

SERIALS PRICE INCREASES 2009

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

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

Publisher price increases:

The report shows percent increases for 2009 over 2008 in 12 "country" areas (i.e. country of publication): USA, Canada, UK, Euro Region, Europe exclusive UK and Euro Region, Japan, Asia exclusive Japan, Australia and New Zealand, Pacific Region, Middle East, South and Central America and Africa and in 5 general subject groupings: Humanities, Medicine, Science, Social Sciences and Technology. The percentage increases are calculated at Publishers' list prices excluding VAT.

Against each category, the total number of titles reviewed is indicated. Titles are included if the 2009 and 2008 prices can be directly compared. The average price of serials per region/country and per subject grouping is given too. This is the "local" Domestic price calculated in local currency when possible.

Exchange rates variations:

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

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

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

SERIALS PRICE SURVEYS:

This report "Serials Price Increases 2009" is one of four price reports offered to customers to assist with budgeting. Whilst the Serials Price Increases Report covers titles generally, the three other reports relate specifically to your subscriptions with Swets.

They are:

1) Pricelists

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

2) Subscription Financial Analysis

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

3) Major Price Increase Report

The survey reports on significant price increases for your subscriptions.

Publisher Region	Subject	Number of Titles	In-/Decrease %		Average Domestic Calculated in
			Domestic	Foreign	
USA	Humanities	4,213	8.32%	7.09%	243.70 USD
USA	Medicine	5,974	7.48%	7.44%	964.82 USD
USA	Science	5,835	7.78%	7.68%	2,771.83 USD
USA	Social Sciences	10,531	6.68%	6.11%	690.15 USD
USA	Technology	5,890	8.25%	7.77%	1,065.52 USD
USA	General	1,732	7.29%	5.97%	393.65 USD
Canada	Humanities	401	4.41%	6.54%	59.41 CAD
Canada	Medicine	217	1.41%	2.97%	204.54 CAD
Canada	Science	173	5.65%	5.80%	406.10 CAD
Canada	Social Sciences	681	0.75%	1.03%	155.08 CAD
Canada	Technology	379	2.43%	2.60%	270.86 CAD
Canada	General	266	1.01%	3.76%	254.21 CAD
UK	Humanities	2,273	5.59%	11.12%	162.40 GBP
UK	Medicine	2,526	5.27%	14.06%	666.85 GBP
UK	Science	2,032	2.02%	11.72%	1,314.00 GBP
UK	Social Sciences	6,705	3.30%	6.59%	492.05 GBP
UK	Technology	3,237	4.46%	7.62%	745.28 GBP
UK	General	895	4.94%	6.27%	305.75 GBP
EURO Region	Humanities	1,659	6.67%	6.21%	173.39 EUR
EURO Region	Medicine	2,459	7.72%	7.55%	779.86 EUR
EURO Region	Science	3,231	7.41%	7.15%	1,868.12 EUR
EURO Region	Social Sciences	3,858	5.71%	5.52%	348.75 EUR
EURO Region	Technology	3,449	7.34%	7.05%	707.99 EUR
EURO Region	General	919	3.87%	5.17%	190.17 EUR
Europe excl UK & EURO Region	Humanities	319	2.08%	3.21%	166.69 EUR
Europe excl UK & EURO Region	Medicine	326	5.75%	7.10%	562.95 EUR
Europe excl UK & EURO Region	Science	391	4.01%	4.43%	733.00 EUR
Europe excl UK & EURO Region	Social Sciences	1,985	3.49%	3.53%	1,206.85 EUR
Europe excl UK & EURO Region	Technology	1,486	3.26%	3.31%	1,357.78 EUR
Europe excl UK & EURO Region	General	562	0.93%	4.54%	611.77 EUR
Japan	Humanities	44	8.12%	7.94%	17,461.00 JPY
Japan	Medicine	321	8.35%	8.48%	95,747.00 JPY
Japan	Science	79	6.69%	6.69%	57,519.00 JPY
Japan	Social Sciences	50	9.11%	9.39%	26,218.00 JPY
Japan	Technology	102	12.41%	12.89%	36,209.00 JPY
Japan	General	19	7.59%	7.64%	19,982.00 JPY
Asia excl Japan	Humanities	75	9.51%	7.07%	67.23 USD
Asia excl Japan	Medicine	121	5.86%	7.55%	280.99 USD
Asia excl Japan	Science	286	7.55%	9.70%	516.33 USD
Asia excl Japan	Social Sciences	332	3.87%	3.32%	302.60 USD
Asia excl Japan	Technology	329	0.10%	0.70%	326.02 USD
Asia excl Japan	General	148	-0.27%	1.66%	516.47 USD
Pacific Region	Humanities	8	4.67%	4.67%	50.39 USD
Pacific Region	Medicine	2	0.00%	0.00%	38.51 USD
Pacific Region	Science	3	0.00%	0.00%	97.56 USD
Pacific Region	Social Sciences	12	0.11%	0.42%	404.04 USD
Pacific Region	Technology	7	0.05%	-0.66%	1,138.09 USD
Pacific Region	General	4	-1.59%	-1.57%	696.08 USD
Australia & New Zealand	Humanities	269	-2.24%	3.13%	90.27 AUD
Australia & New Zealand	Medicine	192	3.68%	3.57%	1,170.57 AUD
Australia & New Zealand	Science	190	14.19%	13.64%	339.17 AUD
Australia & New Zealand	Social Sciences	748	-2.60%	1.48%	209.91 AUD
Australia & New Zealand	Technology	397	2.18%	2.30%	354.94 AUD
Australia & New Zealand	General	150	-0.25%	-0.49%	260.00 AUD
Middle East	Humanities	21	5.32%	5.52%	222.81 USD
Middle East	Medicine	180	10.41%	10.39%	980.39 USD
Middle East	Science	67	12.67%	12.66%	1,013.70 USD
Middle East	Social Sciences	27	-0.19%	0.05%	325.58 USD
Middle East	Technology	30	7.18%	7.18%	529.87 USD
Middle East	General	17	-0.05%	0.13%	424.45 USD
South & Central America	Humanities	29	2.69%	4.19%	52.37 USD
South & Central America	Medicine	14	9.11%	9.56%	113.15 USD
South & Central America	Science	15	9.30%	6.53%	89.52 USD
South & Central America	Social Sciences	63	-0.42%	-0.13%	100.39 USD
South & Central America	Technology	15	8.89%	7.22%	127.94 USD
South & Central America	General	25	0.00%	-0.08%	364.31 USD
Africa	Humanities	33	1.52%	6.81%	263.74 ZAR
Africa	Medicine	36	1.52%	4.33%	458.20 ZAR
Africa	Science	33	2.90%	3.38%	1,022.60 ZAR
Africa	Social Sciences	84	2.86%	1.50%	764.23 ZAR
Africa	Technology	52	1.61%	1.35%	490.85 ZAR
Africa	General	31	0.28%	0.26%	1,204.16 ZAR
All Countries	All Subjects	79,264	6.25%	7.27%	

Publisher region	Subject	Number of titles	In-/Decrease %		Average Domestic Calculated in	
			Domestic	Foreign		
USA	All Subjects	34,175	7.60%	7.29%	1,021.61	USD
Canada	All Subjects	2,117	2.29%	3.23%	225.03	CAD
UK	All Subjects	17,668	3.66%	9.37%	614.39	GBP
EURO Region	All Subjects	15,575	7.18%	6.94%	678.05	EUR
Europe excl UK & EURO Region	All Subjects	5,069	3.32%	3.69%	773.17	EUR
Japan	All Subjects	615	8.52%	8.68%	42,189.33	JPY
Asia excl Japan	All Subjects	1,291	3.59%	4.56%	334.94	USD
Pacific Region	All Subjects	36	-0.11%	-0.13%	404.11	USD
Australia & New Zealand	All Subjects	1,946	2.22%	3.35%	404.14	AUD
Middle East	All Subjects	342	10.01%	9.93%	582.80	USD
South & Central America	All Subjects	161	1.95%	1.78%	141.28	USD
Africa	All Subjects	269	1.99%	2.30%	700.63	ZAR
All Countries	All Subjects	79,264	6.25%	7.27%		

Publisher region	Subject	Number of titles	In-/Decrease %	
			Domestic	Foreign
All Countries	Humanities	9,344	6.95%	7.80%
All Countries	Medicine	12,368	7.02%	8.85%
All Countries	Science	12,335	6.83%	8.08%
All Countries	Social Sciences	25,076	4.94%	5.64%
All Countries	Technology	15,373	6.26%	6.74%
All Countries	General	4,768	4.21%	5.17%
All Countries	All Subjects	79,264	6.25%	7.27%

Exchange rates:

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

To gain a complete indication of price increases, the effect of exchange rates should also be added to the percentages. The following table shows the increase/decrease of nine major currencies against each other between October 2007 and October 2008. The percentages in the appropriate columns below should be added to the publishers' increases to build a more complete assessment for the actual price increases.

Currency of customer	Publisher Currency/Area								
	USD	GBP	EUR	CAD	CHF	JPY	AUD	NZD	ZAR
USD - US Dollars	-	-11.12	1.18	-4.49	6.47	9.78	-8.29	-10.57	-16.81
GBP - Pound Sterling	12.51	-	13.85	7.47	19.80	23.52	3.19	0.62	-6.40
EUR - Euro	-1.17	-12.16	-	-5.60	5.23	8.50	-9.36	-11.62	-17.78
CAD - Canada Dollars	4.70	-6.95	5.94	-	11.47	14.94	-3.98	-6.37	-12.90
CHF - Swiss Francs	-6.08	-16.53	-4.97	-10.29	-	3.11	-13.86	-16.01	-21.87
JPY - Japan Yen	-8.91	-19.04	-7.83	-13.00	-3.01	-	-16.46	-18.54	-24.22
AUD - Australia Dollars	9.04	-3.09	10.33	4.15	16.10	19.70	-	-2.49	-9.29
NZD - New Zealand Dollars	11.82	-0.62	13.14	6.80	19.06	22.76	2.55	-	-6.98
ZAR - South Africa Rand	20.21	6.84	21.63	14.82	27.99	31.97	10.24	7.50	-