61	4,314	70.83	4,295	75.75	4,688	86.47	14.2	292.0
Engineering and technology	T	4,569	64.94	7,363	121.74	7,137	124.72	6,913	133.45	7.0	205.5
Fine and applied arts	M-N	3,040	40.72	6,767	54.17	6,647	54.07	5,535	57.17	5.7	140.4
General works	A	333	134.65	133	72.42	116	57.09	80	75.60	32.4	56.1
Geography	G	396	47.34	1,108	100.87	1,124	102.13	1,144	104.98	2.8	221.8
Geology	QE	303	63.49	318	123.68	278	125.35	276	114.34	-8.8	180.1
History	C-D-E-F	5,549	31.34	10,380	59.10	10,415	55.98	10,079	65.29	16.6	208.3
Home economics	TX	535	27.10	1,153	41.74	961	42.85	812	44.35	3.5	163.7
Industrial arts	TT	175	23.89	246	40.89	281	38.05	265	52.60	38.2	220.2
Law	K	1,252	51.10	4,119	103.47	4,522	113.24	4,596	125.35	10.7	245.3
Library and information science	Z	857	44.51	705	77.00	738	86.67	636	90.18	4.1	202.6
Literature and language	P	10,812	24.99	18,368	45.69	19,707	48.32	19,364	57.31	18.6	229.3
Mathematics and computer science	QA	2,707	44.68	4,204	101.69	3,902	103.90	3,965	103.85	-0.0	232.4
Medicine	R	5,028	58.38	9,089	109.35	8,603	101.97	8,679	112.66	10.5	193.0
Military and naval science	U-V	715	33.57	872	63.21	849	62.51	773	79.99	27.9	238.3
Philosophy and religion	B	3,518	29.06	7,522	65.79	7,574	67.91	7,386	81.75	20.4	281.3
Physical education and recreation	GV	814	20.38	1,728	49.51	1,807	49.75	1,788	56.03	12.6	274.9
Physics and astronomy	QB	1,219	64.59	1,522	134.91	1,551	138.92	1,627	128.36	-7.6	198.7
Political science	J	1,650	36.76	3,167	88.21	3,196	85.12	3,549	99.70	17.1	271.2
Psychology	BF	890	31.97	1,499	71.82	1,626	63.97	1,730	76.65	19.8	239.7
Science (general)	Q	433	56.10	515	106.31	552	122.02	631	108.40	-11.2	193.2
Sociology	HM	2,742	29.36	6,199	76.44	6,240	73.58	6,666	88.75	20.6	302.3
Zoology	QH,L,P,R	1,967	71.28	2,964	138.00	2,973	126.24	3,029	140.26	11.1	196.8
Average for all subjects		59,299	\$41.69	106,810	\$80.25	107,753	\$79.32	107,802	\$89.15	12.4	213.8

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Coutts Information Services, and YBP Library Services. The data represents all titles (includes hardcover, trade, and paperback books, as well as annuals) 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 4A / North American Academic E-Books: Average Prices and Price Indexes 2007–2010
(Index Base: 2007 = 100)

Subject Area	LC Class	2007		2008		2009		2010			
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	% Change 2009–2010	Index
Agriculture	S	894	\$128.59	600	\$158.42	1,416	\$141.69	697	\$168.73	19.1	131.2
Anthropology	GN	382	105.28	197	117.18	521	87.65	385	109.96	25.4	104.4
Botany	QK	287	168.18	191	244.50	347	167.31	190	175.23	4.7	104.2
Business and economics	H	9,807	97.25	5,892	105.84	12,542	87.02	8,481	102.87	18.2	105.8
Chemistry	QD	934	213.76	537	262.82	1,559	244.65	521	232.57	-4.9	108.8
Education	L	2,565	107.62	1,425	118.84	3,650	84.24	2,852	99.96	18.7	92.9
Engineering and technology	T	7,176	133.60	4,032	159.82	9,128	142.86	4,976	152.33	6.6	114.0
Fine and applied arts	M-N	1,141	84.30	924	86.89	2,174	70.91	1,493	83.35	17.5	98.9
General works	A	60	107.85	28	140.81	83	81.79	53	89.13	9.0	82.6
Geography	G	888	132.67	542	138.69	1,308	109.83	829	117.83	7.3	88.8
Geology	QE	201	136.49	187	172.39	358	135.90	178	146.85	8.1	107.6
History	C-D-E-F	4,452	93.55	3,220	90.04	8,519	73.99	5,189	89.42	20.9	95.6
Home economics	TX	255	104.31	149	113.72	468	80.49	211	78.08	-3.0	74.9
Industrial arts	TT	20	52.73	19	55.08	72	36.91	23	46.11	24.9	87.4
Law	K	1,743	99.61	1,415	120.39	3,711	113.49	2,433	147.66	30.1	148.2
Library and information science	Z	308	74.70	192	125.90	561	84.44	387	89.43	5.9	119.7
Literature and language	P	5,517	90.59	4,676	104.93	11,470	84.08	7,664	103.12	22.6	113.8
Mathematics and computer science	QA	4,285	102.93	2,559	129.34	4,387	109.20	3,000	112.65	3.2	109.4
Medicine	R	7,420	123.59	4,897	142.04	10,680	118.45	6,404	134.60	13.6	108.9
Military and naval science	U-V	684	82.89	399	92.37	736	86.28	487	105.07	21.8	126.8
Philosophy and religion	B	3,612	93.77	3,531	111.98	6,843	87.18	4,262	110.31	26.5	117.6
Physical education and recreation	GV	610	96.00	409	79.67	1,255	61.11	791	76.57	25.3	79.8
Physics and astronomy	QB	1,965	142.11	1,237	163.76	2,197	143.77	1,288	147.50	2.6	103.8
Political science	J	2,447	102.72	1,583	118.11	4,053	88.44	2,638	110.10	24.5	107.2
Psychology	BF	1,113	83.51	747	96.46	1,729	77.42	1,062	91.35	18.0	109.4
Science (general)	Q	468	117.19	340	135.07	640	107.75	462	122.51	13.7	104.5
Sociology	HM	4,139	98.02	2,953	105.59	7,141	82.60	4,520	103.73	25.6	105.8
Zoology	QH,L,P,R	3,394	154.01	2,124	189.08	4,066	145.77	2,336	164.82	13.1	107.0
Average for all subjects		66,767	\$110.82	45,005	\$125.33	101,614	\$102.21	63,812	\$116.25	13.7	104.9

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Coutts Information Services, and YBP Library Services. The data represents all e-book titles 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. It is important to note that e-books that were released in a given year may have been published in print much earlier.

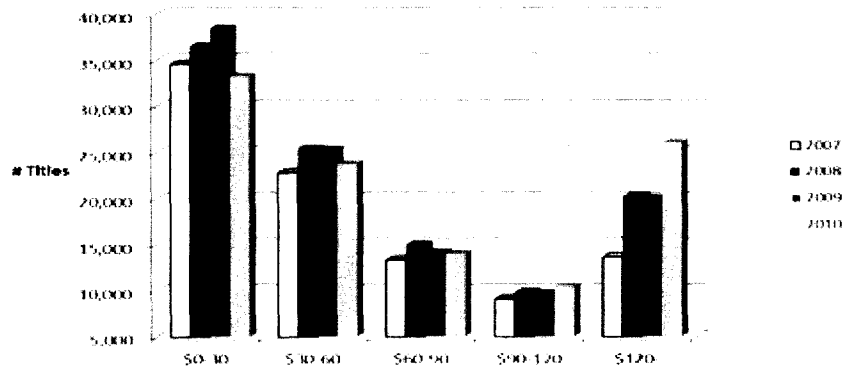
(continued from page 487)

2007, 2008, 2009 and 2010. Vendors have reported large jumps in numbers of titles treated due to adding “catch up” titles to their database or adding titles from new publishers.

The cost of textbooks continues to be a hot topic on many college campuses. The index for textbooks documents price changes in this area. Indications are that textbooks tend to be much more expensive than other types of books with an average price of \$107.94 in 2010. However, this was not a significant increase in price. The rate of price inflation seems to have plateaued.

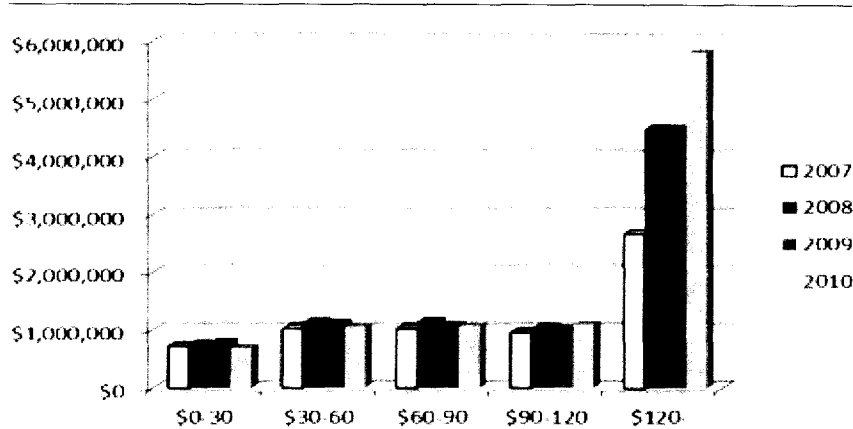
The average price of North American Academic Books in 2010 (Table 4) increased by 12.4 percent as compared with the 2009 average price. This is mainly due to a large increase in the number of titles treated in the higher part of the price bands (\$120 and up) as well as a large increase in the prices in the top price band. Nearly all price bands showed fewer titles between 2009 and 2010 except for the price bands above \$90, which showed increases. This led to a large increase in the average price for all books. The increase in the upper price bands was primarily due to the increased cost of e-books. Remove e-books from this sample, and the upper price bands shrink considerably. See Figure 1.

Figure 1 / Comparison of Titles in Sample Grouped by Price



One thing that really stands out when looking at the data by price band is that the highest end of the price bands (\$120 and up) has seen huge growth in the past three years, more than doubling in overall costs from \$2.6 million (2007) to \$5.8 million (2010). The impact on pricing from the titles in the \$120 and up price band is confirmed if you look at the actual dollar values in groups (sum of all prices for titles in the group). It is clear that the increase in the top end of the index was the main component in the overall increase in the index for 2010. Although the \$0–30 price area has the largest number of titles, dollar-wise it remains the smallest portion as far as total cost (sum of all prices) goes in the index. The increase in the prices in the upper end of the index was what added to the overall level of increase. See Figure 2.

Figure 2



The data used for this index is derived from all titles treated by Coutts Information Services, and YBP Library Services in their approval plans during the calendar years listed. The index does include e-books as well as paperback editions as supplied by these vendors and this inclusion of paperbacks and e-books as distributed as part of the approval plans has clearly influenced the prices reflected in the index figures. The index is inclusive of the broadest categories of materials as that is the marketplace in which academic libraries operate, and the index attempts to chart price changes that impact that market.

E-books are also now being treated in a separate index (Table 4A), so the differences in the indexes will be interesting to observe. Currently the vast majority of titles are not published in both print and “e” version, so the number of titles in the e-book index should remain much smaller than the broader index. It is safe to say that in the future the number of titles in the broader index could decline and at the same time the number of e-books should rise, especially as we see more publishers move to publishing electronic versions of their books. Many e-book pricing models add extra charges of as much as 50 percent to 100 percent to the retail price for a multi-user license. This pricing model is reflected in the higher prices for e-books. The overall price for e-books did show a decline from 2008 to 2009, but in 2010 the prices shot up again. Since the number of titles treated has had a huge variation, it is not really possible to draw absolute conclusions about pricing trends in e-books at this time. The overall trend seems to indicate that prices are increasing. The index does clearly show that for the library market, e-books are much more expensive than print. Many publishers and e-book aggregators are still adding “e” versions of print books from backlists and these are showing up in the index; this is also the basis of the wide swings in numbers of titles in the index from year to year.

The price index for textbooks (Table 4B) shows a slight 0.7 percent increase for overall prices between 2009 and 2010. This increase is smaller than the increase seen for the broader print index, but the overall prices are higher. These are

(text continues on page 501)

Table 4B / North American Academic Textbooks: Average Prices and Price Indexes 2007–2010
(Index Base: 2007 = 100)

Subject Area	LC Class	2007		2008		2009		2010			
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	% Change 2009–2010	Index
Agriculture	S	68	\$134.75	67	\$103.67	50	\$102.37	49	\$115.80	13.1	85.9
Anthropology	GN	40	89.15	31	90.75	27	82.21	35	90.65	10.3	101.7
Botany	QK	4	98.00	12	124.29	21	126.81	11	109.52	-13.6	111.8
Business and economics	H	666	110.18	740	115.69	674	115.47	694	121.36	5.1	110.1
Chemistry	QD	80	138.70	95	123.83	76	131.24	94	134.59	2.6	97.0
Education	L	235	79.58	269	84.55	220	84.49	271	87.75	3.9	110.3
Engineering and technology	T	668	106.13	835	110.98	790	113.64	744	116.38	2.4	109.7
Fine and applied arts	M-N	82	73.69	75	79.99	72	86.44	73	93.33	8.0	126.6
General works	A	1	48.00	2	53.48	1	90.00	0	0.00	0.0	0.0
Geography	G	59	100.42	72	105.24	82	104.79	78	105.21	0.4	104.8
Geology	QE	26	118.28	26	114.15	20	124.78	36	117.97	-5.5	99.7
History	C-D-E-F	72	78.41	102	73.85	72	87.34	81	81.49	-6.7	103.9
Home economics	TX	54	68.23	40	108.45	32	92.59	39	89.52	-3.3	131.2
Industrial arts	TT	13	73.90	16	86.76	13	91.87	14	84.72	-7.8	114.6
Law	K	163	87.67	271	90.51	241	100.38	242	102.09	1.7	116.5
Library and information science	Z	24	65.54	31	70.46	21	71.61	19	70.30	-1.8	107.3
Literature and language	P	269	71.35	263	73.50	284	73.56	309	77.71	5.6	108.9
Mathematics and computer science	QA	732	91.42	821	88.93	679	89.50	683	96.11	7.4	105.1
Medicine	R	1,210	126.37	1,375	133.27	1,375	131.12	1,512	126.75	-3.3	100.3
Military and naval science	U-V	10	104.58	10	109.19	8	138.90	3	122.65	-11.7	117.3
Philosophy and religion	B	85	55.51	107	56.83	98	57.11	101	72.13	26.3	129.9
Physical education and recreation	GV	47	72.14	59	74.89	45	84.99	51	79.39	-6.6	110.0
Physics and astronomy	QB	237	107.05	197	112.42	200	109.28	243	107.38	-1.7	100.3
Political science	J	104	74.21	116	80.58	100	86.36	110	80.09	-7.3	107.9
Psychology	BF	120	100.17	126	107.08	102	101.51	138	95.95	-5.5	95.8
Science (general)	Q	24	111.30	25	84.82	24	86.36	33	97.14	12.5	87.3
Sociology	HM	330	84.88	339	84.50	261	84.05	353	86.97	3.5	102.5
Zoology	QH,L,P,R	250	116.73	249	110.45	231	114.93	227	109.82	-4.4	94.1
Average for all subjects		5,673	\$102.52	6,371	\$105.34	5,819	\$107.17	6,243	\$107.94	0.7	105.3

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by YBP Library Services. The data represents all Textbook titles 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 / US College Books: Average Prices and Price Indexes 1989, 2009–2011
(Index Base for all years: 1989=100)

Subject	1989		2009				2010				2011				Percent Change 2010–2011
	No. of Titles	Avg. Price per Title	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2008	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2009	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2010	
General*	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	80	\$55.38	171.30	97.24	91	\$58.99	182.46	106.52	87	\$60.90	188.37	103.24	3.24
Art & Architecture	276	55.56	161	58.30	104.93	100.80	149	61.69	111.03	105.81	170	64.61	116.29	104.73	4.73
<i>Fine Arts**</i>	n.a.	n.a.	88	64.79	n.a.	94.21	92	67.13	n.a.	103.61	93	65.46	n.a.	97.51	-2.49
<i>Architecture**</i>	n.a.	n.a.	55	62.38	n.a.	80.89	48	61.53	n.a.	98.64	51	67.72	n.a.	110.06	10.06
<i>Photography</i>	24	44.11	30	54.44	123.42	116.72	28	53.02	120.20	97.39	25	51.87	117.59	97.83	-2.17
Communication	42	32.70	90	61.00	186.54	112.61	112	59.97	183.39	98.31	111	73.51	224.80	122.58	22.58
Language and Literature	110	35.17	73	60.76	172.76	93.81	94	68.66	195.22	113	124	70.09	199.29	102.08	2.08
<i>Africa and Middle East**</i>	n.a.	n.a.	30	48.68	n.a.	99.29	24	62.28	n.a.	127.94	30	63.93	n.a.	102.65	2.65
<i>Asia and Oceania**</i>	n.a.	n.a.	23	55.94	n.a.	89.83	24	71.99	n.a.	128.69	18	78.89	n.a.	109.58	9.58
<i>Classical</i>	75	43.07	29	74.51	173.00	91.27	24	78.76	182.87	105.70	34	92.32	214.35	117.22	17.22
<i>English and American</i>	547	30.27	382	62.74	207.27	106.65	394	61.96	204.69	98.76	376	68.92	227.68	111.23	11.23
<i>Germanic</i>	38	32.18	25	65.85	204.63	98.45	22	70.36	218.65	106.85	26	67.99	211.28	96.63	-3.37
<i>Romance</i>	97	30.30	70	63.77	210.46	118.22	70	59.00	194.72	92.52	70	68.69	226.70	116.42	16.42
<i>Slavic</i>	41	27.92	16	55.17	197.60	124.23	32	35.95	128.76	65.16	21	55.46	198.64	154.27	54.27
<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	34	55.77	189.63	102.48	30	61.97	210.71	111.12	26	46.03	156.51	74.28	-25.72
<i>Film</i>	82	33.00	163	66.89	202.70	115.09	130	64.13	194.33	95.87	138	64.97	196.88	101.31	1.31
<i>Music</i>	156	35.34	116	54.62	154.56	95.88	123	61.01	172.64	111.70	146	65.12	184.27	106.74	6.74

Table 5 / US College Books: Average Prices and Price Indexes 1989, 2009–2011 (cont.)
(Index Base for all years: 1989=100)

Subject	1989		2009				2010				2011				Percent Change 2010–2011
	No. of Titles	Avg. Price per Title	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2008	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2009	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2010	
<i>Theater and Dance</i>	58	34.18	48	62.44	182.68	97.40	45	62.38	182.50	99.90	49	70.28	205.62	112.66	12.66
Philosophy	185	37.25	198	70.02	187.97	120.72	198	63.45	170.34	90.62	206	70.28	188.67	110.76	10.76
Religion	174	33.49	213	50.23	149.99	103.95	272	57.18	170.74	113.84	243	60.99	182.11	106.66	6.66
Total Humanities	2,009	\$36.09	1,924	\$60.85	168.61	104.25	2,002	\$61.60	170.68	101.23	2,044	\$66.89	185.34	108.59	8.59
Science and Technology	99	\$46.90	89	\$64.47	137.46	120.10	110	\$58.09	123.86	90.10	93	\$57.99	123.65	99.83	-0.17
History of Science and Technology	74	40.56	90	61.47	151.55	131.57	78	54.1	133.38	88.01	79	50.72	125.05	93.75	-6.25
Astronautics and Astronomy	22	50.56	82	54.41	107.61	107.44	63	55.58	109.93	102.15	69	55.96	110.68	100.68	0.68
Biology	97	51.01	140	72.10	141.34	101.11	151	72.74	142.60	100.89	153	73.42	143.93	100.93	0.93
<i>Botany</i>	29	63.91	82	86.09	134.71	110.87	85	85.09	133.14	98.84	75	70.92	110.97	83.35	-16.65
<i>Zoology</i>	53	49.21	107	64.28	130.62	95.05	121	64.33	130.73	100.08	114	61.00	123.96	94.82	-5.18
Chemistry	21	70.76	50	103.32	146.01	94.75	42	115.42	163.11	111.71	48	96.06	135.75	83.23	-16.77
Earth Science	34	79.44	111	77.25	97.24	104.76	102	63.33	79.72	81.98	113	64.02	80.59	101.09	1.09
Engineering	87	66.74	101	102.62	153.76	107.76	103	88.38	132.42	86.12	89	102.12	153.01	115.55	15.55
Health Sciences	94	34.91	191	52.90	151.53	93.98	146	56.14	160.81	106.12	154	57.98	166.08	103.28	3.28
Information and Computer Science	70	40.35	82	93.54	231.82	123.31	83	73.5	182.16	78.58	96	70.03	173.56	95.28	-4.72
Mathematics	60	48.53	117	67.75	139.60	98.22	108	61.97	127.69	91.47	104	69.89	144.01	112.78	12.78
Physics	22	43.94	47	64.30	146.34	101.37	50	54.74	124.58	85.13	64	65.59	149.27	119.82	19.82
Sports and Physical Education	18	27.46	56	51.82	188.71	133.83	67	54.06	196.87	104.32	52	63.91	232.74	118.22	18.22
Total Science	780	\$49.54	1,345	\$71.00	143.32	105.44	1,309	\$67.13	135.51	94.55	1,303	\$67.65	136.56	100.77	0.77

Social and Behavioral Sciences	92	\$37.09	95	\$64.92	175.03	107.64	129	\$66.32	178.81	102.16	143	\$68.64	185.06	103.50	3.50
Anthropology	96	39.94	125	68.14	170.61	120.79	139	63.6	159.24	93.34	134	68.46	171.41	107.64	7.64
Business Management and Labor	145	35.72	150	54.88	153.64	103.53	150	58	162.37	105.69	161	54.37	152.21	93.74	-6.26
Economics	332	40.75	292	63.56	155.98	101.92	270	61.16	150.09	96.22	281	59.01	144.81	96.48	-3.52
Education	71	34.50	170	58.33	169.07	110.66	158	62.56	181.33	107.25	153	69.54	201.57	111.16	11.16
History, Geography and Area Studies	59	42.10	102	53.59	127.29	104.4	154	58.16	138.15	108.53	109	71.73	170.38	123.33	23.33
<i>Africa</i>	44	34.85	24	63.61	182.53	102.56	38	69.05	198.13	108.55	46	65.28	187.32	94.54	-5.46
<i>Ancient History**</i>	n.a.	n.a.	44	63.06	n.a.	78.18	49	57.90	n.a.	91.82	62	74.41	n.a.	128.51	28.51
<i>Asia and Oceania</i>	76	34.75	82	71.83	206.71	131.24	72	60.88	175.19	84.76	61	61.86	178.01	101.61	1.61
<i>Central and Eastern Europe**</i>	n.a.	n.a.	60	68.85	n.a.	120.28	56	66.53	n.a.	96.63	61	64.22	n.a.	96.53	-3.47
<i>Latin America and Caribbean</i>	42	37.23	60	55.14	148.11	103.74	54	59.31	159.31	107.56	59	60.28	161.91	101.64	1.64
<i>Middle East and North Africa</i>	30	36.32	44	68.44	188.44	136.42	43	65.57	180.53	95.81	51	60.69	167.10	92.56	-7.44
<i>North America</i>	349	30.56	396	49.30	161.32	109.39	444	45.50	148.89	92.29	445	47.43	155.20	104.24	4.24
<i>United Kingdom**</i>	n.a.	n.a.	62	64.55	n.a.	110.12	80	69.56	n.a.	107.76	68	80.32	n.a.	115.47	15.47
<i>Western Europe</i>	287	42.08	144	69.55	165.28	106.95	138	59.14	140.54	85.03	141	69.66	165.54	117.79	17.79
Political Science	28	33.56	3	103.00	306.91	189.69	4	84.36	251.37	81.90	4	132.50	394.82	157.06	57.06
Comparative Politics	236	37.82	185	70.93	187.55	117.90	183	66.34	175.41	93.53	211	72.76	192.38	109.68	9.68
International Relations	207	35.74	171	66.19	185.20	111.32	213	65.64	183.66	99.17	167	72.47	202.77	110.41	10.41
Political Theory	59	37.76	89	61.13	161.89	97.92	73	56.74	150.26	92.82	91	59.06	156.41	104.09	4.09
U.S. Politics	212	29.37	218	50.30	171.26	102.34	253	53.03	180.56	105.43	213	55.86	190.19	105.34	5.34
Psychology	179	36.36	122	65.45	180.01	106.27	126	60.55	166.53	92.51	115	64.12	176.35	105.90	5.90
Sociology	178	36.36	258	59.86	164.63	97.99	226	60.71	166.97	101.42	241	64.48	177.34	106.21	6.21

Table 5 / US College Books: Average Prices and Price Indexes 1989, 2009–2011 (cont.)
(Index Base for all years: 1989=100)

Subject	1989		2009				2010				2011				
	No. of Titles	Avg. Price per Title	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2008	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2009	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2010	Percent Change 2010–2011
Social and Behavioral Sciences	2,722	\$36.43	2,896	\$60.65	166.48	107.54	3,052	\$59.09	162.20	97.43	3,017	\$62.75	172.25	106.19	6.19
Total General, Humanities	5,511	\$38.16	6,165	\$62.97	165.02	106.10	6,363	\$61.53	161.24	97.71	6,364	\$65.08	170.55	105.77	5.77
Science, and Social Science Reference	636	\$61.02	39	\$93.36	153	129.02	29	\$61.17	65.52	65.52	31	\$91.40	149.79	149.42	49.42
Humanities**	n.a.	n.a.	115	112.72	n.a.	109.49	128	117.12	n.a.	103.9	109	126.39	n.a.	107.91	7.91
Science and Technology**	n.a.	n.a.	85	117.06	n.a.	80.21	76	133.19	n.a.	113.78	58	136.46	n.a.	102.46	2.46
Social and Behavioral Sciences**	n.a.	n.a.	185	150.72	n.a.	92.69	216	152.91	n.a.	101.45	216	144.23	n.a.	94.32	-5.68
Total Reference	636	\$61.02	424	\$128.60	210.75	94.38	449	\$133.44	218.68	103.76	414	\$134.49	220.40	100.79	0.79
Grand Total	6,147	\$40.52	6,589	\$67.18	165.79	104.12	6,812	\$66.27	163.55	98.65	6,778	\$69.32	171.08	104.60	4.60

Compiled by Frederick Lynden, Brown University. *General category no longer appears after 1999. **Began appearing as separate sections after 1989. n.a. = not available.

Table 6 / U.S. Mass Market Paperback Books: Average Prices and Price Indexes, 2008–2011
Index Base: 2005 = 100

BISAC Category	2005				2008 Final				2009 Final				2010 Final				2011 Preliminary			
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index				
Antiques and collectibles	\$7.69	10	\$8.59	111.7	9	\$8.66	112.6	9	8.77	114.0	5	8.79	114.3							
Architecture	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.	n.a.	n.a.	n.a.				
Art	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.	n.a.	n.a.	n.a.				
Bibles	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.	n.a.	n.a.	n.a.				
Biography and autobiography	7.83	8	7.87	100.5	13	7.48	95.5	13	7.51	95.9	8	8.62	110.1							
Body, mind and spirit	7.11	14	7.13	100.3	13	7.99	112.4	17	7.99	112.4	17	7.93	111.5							
Business and economics	12.47	1	7.99	64.1	1	9.99	80.1	3	9.32	74.7	2	7.99	64.1							
Children	5.29	239	5.94	112.3	238	6.12	115.7	257	6.22	117.6	244	6.47	122.3							
Comics and graphic novels	8.47	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.	n.a.	n.a.				
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.	n.a.	n.a.	n.a.				
Cooking	7.50	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	7.99	106.5							
Crafts and hobbies	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.	n.a.	n.a.	n.a.				
Design	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.	n.a.	n.a.	n.a.				
Drama	6.32	2	5.99	94.8	3	5.98	94.6	3	6.30	99.7	1	8.95	141.6							
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.	n.a.	n.a.	n.a.				
Family and relationships	6.98	n.a.	n.a.	n.a.	1	4.99	71.5	1	7.99	114.5	1	8.99	128.8							
Fiction	6.34	4,162	6.48	102.2	4,013	6.68	105.4	3,952	6.80	107.3	3,976	6.95	109.6							
Foreign language study	n.a.	5	6.19	n.a.	4	6.99	n.a.	6	7.08	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.				
Games	7.14	13	5.45	76.3	5	4.99	69.9	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.				
Gardening	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.	n.a.	n.a.	n.a.				
Health and fitness	7.43	18	7.66	103.1	15	7.79	104.8	14	7.92	106.6	10	7.99	107.5							
History	7.90	3	5.83	73.8	5	7.89	99.9	1	9.95	125.9	7	8.56	108.4							
House and home	5.99	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.				
Humor	6.99	3	6.32	90.4	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	3.50	50.1							
Language arts and disciplines	6.99	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	2	13.25	189.6	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.				
Law	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.	n.a.	n.a.	n.a.				
Literary collections	n.a.	1	4.99	n.a.	1	7.95	n.a.	1	5.95	n.a.	1	7.95	n.a.							
Literary criticism	7.95	1	7.95	100.0	1	7.99	100.5	1	7.99	100.5	1	9.99	125.7							

Table 6 / U.S. Mass Market Paperback Books: Average Prices and Price Indexes, 2008–2011 (cont.)
Index Base: 2005 = 100

BISAC Category	2005	2008 Final			2009 Final			2010 Final			2011 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Mathematics	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.
Medical	7.83	1	7.50	95.8	n.a.	n.a.	n.a.	1	8.99	114.8	n.a.	n.a.	n.a.
Music	7.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	7.95	100.0
Nature	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	8.23	1	9.99	121.4	1	9.99	121.4	1	9.99	121.4	2	8.99	109.2
Pets	n.a.	1	7.99	n.a.	n.a.	n.a.	n.a.	1	7.99	n.a.	1	7.99	n.a.
Philosophy	7.49	2	5.95	79.4	n.a.	n.a.	n.a.	2	6.47	86.4	n.a.	n.a.	n.a.
Photography	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.
Poetry	5.75	2	4.95	86.1	5	6.95	120.9	1	7.95	138.3	1	7.95	138.3
Political science	n.a.	2	7.99	n.a.	1	5.95	n.a.	2	7.97	n.a.	1	5.95	n.a.
Psychology	7.97	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	7.99	100.3
Reference	6.85	3	7.16	104.5	3	7.66	111.8	1	7.99	116.6	2	7.99	116.6
Religion	9.96	4	7.74	77.7	3	6.98	70.1	2	7.99	80.2	2	7.49	75.2
Science	n.a.	1	6.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Self-help	12.45	3	9.64	77.4	2	7.99	64.2	1	7.99	64.2	1	7.99	64.2
Social science	7.08	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Sports and recreation	7.62	3	7.99	104.9	3	6.99	91.7	1	7.99	104.9	1	7.99	104.9
Study aids	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.
Technology and engineering	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.
Transportation	12.95	n.a.	n.a.	n.a.	1	14.00	108.1	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Travel	n.a.	1	6.95	n.a.	1	4.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
True crime	7.19	53	7.35	102.2	52	7.47	103.9	54	7.64	106.3	44	7.83	108.9
Young adult	6.46	142	7.10	109.9	96	7.63	118.1	83	8.13	125.9	49	8.44	130.7
Totals	\$6.34	4,699	\$6.50	102.5	4,490	\$6.70	105.7	4,430	\$6.83	107.7	4,381	\$6.97	109.9

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

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indicators that the angst experienced by students as they purchase their texts may well be justified; prices appear to be much higher than those of regular academic books. It may be that the public outcry about high textbook costs has had a dampening effect on price increases, but only time will tell if that trend continues. It will take a little more time and data before any real trends can be identified.

Price changes vary, as always, among subject areas. This year there were many double-digit increases in subject areas, and a few areas showed price decreases. The subjects with the highest price increases, as indicated by the 2010 data, were the social sciences and humanities. This may be due to increases in e-book publishing in these subject areas. STM publishers have tended to be early adopters and have been publishing e-books for a while. The large price increases in the social sciences and humanities reflect the increased availability of e-books in these areas.

It is good to remember that price indexes become less accurate at describing price changes the smaller the sample becomes. Industrial arts and general works are small samples that showed very large price changes, but to conclude that all books in those areas increased or decreased at like amounts is not correct. These areas have a small sample size (fewer than 500 titles) and the inclusion of just a few large, expensive items can have a major impact on prices for the category. In these areas there will be a lot of encyclopedias and other large reference works, so price volatility is expected.

The U.S. College Books Price Index (Table 5), prepared by Frederick C. Lynden, contains price and indexing information for the years 2009 through 2011 (index base year of 1989), and also the percentage change between 2010 and 2011. Data for the index were compiled from 6,778 reviews of books published in *Choice* during 2011; expensive titles (\$500 or more) were omitted from the analysis, thus the total number of titles reported is smaller than the number reviewed. As with Table 4, this index includes some paperback prices; as a result, the average price of books is less than if only hardcover books were included. Table 5 reports the number of titles, dollar amounts, percentages, average price for books for the years 2009 through 2011 in each *Choice* subject category.

The average price for humanities titles in 2011 increased by 8.59 percent over the previous year. The average price for science and technology titles increased by only 0.77 percent, and the average price for social and behavioral sciences titles increased by 6.19 percent. Calculated separately, reference books for 2011 showed a 0.79 percent increase over the previous year. For all titles, there was a 4.60 percent average price increase for 2011, and a 71 percent average price increase since 1989.

For 2011 the overall average price for books in the humanities, sciences, and social and behavioral sciences (including reference books) was \$69.32, an increase of 4.60 percent over the average 2010 book price of \$66.27. Reference books calculated separately had an average price increase of 0.79 percent over the previous year, with a 2011 average of \$134.49 compared with 2010's average price of \$133.44. Excluding reference books, the 2011 average price was \$65.08, a 5.77 percent increase compared with the average 2010 price of \$61.53.

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Table 7 / U.S. Paperback Books (Excluding Mass Market): Average Prices and Price Indexes, 2008–2011
Index Base: 2005 = 100

BISAC Category	2005		2008 Final		2009 Final			2010 Final			2011 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$24.80	239	\$27.08	109.2	191	\$27.25	109.9	178	\$25.53	102.9	137	\$26.99	108.8
Architecture	38.90	694	41.89	107.7	692	44.89	115.4	752	45.31	116.5	697	42.69	109.7
Art	31.28	1,581	37.55	120.0	1,491	37.63	120.3	1,506	38.25	122.3	1,534	37.07	118.5
Bibles	36.87	363	49.29	133.7	307	40.67	110.3	430	38.66	104.9	746	40.97	111.1
Biography and autobiography	19.19	2,211	20.31	105.8	2,347	20.54	107.0	2,434	20.35	106.0	2,441	19.87	103.5
Body, mind and spirit	17.48	1,072	18.47	105.7	1,009	18.16	103.9	995	18.03	103.1	1,061	18.27	104.5
Business and economics	71.12	5,937	73.97	104.0	5,930	62.07	87.3	5,791	69.30	97.4	4,906	66.86	94.0
Children	11.11	9,099	10.79	97.1	9,716	10.91	98.2	8,612	10.42	93.8	8,562	10.04	90.4
Comics and graphic novels	12.75	2,407	14.15	111.0	2,173	15.42	120.9	1,863	16.11	126.4	1,890	16.26	127.5
Computers	57.01	3,279	87.12	152.8	3,795	97.47	171.0	3,460	70.42	123.5	3,171	66.75	117.1
Cooking	18.30	1,271	18.84	103.0	1,006	19.59	107.0	1,101	19.95	109.0	1,101	19.92	108.9
Crafts and hobbies	18.49	943	19.98	108.1	1,002	19.29	104.3	1,052	19.34	104.6	1,077	19.50	105.5
Design	32.87	381	34.18	104.0	397	37.00	112.6	440	63.98	194.6	397	41.78	127.1
Drama	16.40	521	18.66	113.8	581	21.70	132.3	739	18.95	115.5	413	19.40	118.3
Education	35.10	3,929	37.21	106.0	3,262	41.43	118.0	3,545	42.98	122.5	3,116	41.07	117.0
Family and relationships	17.10	951	17.78	104.0	884	19.63	114.8	782	18.72	109.5	641	18.86	110.3
Fiction	15.74	9,480	16.30	103.6	9,694	17.32	110.0	9,546	17.99	114.3	11,609	18.25	115.9
Foreign language study	41.90	1,405	30.19	72.1	977	32.31	77.1	1,280	31.33	74.8	1,179	32.53	77.6
Games	16.53	800	17.08	103.3	787	17.59	106.4	792	16.57	100.2	657	16.34	98.9
Gardening	20.59	368	18.93	91.9	256	20.96	101.8	241	23.45	113.9	239	23.33	113.3
Health and fitness	22.81	1,373	24.19	106.0	1,333	23.67	103.8	1,271	26.95	118.1	1,247	26.72	117.1
History	33.53	5,856	31.85	95.0	6,436	31.80	94.8	6,952	35.79	106.7	6,706	34.83	103.9
House and home	19.33	295	20.23	104.7	226	21.96	113.6	200	21.19	109.6	138	20.94	108.3
Humor	12.96	463	13.49	104.1	486	13.79	106.4	430	14.37	110.9	385	14.15	109.2

Language arts and disciplines	49.14	1,654	53.38	108.6	2,088	65.85	134.0	2,317	64.46	131.2	1,719	68.39	139.2
Law	60.92	3,781	115.14	189.0	2,711	75.41	123.8	3,179	72.07	118.3	3,090	69.47	114.0
Literary collections	28.07	540	35.23	125.5	581	35.01	124.7	672	36.42	129.7	477	29.91	106.6
Literary criticism	31.99	1,446	36.57	114.3	1,770	38.66	120.9	1,612	36.57	114.3	1,665	37.28	116.5
Mathematics	75.77	961	61.82	81.6	885	68.93	91.0	1,312	86.13	113.7	1,152	62.66	82.7
Medical	64.27	3,986	74.82	116.4	3,937	76.34	118.8	5,378	90.22	140.4	4,081	76.82	119.5
Music	22.66	2,921	21.67	95.6	2,975	23.22	102.5	3,020	22.83	100.8	2,533	23.85	105.3
Nature	26.90	604	25.42	94.5	613	27.02	100.4	565	37.28	138.6	502	32.20	119.7
Performing arts	27.85	991	31.01	111.3	934	33.65	120.8	1,030	33.53	120.4	910	32.65	117.2
Pets	18.86	292	18.70	99.2	299	19.01	100.8	249	17.34	91.9	196	19.87	105.4
Philosophy	31.40	1,271	30.93	98.5	1,465	34.33	109.3	1,391	52.66	167.7	1,324	42.32	134.8
Photography	27.74	535	32.87	118.5	539	31.13	112.2	546	31.30	112.8	539	32.33	116.5
Poetry	16.09	1,784	16.50	102.5	1,720	16.88	104.9	1,720	16.73	104.0	1,705	16.75	104.1
Political science	45.65	3,142	37.58	82.3	3,220	37.91	83.0	3,908	41.00	89.8	3,333	39.49	86.5
Psychology	45.74	1,377	41.37	90.4	1,256	43.08	94.2	1,578	47.98	104.9	1,334	45.99	100.5
Reference	52.54	1,353	68.97	131.3	1,307	90.69	172.6	1,057	84.85	161.5	1,065	99.79	189.9
Religion	20.54	5,796	20.12	98.0	6,052	21.31	103.7	6,955	22.08	107.5	6,400	21.38	104.1
Science	71.05	2,099	70.80	99.6	2,462	78.19	110.0	4,004	116.37	163.8	2,722	90.14	126.9
Self-help	16.36	1,148	17.17	105.0	1,047	17.84	109.0	1,121	17.84	109.0	1,008	18.21	111.3
Social science	36.83	4,037	40.16	109.0	3,998	42.51	115.4	4,270	45.05	122.3	3,761	41.59	112.9
Sports and recreation	21.82	1,331	23.77	108.9	1,259	23.39	107.2	1,315	22.30	102.2	1,140	24.49	112.2
Study aids	30.90	880	32.14	104.0	669	30.82	99.7	1,499	49.24	159.4	971	33.52	108.5
Technology and engineering	85.80	2,583	154.07	179.6	2,681	153.11	178.4	2,427	111.20	129.6	1,759	103.29	120.4
Transportation	40.19	430	39.28	97.7	459	36.61	91.1	507	36.26	90.2	437	36.79	91.5
Travel	19.18	3,077	20.33	106.0	2,852	20.51	106.9	2,585	20.93	109.1	2,384	19.71	102.8
True crime	17.71	144	18.17	102.6	156	19.00	107.3	195	20.94	118.2	169	19.15	108.1
Young adult	14.06	2,555	13.76	97.9	2,462	16.79	119.4	2,173	14.86	105.7	2,291	14.49	103.1
Totals	\$33.90	105,636	\$39.36	116.1	105,375	\$39.20	115.6	110,977	\$42.06	124.1	102,717	\$36.98	109.1

Table 7A / U.S. Audiobooks: Average Prices and Price Indexes, 2008–2011

Index Base: 2005 = 100

BISAC Category	2005			2008 Final			2009 Final			2010 Final			2011 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index		
Antiques and collectibles	n.a.	n.a.	n.a.	n.a.	1	\$74.95	n.a.	3	\$36.66	n.a.	n.a.	n.a.	n.a.		
Architecture	\$68.95	2	\$37.47	54.3	n.a.	n.a.	n.a.	4	41.24	59.8	3	39.97	58.0		
Art	57.51	5	40.99	71.3	7	59.41	103.3	9	58.21	101.2	9	39.65	68.9		
Bibles	47.08	20	41.83	88.8	9	75.53	160.4	7	43.28	91.9	10	44.49	94.5		
Biography and autobiography	37.68	641	47.05	124.9	685	50.75	134.7	751	50.79	134.8	746	51.26	136.0		
Body, mind and spirit	26.74	83	38.28	143.2	87	37.95	141.9	69	32.98	123.3	101	38.47	143.9		
Business and economics	42.11	426	39.54	93.9	436	46.15	109.6	346	49.70	118.0	403	45.74	108.6		
Children	26.57	733	31.09	117.0	832	36.22	136.3	899	37.80	142.3	968	34.53	130.0		
Comics and graphic novels	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.		
Computers	41.39	4	31.23	75.5	5	46.99	113.5	2	45.00	108.7	12	53.99	130.4		
Cooking	14.45	4	14.71	101.8	14	44.70	309.3	2	44.97	311.2	12	47.40	328.0		
Crafts and hobbies	n.a.	9	42.20	n.a.	4	38.72	n.a.	1	24.98	n.a.	n.a.	n.a.	n.a.		
Design	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.		
Drama	23.45	48	36.67	156.4	151	34.54	147.3	95	33.21	141.6	104	27.68	118.0		
Education	27.46	17	29.78	108.4	22	45.34	165.1	20	45.71	166.5	34	43.99	160.2		
Family and relationships	24.58	73	36.73	149.4	54	39.41	160.3	69	41.17	167.5	108	41.22	167.7		
Fiction	41.47	4,379	48.43	116.8	6,278	52.62	126.9	7,649	50.38	121.5	7,138	48.24	116.3		
Foreign language study	70.04	394	37.63	53.7	260	40.74	58.2	186	45.11	64.4	220	50.06	71.5		
Games	32.68	1	14.95	45.7	6	14.12	43.2	n.a.	n.a.	n.a.	5	46.98	143.8		
Gardening	n.a.	2	39.97	n.a.	n.a.	n.a.	n.a.	6	47.82	n.a.	n.a.	n.a.	n.a.		
Health and fitness	26.61	83	33.32	125.2	82	46.09	173.2	85	43.09	161.9	110	47.46	178.4		
History	41.61	577	54.71	131.5	450	57.69	138.6	563	58.07	139.6	444	59.36	142.7		
House and home	25.00	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	34.95	139.8		
Humor	29.60	65	36.20	122.3	79	42.37	143.1	95	36.62	123.7	103	40.82	137.9		

Language arts and disciplines	60.84	14	36.96	60.7	18	46.65	76.7	13	38.34	63.0	39	44.88	73.8
Law	55.32	18	54.21	98.0	9	49.75	89.9	10	64.49	116.6	7	70.14	126.8
Literary collections	24.71	16	38.91	157.5	20	32.34	130.9	11	52.07	210.7	34	51.45	208.2
Literary criticism	26.41	35	49.61	187.8	20	42.43	160.7	18	42.53	161.0	188	30.59	115.8
Mathematics	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	24.95	n.a.
Medical	153.72	25	96.61	62.8	13	60.66	39.5	28	40.13	26.1	24	45.58	29.7
Music	29.83	144	29.46	98.8	108	38.41	128.8	74	35.67	119.6	54	42.14	141.3
Nature	28.92	27	39.18	135.5	37	47.09	162.8	57	41.20	142.5	44	46.71	161.5
Performing arts	25.78	39	38.32	148.6	21	46.23	179.3	16	40.60	157.5	9	65.08	252.4
Pets	33.05	20	34.05	103.0	23	43.51	131.6	52	38.33	116.0	25	43.14	130.5
Philosophy	35.30	37	41.33	117.1	36	51.39	145.6	38	53.05	150.3	73	46.86	132.7
Photography	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.
Poetry	22.87	45	25.88	113.2	50	35.88	156.9	28	33.59	146.9	14	23.55	103.0
Political science	42.66	174	44.16	103.5	177	49.69	116.5	230	48.04	112.6	220	48.59	113.9
Psychology	35.70	31	37.38	104.7	54	52.13	146.0	46	45.42	127.2	91	48.66	136.3
Reference	21.20	15	32.78	154.6	7	40.55	191.3	2	59.99	283.0	19	42.62	201.0
Religion	26.52	313	30.20	113.9	418	33.50	126.3	425	33.94	128.0	460	31.52	118.9
Science	39.86	61	48.59	121.9	64	47.75	119.8	66	51.89	130.2	90	54.25	136.1
Self-help	23.58	207	29.98	127.1	289	38.30	162.4	192	39.43	167.2	199	41.37	175.4
Social science	35.73	55	40.17	112.4	79	50.36	140.9	90	48.07	134.5	100	48.86	136.7
Sports and recreation	28.46	57	39.75	139.7	41	45.78	160.9	58	48.48	170.3	38	46.57	163.6
Study aids	41.85	18	67.10	160.3	21	33.92	81.1	7	19.41	46.4	1	21.99	52.5
Technology and engineering	61.47	10	52.09	84.7	7	48.56	79.0	23	53.33	86.8	25	47.18	76.8
Transportation	28.00	n.a.	n.a.	n.a.	3	36.66	130.9	7	46.28	165.3	1	24.95	89.1
Travel	41.91	39	44.73	106.7	15	51.57	123.0	47	50.96	121.6	20	61.17	146.0
True crime	35.97	59	51.41	142.9	45	50.69	140.9	37	52.58	146.2	36	50.59	140.6
Young adult	35.68	269	45.52	127.6	527	44.85	125.7	888	44.81	125.6	960	41.69	116.8
Totals	\$40.49	9,294	\$44.21	109.2	11,564	\$48.58	120.0	13,324	\$48.00	118.5	13,303	\$45.96	113.5

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

Table 7B / U.S. E-Books: Average Prices and Price Indexes, 2008–2011
Index Base: 2008 = 100

BISAC Category	2008	2009 Final			2010 Final			2011 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$55.97	11	\$89.97	160.7	62	\$30.24	54.0	216	\$22.13	39.5
Architecture	70.50	205	69.22	98.2	268	66.57	94.4	281	71.84	101.9
Art	45.41	166	27.92	61.5	199	41.56	91.5	645	16.20	35.7
Bibles	25.79	22	15.58	60.4	119	6.11	23.7	109	10.80	41.9
Biography and autobiography	14.58	1,464	14.25	97.7	1,828	15.47	106.1	2,794	12.08	82.9
Body, mind and spirit	12.41	362	11.71	94.4	628	13.95	112.4	1,104	12.34	99.4
Business and economics	57.52	4,707	48.46	84.2	5,603	44.82	77.9	5,365	45.10	78.4
Children	12.01	3,554	11.73	97.7	4,239	13.82	115.1	11,980	19.83	165.1
Comics and graphic novels	25.04	16	12.11	48.4	26	11.39	45.5	205	6.89	27.5
Computers	66.87	2,574	61.64	92.2	3,057	62.09	92.9	3,595	63.55	95.0
Cooking	20.20	508	16.04	79.4	715	16.79	83.1	1,147	16.66	82.5
Crafts and hobbies	14.35	211	12.91	90.0	340	17.63	122.9	622	17.32	120.7
Design	36.04	59	34.95	97.0	125	37.03	102.7	97	40.09	111.2
Drama	29.49	137	12.56	42.6	443	4.86	16.5	2,130	3.35	11.4
Education	51.98	1,397	55.18	106.2	1,537	45.95	88.4	1,310	48.22	92.8
Family and relationships	19.88	650	14.23	71.6	717	14.79	74.4	774	11.96	60.2
Fiction	8.71	13,364	8.21	94.3	18,043	7.06	81.1	39,886	5.31	61.0
Foreign language study	43.01	116	40.91	95.1	97	46.68	108.5	183	20.36	47.3
Games	17.73	84	16.60	93.6	120	12.85	72.5	218	13.07	73.7
Gardening	20.40	51	23.49	115.1	68	17.41	85.3	115	17.01	83.4
Health and fitness	18.54	755	18.23	98.3	920	18.78	101.3	1,283	16.06	86.6
History	57.53	1,929	46.95	81.6	2,641	48.20	83.8	3,171	36.64	63.7
House and home	22.89	103	23.70	103.5	121	21.57	94.2	147	17.21	75.2
Humor	11.27	232	12.39	109.9	322	11.15	98.9	410	8.51	75.5

Language arts and disciplines	93.27	566	88.14	94.5	582	75.61	81.1	784	65.64	70.4
Law	81.23	487	91.61	112.8	609	112.19	138.1	599	87.20	107.3
Literary collections	24.50	94	30.99	126.5	226	20.27	82.7	1,298	5.20	21.2
Literary criticism	86.62	447	81.55	94.1	608	87.17	100.6	822	54.73	63.2
Mathematics	106.16	530	101.96	96.0	801	112.32	105.8	987	100.36	94.5
Medical	135.21	1,676	123.67	91.5	1,575	135.71	100.4	2,065	117.03	86.6
Music	33.83	262	34.93	103.3	331	32.65	96.5	1,982	19.26	56.9
Nature	59.76	209	32.43	54.3	370	59.48	99.5	369	37.35	62.5
Performing arts	38.06	335	35.56	93.4	474	32.17	84.5	586	32.27	84.8
Pets	15.91	113	15.06	94.7	176	14.50	91.1	380	11.65	73.2
Philosophy	79.19	664	60.68	76.6	598	71.43	90.2	801	48.66	61.4
Photography	30.30	158	28.53	94.2	202	27.23	89.9	272	23.94	79.0
Poetry	13.66	257	13.70	100.3	332	9.54	69.8	1,165	6.25	45.8
Political science	59.03	1,451	62.19	105.4	1,427	59.74	101.2	1,546	50.55	85.6
Psychology	65.30	845	53.40	81.8	914	56.42	86.4	976	57.15	87.5
Reference	48.33	284	31.18	64.5	646	22.92	47.4	500	24.04	49.7
Religion	27.29	2,676	21.23	77.8	2,874	27.81	101.9	3,613	21.99	80.6
Science	210.57	2,770	194.27	92.3	2,915	155.80	74.0	2,750	142.18	67.5
Self-help	14.15	743	11.93	84.3	746	14.06	99.4	1,417	10.01	70.7
Social science	69.42	1,357	57.38	82.7	1,513	56.83	81.9	1,815	58.24	83.9
Sports and recreation	22.44	546	20.59	91.8	643	19.22	85.7	833	18.69	83.3
Study aids	21.95	147	15.96	72.7	305	13.94	63.5	445	15.32	69.8
Technology and engineering	153.73	1,633	143.51	93.4	2,618	158.44	103.1	2,240	137.15	89.2
Transportation	35.47	64	39.64	111.8	97	33.12	93.4	137	23.21	65.4
Travel	15.61	710	13.52	86.6	1,223	15.84	101.5	2,439	10.03	64.3
True crime	11.60	169	11.42	98.4	210	10.37	89.4	218	10.72	92.4
Young adult	8.83	1,861	9.61	108.8	1,892	11.96	135.4	2,324	20.97	237.5
Totals	\$57.38	53,731	\$44.30	77.2	67,145	\$41.61	72.5	111,150	\$27.34	47.6

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Questions regarding this index should be addressed to the author: Frederick Lynden, Retired Director, Scholarly Communication and Library Research, Brown University Library, Providence, RI 02912 (e-mail flynden@stanfordalumni.org).

Prices of Other Media

The Library Materials Price Index Editorial Board has continued its work on a price index for electronic journals. A preliminary pricing model and index may appear in next year's article.

Foreign Prices

The dollar posted only a slight decline from 2010 against the euro, the British pound sterling, and the Canadian dollar. The dollar continues to experience steep declines against the Japanese yen. Worldwide economic volatility was undiminished in 2011.

Dates	12/30/07*	12/31/08*	12/31/09*	12/31/10*	12/31/11*
Canada	0.9990	1.1910	1.0510	1.0200	1.0180
Euro	0.6800	0.7310	0.6950	0.7700	0.7650
U.K.	0.4860	0.6570	0.6160	0.6400	0.6370
Japan	110.8800	92.6500	92.3900	83.8300	8.0000

* Data from Financial Management Services, U.S. Treasury Department (<http://fms.treas.gov/intn.html>).

Serials Prices

Average Price of Serials (Table 8), compiled by Stephen Bosch, provides the average prices and percent increases for serials based on titles in select serials indexes. The serials included here are published in the United States as well as overseas and are indexed in ISI Arts and Humanities Citation Index, ISI Science Citation Index, ISI Social Sciences Citation Index, EBSCO Academic Search Complete, and EBSCO Masterfile Premier.

Table 8 covers prices for periodicals and serials for a five-year period, 2008 through 2012. The 2012 pricing is the renewal pricing for 2012. This table is derived from pricing data supplied by EBSCO Subscription Services and reflects broad pricing changes aggregated from titles that are indexed in the five major products mentioned above. The USPPI (Table 1) is based on price changes seen in a static set of approximately 3,700 serial titles, while Table 8 is based on a much broader set of titles, approximately 10,000. The titles are not static, so this pricing study does not rise to the level of a price index. This study is still useful, however, in showing price changes for periodicals. The indexes selected for this price survey were deemed to be fairly representative of serials that are frequently purchased in academic and public libraries. There are some foreign titles in the indexes, so the scope is broader and this may give a better picture of the overall price pressures experienced in libraries.

The most important trend seen in this data is that after a modest increase in prices for 2010 (3.8 percent), the overall price increase has risen to 9.2 percent in 2012. The respite in price increases seen in 2010 appears to be ending. Libraries were very vocal about not being able to sustain high rates of inflation, and in 2010 price increases moderated significantly. That moderation is now over. The price increase in 2012 is higher than those for 2008 (7.7 percent) and 2009 (8.3 percent) and is a large departure from the rate (3.8 percent) seen in 2010.

Another interesting trend is that the science areas do not dominate the list of subjects with the largest price increases. The subject areas that displayed large increases were quite varied and included history, health sciences, geography, sociology, technology, engineering, agriculture, recreation, and anthropology. Average prices of journals in the science and technology areas are higher by far than those in other areas, and that trend continues, with the average cost of chemistry and physics journals being \$4,152 and \$3,679, respectively. Although STM titles are not inflating at high rates, the impact of a 4.6 percent increase on a \$4,000 title is much greater than a 9 percent increase on a \$300 title.

In this price study, as in similar price surveys, the data become less accurate at describing price changes as the sample becomes smaller. For that reason, conclusions about price changes in subject areas with a limited number of titles will be less accurate than for large areas or the broader price survey. Price changes are far more volatile where smaller data sets are used. For example, anthropology (about 84 titles) showed price changes of 5.5 percent, 10.5 percent, 6.0 percent, 9.6 percent, and 37.5 percent between 2008 and 2012. Librarians are encouraged to look at an average price change over the period (anthropology averaged 13 percent) or the overall number for the price study (9.2 percent) to calculate inflation rates. Year-to-year price changes are too unstable to be used for this purpose.

Book Prices

British Academic Books (Table 9), compiled by Judy Jeng, indicates the average prices and price indexes for 2009 through 2011 with the percent of change from 2010 to 2011. This index has been re-established using data provided by Baker & Taylor. The previous index, compiled by Curt Holleman, was based on data supplied by Blackwell's Book Services, and may not be comparable.

The average price in pounds of a British academic book went from £51.97 in 2010 to £59.60 in 2011, a surprising increase of 14.7 percent. This index utilizes prices from cloth editions except when not available, and does not separate out more expensive reference titles. As previously mentioned, small numbers of titles that include higher-priced reference sets may not be reliable indicators of price changes. This index does not include e-book prices.

British academic book production has seen a decline, from 18,490 titles in 2010 to 16,452 titles in 2011, a decrease of 11.02 percent.

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Table 8 / Average Price of Serials, Based on Titles in Select Serials Indexes: 2008–2012

Subject	LC Class	2008			2009			2010			2011			2012		
		No. of Titles	Avg. Price	% of Price Increase	No. of Titles	Avg. Price	% of Price Increase	No. of Titles	Avg. Price	% of Price Increase	No. of Titles	Avg. Price	% of Price Increase	No. of Titles	Avg. Price	% of Price Increase
Agriculture	S	287	\$760	8.1%	286	\$819	7.8%	288	\$869	6.1%	289	\$958	10.2%	288	\$1,156	20.6%
Anthropology	GN	84	286	5.5	80	316	10.5	81	335	6.0	84	367	9.6	81	504	37.5
Arts and architecture	N	168	272	11.0	165	294	8.1	169	324	10.2	171	343	5.9	169	298	-13.0
Astronomy	QB	46	1,722	7.1	47	1,852	7.5	47	1,968	6.3	50	2,067	5.0	47	2,211	7.0
Biology	QH	370	1,693	7.8	369	1,836	8.4	371	1,937	5.5	369	2,091	8.0	370	2,214	5.9
Botany	QK	91	1,416	7.5	92	1,537	8.5	92	1,631	6.1	94	1,725	5.8	93	1,772	2.7
Business and economics	HA-HJ	684	584	6.8	683	628	7.5	693	668	6.4	694	716	7.2	676	782	9.2
Chemistry	QD	308	3,334	6.8	313	3,548	6.4	315	3,702	4.3	320	3,969	7.2	318	4,152	4.6
Education	L	437	343	9.6	437	369	7.6	437	387	4.9	440	468	20.9	411	516	10.3
Engineering	T	536	1,488	7.2	539	1,604	7.8	540	1,690	5.4	543	1,796	6.3	713	2,124	18.2
Food science	TX	59	588	3.5	59	635	8.0	60	674	6.1	60	727	7.9	60	771	6.1
General science	Q	137	934	7.9	137	1,005	7.6	137	1,064	5.9	141	1,146	7.7	136	1,258	9.7
General works	A	238	132	6.5	235	135	2.3	238	142	5.2	236	149	4.9	232	136	-8.7
Geography	G-GF	147	773	10.1	153	818	5.8	153	886	8.3	151	949	7.1	152	1,099	15.8
Geology	QE	129	1,191	-5.8	131	1,438	20.7	132	1,511	5.1	126	1,621	7.3	125	1,731	6.8
Health sciences	R	2,435	1,137	8.6	2,440	1,241	9.1	2,444	1,233	-0.6	2,474	1,382	12.1	2,440	1,560	12.9
History	C,D,E,F	591	226	11.9	599	245	8.4	522	267	9.0	630	284	6.4	652	315	10.9
Language and literature	P	600	223	10.4	598	216	-3.1	626	260	20.4	660	271	4.2	663	288	6.3
Law	K	187	310	10.7	178	339	9.4	193	412	21.5	198	431	4.6	191	372	-13.8
Library science	Z	139	352	7.6	138	372	5.7	139	385	3.5	142	399	3.6	132	379	-5.1

Math and computer science	QA	371	1,317	7.1	371	1,411	7.1	372	1,466	3.9	384	1,550	5.7	373	1,660	7.1
Military and naval science	U,V	51	295	11.7	51	333	12.9	45	406	21.9	45	414	2.0	44	396	-4.4
Music	M	94	198	31.1	93	210	6.1	95	220	4.8	96	238	8.2	91	195	-18.0
Philosophy and religion	B-BD, BH- BX	343	262	9.2	341	289	10.3	386	322	11.4	396	344	6.8	397	329	-4.2
Physics	QC	353	3,077	5.3	356	3,256	5.8	360	3,386	4.0	360	3,531	4.3	347	3,679	4.2
Political science	J	158	463	7.9	158	508	9.7	163	527	3.7	166	577	9.5	165	601	4.2
Psychology	BF	176	581	9.0	177	638	9.8	181	679	6.4	182	722	6.3	260	771	6.8
Recreation	QV	72	193	11.6	70	212	9.8	71	218	2.8	73	230	5.5	74	282	22.5
Social sciences	H	101	456	9.1	100	501	9.9	101	525	4.8	103	547	4.2	102	555	1.4
Sociology	HM-HX	343	484	11.3	348	518	7.0	350	552	6.6	353	590	6.9	539	685	16.1
Technology	TA-TT	99	853	8.8	98	979	14.8	98	1,038	6.0	99	1,098	5.8	120	1,286	17.1
Zoology	QL	171	1,278	10.2	171	1,394	9.1	176	1,452	4.2	179	1,512	4.1	175	1,634	8.0
Totals		10,005	\$950	7.7%	10,013	\$1,029	8.3%	10,075	\$1,068	3.8%	10,308	\$1,144	7.1%	10,636	\$1,250	9.2%

Compiled by Stephen Bosch, University of Arizona, from data on serial pricing supplied by EBSCO based on titles indexed in ISI Arts and Humanities Citation Index, ISI Science Citation Index, ISI Social Sciences Citation Index, EBSCO Academic Search Complete, and EBSCO Masterfile Premier.

Table 9 / British Academic Books: Average Prices and Price Indexes 2009–2011
(Index Base: 2009 = 100)

Subject	LC Class	2009		2010		2011			Index
		No. of Titles	Average Price (£)	No. of Titles	Average Price (£)	No. of Titles	Average Price (£)	% Change 2010–2011	
Agriculture	S	140	53.96	154	63.97	177	58.83	-8.0%	109.0
Anthropology	GN	109	53.60	154	50.85	111	59.74	17.5	111.5
Botany	QK	22	145.94	45	66.08	39	85.29	29.1	58.4
Business and economics	H-HJ	2,439	59.12	2,874	61.09	1,690	63.89	4.6	108.1
Chemistry	QD	88	101.14	96	105.68	87	116.07	9.8	114.8
Education	L	386	49.70	558	52.21	456	52.98	1.5	106.6
Engineering and technology	T	716	65.60	655	65.73	639	81.66	24.2	124.5
Fine and applied arts	M, N	762	39.71	1,037	37.00	949	44.63	20.6	112.4
General works	A	15	76.73	30	60.03	24	69.50	15.8	90.6
Geography	G-GF, GR-GT	233	50.98	660	64.95	294	52.61	-19.0	103.2
Geology	QE	41	53.80	33	52.28	35	57.97	10.9	107.8
History	C,D,E,F	1,572	41.01	1,822	48.13	1,586	48.51	0.8	118.3
Home economics	TX	59	39.02	46	30.48	34	48.40	58.8	124.0
Industrial arts	TT	21	24.32	41	28.47	42	36.62	28.6	150.6
Law	K	1,117	76.13	1,153	83.10	1,159	78.79	-5.2	103.5
Library and information science	Z	98	60.32	100	53.58	104	61.51	14.8	102.0
Literature and language	P	2,928	34.77	3,987	31.58	3,526	32.71	3.6	94.1
Mathematics and computer science	QA	216	49.30	207	48.29	245	55.79	15.5	113.2
Medicine	R	1,110	48.50	1,182	55.12	1,177	55.02	-0.2	113.4
Military and naval sciences	U, V	112	83.99	184	38.00	133	45.16	18.8	53.8
Philosophy and religion	B	1,091	46.45	1,336	45.24	1,151	48.30	6.8	104.0
Physics and astronomy	QB, QC	196	54.54	214	59.69	215	62.78	5.2	115.1
Political Science	J	621	59.74	737	71.88	671	62.95	-12.4	105.4
Psychology	BF	195	44.46	265	39.69	264	46.77	17.8	105.2
Science (general)	Q	55	42.12	69	36.32	60	51.05	40.6	121.2
Sociology	HM-HX	153	74.17	208	70.13	1,069	62.67	-10.6	84.5
Sports & Recreation	GV	181	30.90	192	36.76	145	46.83	27.4	151.6
Zoology	QH, QL-QR	326	66.20	373	72.30	370	81.77	13.1	123.5
Total, All Books		15,432	52.91	18,490	51.97	16,452	59.60	14.7%	112.6

Compiled by Judy Jeng, University of Illinois at Urbana-Champaign, based on information provided by Baker & Taylor.

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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 a 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 Library Materials Price Index Editorial Board consists of compilers Catherine Barr, Ajaye Bloomstone, Stephen Bosch, Brenda Dingley, Judy Jeng, Frederick C. Lynden, and editor Narda Tafuri.