

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) rose 2.7 percent in 2009, an increase substantially higher than the 0.1 percent registered in 2008 and primarily due to a surge in the gasoline index, which was up 53.5 percent. The index for all items less food and energy rose 1.8 percent in 2009, which matches the increase seen in 2008.

Periodicals, college books and audiobooks continue to outperform the CPI. The 2009 cost of hardcover and trade paperback books fell when compared with 2008, and while the overall cost of mass market paperback books rose compared with 2008 it did not outperform the CPI. This year, for the first time, the hardcover books, mass market paperbacks, trade paperbacks, and audiobooks tables are organized by BISAC subject categories. The percent change has been recalibrated in the chart below to reflect this change. CPI data are obtained from the Bureau of Labor Statistics Web site at <http://www.bls.gov/cpi>. For additional information on consumer price trends, readers are referred to U.S. Bureau of Labor Statistics Economic News Release: <http://data.bls.gov/cgi-bin/print.pl/news.release/cpi.nr0.htm>.

Two new indexes have been established by compiler Stephen Bosch to track changes in textbook and e-book prices. The base index year has been set to 2007. These indexes have been added in response to reader demand for this type of information. Inflation of textbook prices for 2008 has seen a substantial increase over 2007. It far exceeds the increases exhibited by North American Academic Books in general, as well as the CPI.

Index	Percent Change				
	2005	2006	2007	2008	2009
CPI	3.4	2.5	4.1	0.1	2.7
Periodicals	7.8	7.3	7.2	8.0	6.4
Serials services	n.a.	n.a.	n.a.	n.a.	n.a.
*Hardcover books	n.a.	5.90	-3.36	2.81	-1.18
Academic books	6.4	2.9	1.1	3.9	n.a.
E-books	n.a.	n.a.	n.a.	-4.8	n.a.
Textbooks	n.a.	n.a.	n.a.	5.5	n.a.
College books	1.7	3.0	0.47	3.3	4.1
*Mass market paperbacks	n.a.	0.47	0.47	1.56	2.46
*Trade paperbacks	n.a.	1.06	27.29	-9.75	-3.12
*Audiobooks	n.a.	-9.61	8.44	11.39	8.91
Newspapers	-0.9	1.8	-2.0	4.1	n.a.

n.a. = not available

* = figures revised based on BISAC categories

Due to unavailability of data, it was not possible to generate Table 2 (U.S. Serials Services) or Table 9 (British Academic Books) this year. A decision was made by the LMPI Editorial Board last year to discontinue indexing newspapers (former Tables 8A and 8B). For historical information, readers should consult past editions of the *Library and Book Trade Almanac*.

U.S. Published Materials

Tables 1 through 7A 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. 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. Paperback Books (Excluding Mass Market) (Table 7), and U.S. Audiobooks (Table 7A).

Periodical and Serials Prices

The LMPI Committee and Swets Information Services jointly produce the U.S. Periodical Price Index (USPPI) (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.

More extensive reports from the periodical 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 through 2006 studies are available on the Web site of the Association for Collections and Library Technical Services (ALCTS) at <http://www.ala.org/ala/mgrps/divs/alcts/resources/collect/serials/uspi.cfm>. Future editions of the USPPI will also be posted on the ALCTS Web site as they are completed.

Compiled by Brenda Dingley, Table 1 shows that U.S. periodical prices, excluding Russian translations, increased by 7.1 percent from 2008 to 2009, and by 6.4 percent from 2009 to 2010. This compares with the overall rate of inflation from the last (2008) report at 8 percent. Including the Russian translation category, the single-year increase for 2009 to 2010 was also 6.4 percent. These figures compare with the 7.2 percent increase for the entire sample in 2009, and the 8 percent increase in 2008. In 2009 the overall greatest price increases were in the social sciences, which averaged an 8.4 percent overall increase, with the sciences atypically posting the lowest overall increases at 6.5 percent. In 2010, as in most other years, the sciences posted the highest average increase, at 7.6 percent, followed by the social sciences at 7.4 percent, and the humanities at 6.3 percent. Unlike 2009, when both Zoology and Industrial Arts increased more than 10 percent, no category showed double-digit price increases in 2010. Sociology and Anthropology titles showed the steepest increases in 2010, at 9 percent, with Psychology titles following at 8.6 percent. These were followed by Political Science and Education, which both increased 8.5 percent, with the rest of the social sciences showing much lower increases. Among the science and

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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	332.4	94.10	349.8
General interest periodicals	27.90	60.11	215.5	63.91	229.1	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.

Table 3 / U.S. Hardcover Books: Average Prices and Price Indexes, 2006–2009
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final			2008 Final			2009 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$71.07	212	\$58.69	82.6	200	\$65.02	91.5	195	\$80.84	113.7	162	\$48.24	67.9
Architecture	66.99	769	74.01	110.5	788	71.47	106.7	853	77.54	115.7	819	81.55	121.7
Art	62.33	1,567	68.12	109.3	1,651	82.55	132.4	1,681	84.79	136.0	1,659	72.51	116.3
Bibles	48.05	215	49.46	102.9	176	41.20	85.8	191	49.19	102.4	169	45.84	95.4
Biography and autobiography	46.20	1,793	50.60	109.5	1,825	52.75	114.2	1,714	57.55	124.6	1,670	49.53	107.2
Body, mind, and spirit	26.76	233	27.15	101.5	208	31.50	117.7	233	26.12	97.6	199	27.69	103.5
Business and economics	120.56	3,399	140.10	116.2	3,452	126.71	105.1	3,581	134.29	111.4	3,865	118.80	98.5
Children	23.14	12,372	23.47	101.4	14,959	24.07	104.0	13,235	27.35	118.2	11,977	24.69	106.7
Comics and graphic novels	32.75	279	32.21	98.3	324	33.46	102.2	462	32.65	99.7	747	32.34	98.7
Computers	113.07	904	112.98	99.9	769	116.67	103.2	731	146.42	129.5	799	153.53	135.8
Cooking	28.68	835	30.59	106.7	878	27.65	96.4	1,015	29.99	104.6	768	29.65	103.4
Crafts and hobbies	28.82	297	25.55	88.6	338	26.78	92.9	267	27.57	95.7	232	29.54	102.5
Design	59.41	287	86.99	146.4	385	87.10	146.6	358	62.22	104.7	317	66.47	111.9
Drama	60.81	50	88.36	145.3	84	66.77	109.8	192	53.65	88.2	78	82.92	136.4
Education	95.10	1,271	107.76	113.3	1,245	111.28	117.0	1,330	111.90	117.7	1,385	100.92	106.1
Family and relationships	25.37	348	28.78	113.5	324	26.68	105.2	301	29.37	115.8	301	33.61	132.5
Fiction	28.37	4,518	28.78	101.5	4,627	33.61	118.5	4,976	29.03	102.3	4,484	28.77	101.4
Foreign language study	116.89	209	107.19	91.7	211	113.35	97.0	146	110.68	94.7	109	133.51	114.2
Games	32.07	205	28.73	89.6	154	29.50	92.0	145	39.16	122.1	165	36.53	113.9
Gardening	38.20	164	52.40	137.2	189	37.56	98.3	149	42.41	111.0	140	36.79	96.3
Health and fitness	54.05	405	50.20	92.9	405	54.06	100.0	449	61.08	113.0	358	54.88	101.5
History	88.17	4,630	92.87	105.3	4,766	85.18	96.6	4,795	87.46	99.2	4,639	86.48	98.1
House and home	31.51	145	33.82	107.3	152	36.80	116.8	117	40.85	129.6	114	40.39	128.2
Humor	19.00	213	18.11	95.3	227	20.71	109.0	241	20.42	107.5	232	19.88	104.6

Language arts and disciplines	120.71	1,135	126.73	105.0	1,404	130.09	107.8	1,300	133.45	110.6	1,553	132.50	109.8
Law	155.28	1,373	177.73	114.5	1,409	167.87	108.1	1,516	163.59	105.3	1,535	162.20	104.5
Literary collections	74.92	278	86.95	116.1	472	139.70	186.5	383	89.75	119.8	374	87.08	116.2
Literary criticism	123.84	1,584	104.51	84.4	1,823	102.68	82.9	1,707	106.08	85.7	1,877	107.68	86.9
Mathematics	144.88	1,098	125.88	86.9	1,029	122.66	84.7	916	127.81	88.2	908	113.31	78.2
Medical	156.54	3,054	160.58	102.6	3,118	153.14	97.8	3,076	154.91	99.0	3,001	163.23	104.3
Music	77.63	391	79.21	102.0	486	76.07	98.0	485	69.34	89.3	526	73.91	95.2
Nature	67.75	426	69.53	102.6	447	63.67	94.0	435	62.58	92.4	409	65.10	96.1
Performing arts	71.74	508	73.57	102.5	577	80.10	111.7	618	81.63	113.8	554	79.53	110.9
Pets	25.45	205	21.55	84.7	225	24.12	94.8	181	29.39	115.5	167	24.71	97.1
Philosophy	127.22	939	105.63	83.0	1,007	94.62	74.4	973	98.56	77.5	1,015	93.79	73.7
Photography	56.77	851	99.96	176.1	895	66.57	117.3	882	82.64	145.6	800	79.27	139.6
Poetry	36.58	330	39.50	108.0	351	42.30	115.6	339	42.50	116.2	287	42.89	117.3
Political science	103.39	2,230	95.01	91.9	2,315	99.59	96.3	2,492	97.13	93.9	2,718	100.14	96.9
Psychology	93.85	1,098	96.99	103.3	1,112	103.14	109.9	1,063	101.94	108.6	1,028	100.37	106.9
Reference	202.23	706	207.30	102.5	644	266.10	131.6	613	290.72	143.8	538	269.53	133.3
Religion	62.29	2,467	68.45	109.9	2,510	65.68	105.4	2,449	68.04	109.2	2,303	71.04	114.0
Science	203.44	3,358	201.47	99.0	3,214	213.59	105.0	3,171	204.74	100.6	3,223	182.60	89.8
Self-help	22.43	350	26.82	119.6	326	24.14	107.6	322	25.67	114.4	311	23.35	104.1
Social science	96.17	2,760	111.30	115.7	2,932	108.85	113.2	2,948	97.93	101.8	3,119	95.95	99.8
Sports and recreation	38.77	701	39.30	101.4	670	39.62	102.2	746	41.47	107.0	583	39.25	101.2
Study aids	105.28	44	78.87	74.9	21	87.52	83.1	17	78.49	74.6	24	112.83	107.2
Technology and engineering	187.80	1,980	167.50	89.2	1,947	156.46	83.3	2,145	158.80	84.6	2,470	156.21	83.2
Transportation	68.68	328	53.20	77.5	287	57.40	83.6	312	64.24	93.5	244	72.47	105.5
Travel	37.11	394	43.97	118.5	754	53.63	144.5	457	34.80	93.8	365	44.08	118.8
True crime	29.28	81	30.00	102.5	97	28.44	97.1	94	26.32	89.9	91	29.37	100.3
Young adult	50.17	2,313	48.80	97.3	2,749	50.68	101.0	2,256	49.41	98.5	2,294	34.25	68.3
Totals	\$80.36	66,302	\$85.10	105.9	71,158	\$82.24	102.3	69,253	\$84.55	105.2	67,705	\$83.55	104.0

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technology categories, Agriculture titles showed the greatest price increases, at 8.4 percent, followed by Zoology at 8.2 percent, Home Economics at 8.1 percent, and Medicine at 8 percent. In 2009 Children's Literature, which in most years is the category that increases at the lowest rate, saw the highest inflationary increase of any single category, at 11.5 percent. In 2010 Children's Literature returned to a more usual form, showing the second-lowest increase at 4.1 percent, with the lowest category being General Interest periodicals, at 4 percent.

Book Prices

Tables 3 (hardcover books), 6 (mass market paperbacks), 7 (other paperbacks), and 7A (audiobooks), prepared by Catherine Barr, are once again derived from data provided by book wholesaler Baker & Taylor. This year, however, they use the Book Industry Study Group's BISAC categories. Updates to the Baker & Taylor database have resulted in slightly different results for earlier years and therefore these tables provide all-new data for 2005 forward. For more information on the BISAC categories, visit <http://www.bisg.org>.

Book prices were mixed in 2008 and preliminary figures indicated a similar situation for 2009. List prices for hardcover books (Table 3) rose 2.81 percent in 2008 and the preliminary 2009 average price (\$83.55) remaining above a dip in 2007 (\$82.24). Mass market paperback prices (Table 6) continued to show slow but steady increases, up 0.47 percent in 2007, a further 1.56 percent in 2008, and an additional 2.46 percent in early 2009 reporting. Trade paperback prices (Table 7), on the other hand, rose a strong 27.29 percent in 2007 but declined by 9.75 percent in 2008 and a further 3.12 percent in preliminary 2009 figures. Audio-book prices (Table 7A) were up 8.44 percent in 2007, 11.39 percent in 2008, and were showing a strong 8.91 percent increase in preliminary data for 2009.

The North American Academic Books Price Indexes (Tables 4, 4A, and 4B) are prepared by Stephen Bosch. The most significant news concerning the North American Academic Books Price Index (NAABPI) for 2008 is the addition of two indexes, one for e-books (Table 4A) and another for textbooks (Table 4B). Both of these areas were of high interest to users. Based on that input the indexes will debut with the base index year of 2007. In the academic market, it has always been assumed that e-books are more expensive than their print counterparts as the \$9.95 versions of e-books available to consumers through channels such as Amazon are not available to libraries. The new index clearly points out the difference in price—the average price of an e-book in 2008 was \$102.80 and the average price for print books was \$70.64. Due to customer demands, vendors offer multiple platforms and pricing models for e-books and 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. As 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 changing rapidly. This is reflected in the large swing in numbers of titles between 2007 and 2008. One vendor reported a huge

jump in numbers in 2007 due to adding “catch-up” titles to their database. Increases in the costs of textbooks have been a hot topic on many campuses. The index for textbooks will try to document price change in this area.

The average price of print North American Academic Books in 2008 (Table 4) increased by 3.9 percent as compared with the 2007 average price. Over the past years the average prices had been trending higher (6.4 percent in 2005–2006), and this year the increase has continued. The number of titles treated this year declined slightly from 2007 (from 72,965 to 72,159). The drop in title count was fairly even across all price bands except for titles costing more than \$120.00, which actually saw an increase. One driver in the 2008 price increase is the higher number of titles published at the high end of the price spectrum. Unlike all other price bands the >\$120 area shows steady growth in the number of titles overall during the past four years. See Figure 1.

Figure 1 / Comparison of Titles in Sample Grouped by Price

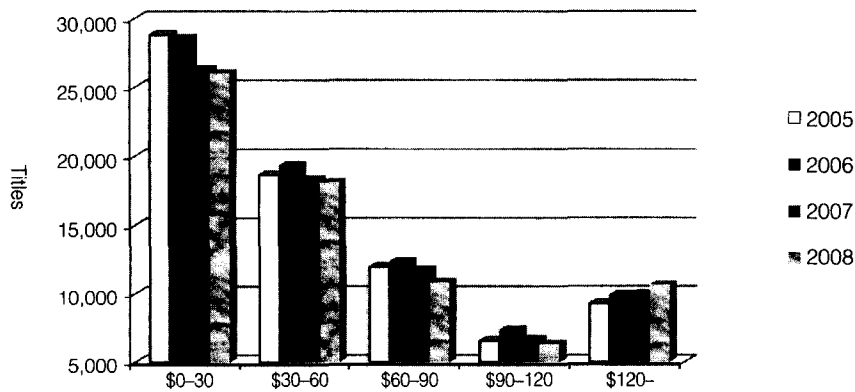
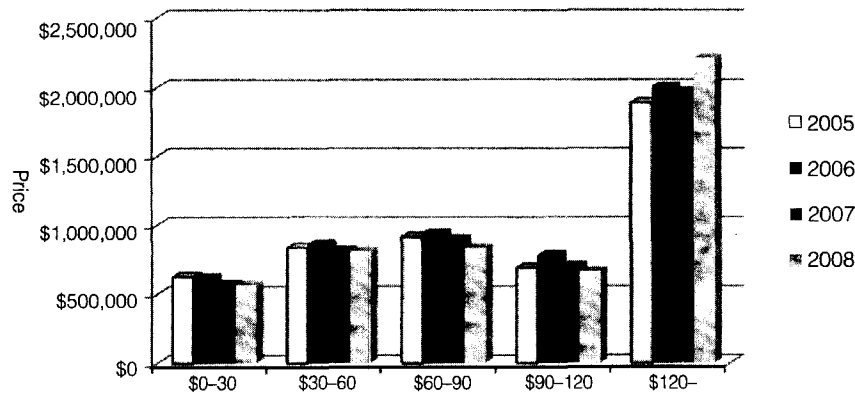


Figure 2



The impact on pricing from the titles in the >\$120 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 2008. Although the \$0–30 price area has the largest number of titles, dollar-wise it is the smallest portion as far as total cost (sum of all prices) goes in the index, and has been declining over the past four years. The increase in the prices in the upper end of the index was what added to the overall level of increase. See Figure 2.

The data used for this index are derived from all titles treated by Blackwell Book Services (BBS) 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 of paperbacks as distributed as part of the approval plans has clearly influenced the prices reflected in the index figures. It is safe to say that the recent purchase of BBS by YBP means that this index in all likelihood will be very different next year.

E-books are now being treated in a separate index (Table 4A) and the impact on the index of separating out e-books will have to be monitored. Currently the vast majority of titles are published in both print and “e” versions, so the number of titles in the print index should not be affected until the industry moves toward more e-publishing with print as an added component to the electronic version. It is safe to say that in the future the number of titles in the print-only index should decline. At the same time, pricing for e-books should rise especially as we see more scientific, technical, and medical (STM) publishers move to publishing primarily “e” versions of their books. Many e-book pricing models add extra charges of as much as 50 percent to the retail price. This pricing model is reflected in the higher prices for e-books. The overall price for e-books did show a decline from 2007 to 2008, but as the number of titles treated had a huge variation it is not really possible to draw sound conclusions about pricing trends in e-books.

The first year of the price index for textbooks (Table 4B) shows a 5.5 percent increase for overall prices between 2007 and 2008. This increase is higher than the increase seen for the broader print index and the overall prices are also higher. These are indicators that the angst experienced by students as they purchase their texts may well be justified as prices appear to be increasing at a faster clip and the overall cost is 31 percent higher. It will take a little more time and data before any real trends can be identified.

Analysis of the data in the overall print index (Table 4) as it was processed still indicates 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. 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 2009 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, 2008 shows that STM areas did not show the largest price increases as these were in the Social Sciences and the general areas (A, Z). The areas showing double-digit increases were General Works, Library and Information Science, and Geography. Outside of Science most of the higher increases were seen in subject areas from the Social Sciences. It is interesting to note that some areas that showed high increases last year (Geology) are now at the other end of the spectrum of price increases.

It is good to remember that price indexes become less accurate at describing price changes the smaller the sample becomes. General Works and Library and Information Science are small samplings and showed very large increases, but to then conclude that all books in the area increased at similar rates is not correct. These areas have a small sample size (<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 inclusion of a few expensive items can really affect the overall average price when the number of titles in an area is small.

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 2007 through 2009 (index base year of 1989), and also the percentage change between 2008 and 2009. Data for the index was compiled from 6,632 reviews of books published in *Choice* during 2009; expensive titles (\$500 or more) were omitted from the analysis, thus the total number of titles reported is smaller. As with the "North American Academic Books: Average Prices and Price Indexes" data, which appear annually in the *Library and Book Trade Almanac*, 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, and average price for books in 2009 in each *Choice* subject category. In 2009 the percentage of titles in the Humanities titles dropped while the percentage of titles in Science and Technology and the Social and Behavioral Sciences remained consistent.

The average price for Humanities titles in 2009 increased by 4.25 percent over the previous year. The average price for Science and Technology titles increased by more than 5 percent (5.44 percent) whereas the price for Social and Behavioral Sciences titles increased by 7.54 percent. Since 1989 there has been an overall average book price increase of 65 percent when reference books are included (and 65 percent when reference books are not included).

For 2009 the overall average price for books in the Humanities, Sciences, and Social and Behavioral Sciences (including reference books) was \$67.18, a large increase of 4.12 percent over the average 2008 book price of \$64.52. Calculated separately, reference books showed a 5.62 percent decrease from the previous year (2008). This decline is due to the large number of expensive sets, removed from the price study. Since 1989 there has been a 210 percent increase in the average price of reference books. Without reference books included, the

(text continues on page 481)

Table 4 / North American Academic Books: Average Prices and Price Indexes 2006–2008
Index Base: 1989 = 100

Subject Area	LC Class	1989		2006		2007		2008			Index
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	% Change 2007–2008	
General works	A	333	\$134.65	97	\$72.40	109	\$74.80	94	\$99.84	33.5%	74.1
Philosophy and religion	B	3,518	29.06	5,745	59.32	5,448	56.25	5,458	58.59	4.1	201.6
Psychology	BF	890	31.97	1,010	55.27	1,027	59.04	1,011	64.67	9.5	202.3
History	C-D-E-F	5,549	31.34	7,296	52.54	6,838	55.45	6,916	60.12	8.4	191.8
Geography	G	396	47.34	788	80.11	706	80.60	723	89.52	11.1	189.1
Anthropology	GN	406	32.81	368	67.94	416	67.88	371	68.13	0.4	207.6
Physical education and recreation	GV	814	20.38	1,226	41.23	1,134	42.58	1,210	43.35	1.8	212.7
Business and economics	H	5,979	41.67	7,485	71.64	6,534	72.44	6,228	78.88	8.9	189.3
Sociology	HM	2,742	29.36	4,856	60.55	4,440	62.64	4,177	64.14	2.4	218.4
Political science	J	1,650	36.76	2,300	65.94	2,195	66.69	2,182	69.46	4.2	189.0
Law	K	1,252	51.10	2,701	87.26	2,788	98.78	2,956	105.83	7.1	207.1
Education	L	1,685	29.61	3,011	56.86	2,822	58.83	2,923	61.44	4.4	207.5
Fine and applied arts	M-N	3,040	40.72	4,652	52.77	4,761	53.28	4,873	54.10	1.5	132.9
Literature and language	P	10,812	24.99	12,551	45.69	12,595	44.91	12,678	43.97	-2.1	176.0
Science (general)	Q	433	56.10	416	84.02	328	92.59	337	101.57	9.7	181.1

Mathematics and computer science	QA	2,707	44.68	3,365	76.47	2,939	79.16	2,992	82.92	4.7	185.6
Physics and astronomy	QB	1,219	64.59	1,285	104.67	1,100	101.91	1,007	109.68	7.6	169.8
Chemistry	QD	577	110.61	484	176.72	485	175.33	399	186.81	6.5	168.9
Geology	QE	303	63.49	203	100.12	191	118.23	201	103.36	-12.6	162.8
Zoology	QH,L,P,R	1,967	71.28	2,235	107.34	2,006	110.43	1,843	106.92	-3.2	150.0
Botany	QK	251	69.02	239	115.31	178	107.34	175	112.37	4.7	162.8
Medicine	R	5,028	58.38	6,550	85.21	5,757	86.01	5,632	91.63	6.5	157.0
Agriculture	S	897	45.13	963	65.14	995	76.22	911	79.70	4.6	176.6
Engineering and technology	T	4,569	64.94	5,666	98.67	5,156	100.13	4,955	103.12	3.0	158.8
Industrial arts	TT	175	23.89	237	32.54	248	36.01	221	39.05	8.4	163.4
Home economics	TX	535	27.10	683	41.23	686	43.62	658	42.16	-3.3	155.6
Military and naval science	U-V	715	33.57	643	58.96	603	56.40	527	60.83	7.9	181.2
Library and information science	Z	857	44.51	479	62.89	480	66.85	501	84.90	27.0	190.8
Average for all subjects		59,299	\$41.69	77,534	\$67.29	72,965	\$68.01	72,159	\$70.64	3.9%	169.4

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Blackwell Book 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 EBooks: Average Prices and Price Indexes 2007–2008
Index Base: 2007 = 100

Subject Area	LC Class	2007		2008			Index
		No. of Titles	Average Price	No. of Titles	Average Price	% Change 2007–2008	
General works	A	67	\$107.08	25	\$105.28	-1.7%	98.3
Philosophy and religion	B	4,154	92.86	3,355	97.33	4.8	104.8
Psychology	BF	1,185	81.55	668	83.98	3.0	103.0
History	C-D-E-F	5,058	90.95	3,157	77.91	-14.3	85.7
Geography	G	946	128.02	495	114.59	-10.5	89.5
Anthropology	GN	418	104.00	191	100.58	-3.3	96.7
Physical education and recreation	GV	660	93.21	392	63.87	-31.5	68.5
Business and economics	H	10,391	95.53	5,017	82.53	-13.6	86.4
Sociology	HM	4,681	95.31	2,797	86.20	-9.6	90.4
Political science	J	2,786	99.72	1,536	89.23	-10.5	89.5
Law	K	2,046	102.10	1,360	106.66	4.5	104.5
Education	L	2,769	104.24	1,277	97.76	-6.2	93.8
Fine and applied arts	M-N	1,310	82.41	868	74.64	-9.4	90.6
Literature and language	P	6,430	89.65	4,713	92.25	2.9	102.9
Science (general)	Q	502	112.29	321	107.49	-4.3	95.7
Mathematics and computer science	QA	4,445	101.58	2,164	105.78	4.1	104.1
Physics and astronomy	QB	2,063	139.14	1,142	141.80	1.9	101.9
Chemistry	QD	954	208.92	452	223.52	7.0	107.0
Geology	QE	223	134.63	162	148.89	10.6	110.6
Zoology	QH,L,P,R	3,561	148.52	1,806	152.63	2.8	102.8
Botany	QK	291	164.92	150	163.46	-0.9	99.1
Medicine	R	7,905	120.89	4,095	116.12	-3.9	96.1
Agriculture	S	1,003	124.99	569	134.57	7.7	107.7
Engineering and technology	T	7,487	130.89	3,317	129.88	-0.8	99.2
Industrial arts	TT	19	52.61	17	56.14	6.7	106.7
Home economics	TX	272	105.75	147	87.54	-17.2	82.8
Military and naval science	U-V	740	80.95	357	74.30	-8.2	91.8
Library and information science	Z	339	75.57	184	107.91	42.8	142.8
Average for all subjects		72,705	\$107.99	40,734	\$102.80	-4.8	95.2

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Blackwell Book Services and YBP Library Services. The data represents all Ebook 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.

Table 4B / North American Academic Text Books: Average Prices and Price Indexes 2007–2008

Index Base: 2007 = 100

Subject Area	LC Class	2007		2008			Index
		No. of Titles	Average Price	No. of Titles	Average Price	% Change 2007–2008	
General works	A	11	\$76.79	2	\$52.00	-32.3%	67.7
Philosophy and religion	B	267	48.87	268	53.27	9.0	109.0
Psychology	BF	196	86.19	225	86.82	0.7	100.7
History	C-D-E-F	180	62.87	215	65.02	3.4	103.4
Geography	G	105	91.86	128	98.16	6.9	106.9
Anthropology	GN	75	74.77	57	82.35	10.1	110.1
Physical education and recreation	GV	75	70.95	104	63.81	-10.1	89.9
Business and economics	H	1,096	90.48	1,125	99.13	9.6	109.6
Sociology	HM	647	70.66	673	72.24	2.2	102.2
Political science	J	208	68.65	217	71.95	4.8	104.8
Law	K	404	88.85	533	89.69	0.9	100.9
Education	L	489	61.83	508	66.49	7.6	107.6
Fine and applied arts	M-N	143	63.70	155	67.93	6.6	106.6
Literature and language	P	705	59.96	618	63.39	5.7	105.7
Science (general)	Q	42	103.09	50	83.06	-19.4	80.6
Mathematics and computer science	QA	1,052	84.40	1,056	84.87	0.6	100.6
Physics and astronomy	QB	350	105.25	325	108.87	3.4	103.4
Chemistry	QD	162	127.60	148	123.33	-3.4	96.6
Geology	QE	35	115.15	39	119.33	3.6	103.6
Zoology	QH,L,P,R	455	104.59	415	107.00	2.3	102.3
Botany	QK	18	105.94	29	121.21	14.4	114.4
Medicine	R	1,804	104.04	1,930	113.46	9.1	109.1
Agriculture	S	134	120.96	114	119.15	-1.5	98.5
Engineering and technology	T	1,050	104.79	1,186	109.34	4.3	104.3
Industrial arts	TT	20	69.50	23	81.36	17.1	117.1
Home economics	TX	67	66.60	61	99.77	49.8	149.8
Military and naval science	U-V	12	89.44	21	91.03	1.8	101.8
Library and information science	Z	37	60.87	60	68.88	13.2	113.2
Average for all subjects		9,843	\$88.05	10,285	\$92.86	5.5	105.5

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Blackwell Book Services and 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 / U.S. College Books: Average Prices and Price Indexes 1989, 2007–2009
Index Base: 1989 = 100

Subject	1989		2007				2008				2009				
	No. of Titles	Avg. Price per Title	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	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2008	Percent Change 2008–2009
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	61	\$55.00	170.12	99.19	73	\$56.95	176.15	103.55	80	\$55.38	171.30	97.24	-2.76
Art and Architecture	276	55.56	152	57.55	103.58	108.05	150	57.84	104.10	100.50	161	58.30	104.93	100.80	0.80
<i>Fine Arts</i>	n.a.	n.a.	226	61.02	n.a.	104.34	116	68.77	n.a.	112.70	88	64.79	n.a.	94.21	-5.79
<i>Architecture</i>	n.a.	n.a.	75	57.00	n.a.	105.42	50	77.12	n.a.	135.30	55	62.38	n.a.	80.89	-19.11
<i>Photography</i>	24	44.11	48	51.76	117.34	102.82	18	46.64	105.74	90.11	30	54.44	123.42	116.72	16.72
Communication	42	32.70	93	58.83	179.91	115.33	98	54.17	165.66	92.08	90	61.00	186.54	112.61	12.61
Language and Literature	110	35.17	95	54.88	156.04	87.37	70	64.77	184.16	118.02	73	60.76	172.76	93.81	-6.19
<i>African and Middle Eastern</i>	n.a.	n.a.	24	49.58	n.a.	88.25	26	49.03	n.a.	98.89	30	48.68	n.a.	99.29	-0.71
<i>Asian and Oceanian</i>	n.a.	n.a.	40	54.07	n.a.	96.19	25	62.27	n.a.	115.17	23	55.94	n.a.	89.83	-10.17
<i>Classical</i>	75	43.07	27	77.23	179.31	112.02	29	81.64	189.55	105.71	29	74.51	173.00	91.27	-8.73
<i>English and American</i>	547	30.27	401	57.70	190.62	100.59	420	58.83	194.35	101.96	382	62.74	207.27	106.65	6.65
<i>Germanic</i>	38	32.18	29	61.66	191.61	94.88	29	66.89	207.86	108.48	25	65.85	204.63	98.45	-1.55
<i>Romance</i>	97	30.30	89	51.28	169.24	90.14	70	53.94	178.02	105.19	70	63.77	210.46	118.22	18.22
<i>Slavic</i>	41	27.92	15	67.01	240.01	155.91	20	44.41	159.06	66.27	16	55.17	197.60	124.23	24.23
<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	25	50.55	171.88	70.89	29	54.42	185.04	107.66	34	55.77	189.63	102.48	2.48
<i>Film</i>	82	33.00	133	52.44	158.91	100.85	159	58.12	176.12	110.83	163	66.89	202.70	115.09	15.09
<i>Music</i>	156	35.34	145	53.60	151.67	109.34	157	56.97	161.21	106.29	116	54.62	154.56	95.88	-4.12
<i>Theater and Dance</i>	58	34.18	43	51.20	149.80	88.86	41	64.11	187.57	125.21	48	62.44	182.68	97.40	-2.60
Philosophy	185	37.25	187	58.64	157.42	97.52	183	58.00	155.70	98.91	198	70.02	187.97	120.72	20.72
Religion	174	33.49	232	50.73	151.48	109.17	250	48.32	144.28	95.25	213	50.23	149.99	103.95	3.95
Total Humanities	2,009	\$36.09	2,140	\$56.09	155.42	101.78	2,013	\$58.37	161.73	104.06	1,924	\$60.85	168.61	104.25	4.25

Science and Technology	99	\$46.90	65	\$46.46	99.06	105.23	109	\$53.68	114.46	115.54	89	\$64.47	137.46	120.10	20.10
History of Science and Technology	74	40.56	95	47.73	117.68	116.24	96	46.72	115.19	97.88	90	61.47	151.55	131.57	31.57
Astronautics and Astronomy	22	50.56	71	50.37	99.62	92.32	68	50.64	100.16	100.54	82	54.41	107.61	107.44	7.44
Biology	97	51.01	138	58.18	114.06	83.53	145	71.31	139.80	122.57	140	72.10	141.34	101.11	1.11
<i>Botany</i>	29	63.91	48	55.62	87.03	76.13	85	77.65	121.50	139.61	82	86.09	134.71	110.87	10.87
<i>Zoology</i>	53	49.21	76	76.36	155.17	115.42	94	67.63	137.43	88.57	107	64.28	130.62	95.05	-4.95
Chemistry	21	70.76	76	116.67	164.88	105.54	70	109.05	154.11	93.47	50	103.32	146.01	94.75	-5.25
Earth Science	34	79.44	54	79.63	100.24	130.22	95	73.74	92.82	92.60	111	77.25	97.24	104.76	4.76
Engineering	87	66.74	90	90.31	135.32	83.08	90	95.23	142.69	105.45	101	102.62	153.76	107.76	7.76
Health Sciences	94	34.91	151	52.75	151.10	92.94	156	56.29	161.24	106.71	191	52.90	151.53	93.98	-6.02
Information and Computer Science	70	40.35	55	63.55	157.50	89.38	90	75.86	188.00	119.37	82	93.54	231.82	123.31	23.31
Mathematics	60	48.53	90	65.38	134.72	92.21	98	68.98	142.14	105.51	117	67.75	139.60	98.22	-1.78
Physics	22	43.94	81	79.13	180.09	116.49	65	63.43	144.36	80.16	47	64.30	146.34	101.37	1.37
Sports and Physical Education	18	27.46	20	37.52	136.64	92.89	65	38.72	141.01	103.20	56	51.82	188.71	133.83	33.83
Total Science	780	\$49.54	1,110	\$66.15	133.53	98.64	1,326	\$67.34	135.93	101.80	1,345	\$71.00	143.32	105.44	5.44
Social and Behavioral Sciences	92	\$37.09	102	\$60.65	163.52	121.35	108	\$60.31	162.60	99.44	95	\$64.92	175.03	107.64	7.64
Anthropology	96	39.94	96	67.55	169.13	118.28	142	56.41	141.24	83.51	125	68.14	170.61	120.79	20.79
Business Management and Labor	145	35.72	132	50.78	142.16	104.72	151	53.01	148.40	104.39	150	54.88	153.64	103.53	3.53
Economics	332	40.75	261	63.37	155.51	108.96	263	62.36	153.03	98.41	292	63.56	155.98	101.92	1.92
Education	71	34.50	159	51.75	150.00	96.69	163	52.71	152.78	101.86	170	58.33	169.07	110.66	10.66
History, Geography and Area Studies	59	42.10	105	49.33	117.17	89.71	111	51.33	121.92	104.05	102	53.59	127.29	104.40	4.40
<i>Africa</i>	44	34.85	29	54.94	157.65	95.90	29	62.02	177.96	112.89	24	63.61	182.53	102.56	2.56
<i>Ancient History</i>	n.a.	n.a.	57	71.50	n.a.	101.19	48	80.66	n.a.	112.81	44	63.06	n.a.	78.18	-21.82
<i>Asia and Oceania</i>	76	34.75	83	56.04	161.27	104.42	86	54.73	157.50	97.66	82	71.83	206.71	131.24	31.24
<i>Central and Eastern Europe</i>	n.a.	n.a.	60	55.80	n.a.	107.99	60	57.24	n.a.	102.58	60	68.85	n.a.	120.28	20.28
<i>Latin America and Caribbean</i>	42	37.23	56	52.06	139.83	92.68	71	53.15	142.76	102.09	60	55.14	148.11	103.74	3.74

Table 5 / U.S. College Books: Average Prices and Price Indexes 1989, 2007–2009 (cont.)
Index Base: 1989 = 100

Subject	1989		2007				2008				2009				
	No. of Titles	Avg. Price per Title	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	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2008	Percent Change 2008–2009
<i>Middle East and North Africa</i>	30	36.32	45	64.82	178.47	125.06	45	50.17	138.13	77.40	44	68.44	188.44	136.42	36.42
<i>North America</i>	349	30.56	406	42.53	139.17	104.99	382	45.07	147.48	105.97	396	49.3	161.32	109.39	9.39
<i>United Kingdom</i>	n.a.	n.a.	73	56.88	n.a.	97.93	91	58.62	n.a.	103.06	62	64.55	n.a.	110.12	10.12
<i>Western Europe</i>	287	42.08	168	48.88	116.16	84.99	134	65.03	154.54	133.04	144	69.55	165.28	106.95	6.95
Political Science	28	33.56	37	60.88	181.41	126.54	6	54.30	161.80	89.19	3	103.00	306.91	189.69	89.69
Comparative Politics	236	37.82	228	58.17	153.81	98.93	207	60.16	159.07	103.42	185	70.93	187.55	117.90	17.90
International Relations	207	35.74	156	53.02	148.35	93.86	166	59.46	166.37	112.15	171	66.19	185.20	111.32	11.32
Political Theory	59	37.76	60	60.41	159.98	108.49	81	62.43	165.33	103.34	89	61.13	161.89	97.92	-2.08
U.S. Politics	212	29.37	160	46.88	159.62	95.79	218	49.15	167.35	104.84	218	50.30	171.26	102.34	2.34
Psychology	179	36.36	130	59.19	162.79	100.32	125	61.59	169.39	104.05	122	65.45	180.01	106.27	6.27
Sociology	178	36.36	257	57.14	157.15	109.78	237	61.09	168.01	106.91	258	59.86	164.63	97.99	-2.01
Behavioral Sciences	2,722	\$36.43	2,860	\$54.46	149.49	102.79	2,924	\$56.40	154.82	103.56	2,896	\$60.65	166.48	107.54	7.54
Total General Humanities	5,511	\$38.16	6,110	\$57.15	149.76	101.62	6,263	\$59.35	155.53	103.85	6,165	\$62.97	165.02	106.10	6.10
Science and Social Science Reference	636	\$61.02	33	\$136.26	n.a.	147.71	20	\$72.36	n.a.	53.10	39	\$93.36	153.00	129.02	29.02
General Humanities	n.a.	n.a.	139	114.51	n.a.	86.88	144	102.95	n.a.	89.90	115	112.72	n.a.	109.49	9.49
Science and Technology	n.a.	n.a.	64	96.76	n.a.	65.60	89	145.94	n.a.	150.83	85	117.06	n.a.	80.21	-19.79
Reference	n.a.	n.a.	253	143.28	n.a.	99.03	198	162.60	n.a.	113.48	185	150.72	n.a.	92.69	-7.31
Total Reference	636	\$61.02	489	\$128.54	210.65	93.93	451	\$136.26	223.30	106.01	424	\$128.60	210.75	94.38	-5.62
Grand Total	6,147	\$40.52	6,599	\$62.44	154.10	100.47	6,714	\$64.52	159.23	100.99	6,589	\$67.18	165.79	104.12	4.12

Table 6 / U.S. Mass Market Paperback Books: Average Prices and Price Indexes, 2006–2009
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final		2008 Final			2009 Preliminary			
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$7.69	9	\$7.82	101.7	9	\$7.99	103.9	10	\$8.59	111.7	9	\$8.66	112.6
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.
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.
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.
Biography and autobiography	7.83	13	7.91	101	9	7.87	100.6	8	7.87	100.4	13	7.48	95.6
Body, mind and spirit	7.11	29	7.13	100.2	22	7.62	107.2	14	7.13	100.3	13	7.99	112.4
Business and economics	12.47	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	7.99	64.1	1	9.99	80.1
Children	5.29	277	5.61	106.0	284	5.61	106.1	239	5.94	112.3	234	6.10	115.3
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.
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	7.50	1	6.99	93.2	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
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.
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	6.32	6	6.46	102.2	4	6.47	102.4	2	5.99	94.8	3	5.98	94.6
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.
Family and relationships	6.98	5	7.77	111.4	3	8.32	119.2	n.a.	n.a.	n.a.	2	5.99	85.8
Fiction	6.34	4,316	6.33	99.9	4,227	6.40	100.9	4,162	6.48	102.2	4,029	6.64	104.7
Foreign language study	n.a.	1	5.99	n.a.	4	6.74	n.a.	5	6.19	n.a.	4	6.99	n.a.
Games	7.14	9	6.65	93.1	19	5.54	77.6	13	5.45	76.4	5	4.99	69.9
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.
Health and fitness	7.43	33	7.23	97.3	18	7.49	100.8	18	7.66	103.1	14	7.70	103.7
History	7.90	16	7.74	98.0	13	7.76	98.2	3	5.83	73.8	5	7.69	97.4
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.
Humor	6.99	3	7.32	104.8	4	7.49	107.2	3	6.32	90.5	n.a.	n.a.	n.a.
Language arts and disciplines	6.99	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
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.
Literary collections	n.a.	1	7.95	n.a.	n.a.	n.a.	n.a.	1	4.99	n.a.	1	7.95	n.a.

Table 6 / U.S. Mass Market Paperback Books: Average Prices and Price Indexes, 2006–2009 (cont.)
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final		2008 Final		2009 Preliminary				
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Literary criticism	\$7.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	\$7.95	100	1	\$7.99	100.5
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	4	\$6.62	84.5	4	\$6.87	87.7	1	7.50	95.8	1	8.99	114.8
Music	7.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
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	2	8.49	103.2	3	8.64	105.0	1	9.99	121.4	1	9.99	121.4
Pets	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	7.99	n.a.	n.a.	n.a.	n.a.
Philosophy	7.49	5	7.58	101.2	5	7.78	103.9	2	5.95	79.4	n.a.	n.a.	n.a.
Photography	n.a.	1	6.99	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Poetry	5.75	2	5.95	103.5	1	5.95	103.5	2	4.95	86.1	5	6.95	120.9
Political science	n.a.	2	7.45	n.a.	1	6.99	n.a.	2	7.99	n.a.	1	5.95	n.a.
Psychology	7.97	3	7.99	100.3	2	7.97	100.0	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Reference	6.85	11	10.13	147.9	3	6.49	94.8	3	7.16	104.5	3	7.49	109.4
Religion	9.96	6	7.65	76.8	2	6.99	70.2	4	7.74	77.7	3	6.98	70.0
Science	n.a.	1	7.99	n.a.	n.a.	n.a.	n.a.	1	6.95	n.a.	n.a.	n.a.	n.a.
Self-help	12.45	13	7.43	59.7	6	7.80	62.7	3	9.64	77.5	2	7.99	64.2
Social science	7.08	1	7.99	112.9	1	7.99	112.9	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Sports and recreation	7.62	2	7.99	104.9	2	7.49	98.3	3	7.99	104.9	3	6.99	91.7
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.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	14.00	108.1
Travel	n.a.	1	7.99	n.a.	n.a.	n.a.	n.a.	1	6.95	n.a.	1	4.95	n.a.
True crime	7.19	44	7.43	103.4	51	7.42	103.2	53	7.35	102.2	51	7.44	103.5
Young adult	6.46	200	6.93	107.2	159	6.79	105.2	142	7.10	109.9	94	7.65	118.3
Totals	\$6.34	5,017	\$6.37	100.4	4,856	\$6.40	101.0	4,699	\$6.50	102.5	4,500	\$6.66	105.0

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, 2006–2009
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final		2008 Final		2009 Preliminary				
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$24.80	282	\$24.86	100.2	275	\$121.12	488.4	239	\$27.08	109.2	192	\$27.28	110.0
Architecture	38.90	597	38.67	99.4	717	40.17	103.3	694	41.89	107.7	645	42.24	108.6
Art	31.28	1,515	32.20	102.9	1,692	34.43	110.1	1,581	37.55	120.0	1,472	36.54	116.8
Bibles	36.87	470	38.07	103.3	291	40.08	108.7	363	49.29	133.7	273	40.31	109.3
Biography and autobiography	19.19	2,108	19.87	103.5	2,278	20.92	109.0	2,211	20.31	105.8	2,437	20.29	105.8
Body, mind and spirit	17.48	991	17.17	98.2	1,045	17.67	101.1	1,072	18.47	105.7	963	18.03	103.2
Business and economics	71.12	6,206	70.83	99.6	11,053	106.82	150.2	5,937	73.97	104.0	5,817	59.50	83.7
Children	11.11	9,409	10.28	92.6	9,136	10.43	93.9	9,099	10.79	97.1	9,678	11.10	99.9
Comics and graphic novels	12.75	1,998	13.61	106.7	2,167	15.18	119.1	2,407	14.15	110.9	2,263	15.35	120.4
Computers	57.01	3,112	61.44	107.8	3,809	79.96	140.3	3,279	87.12	152.8	3,771	96.01	168.4
Cooking	18.30	992	19.06	104.1	1,068	17.98	98.2	1,271	18.84	102.9	964	19.64	107.3
Crafts and hobbies	18.49	1,024	19.12	103.4	906	20.31	109.8	943	19.98	108.1	853	21.07	113.9
Design	32.87	352	32.67	99.4	415	35.91	109.3	381	34.18	104.0	376	35.41	107.7
Drama	16.40	449	18.07	110.2	578	18.16	110.7	521	18.66	113.8	580	21.41	130.5
Education	35.10	4,031	37.42	106.6	4,166	36.98	105.3	3,929	37.21	106.0	3,119	38.12	108.6
Family and relationships	17.10	1,033	18.05	105.5	983	18.23	106.6	951	17.78	104.0	928	19.40	113.5
Fiction	15.74	8,119	16.19	102.9	9,517	17.74	112.7	9,480	16.30	103.6	9,874	17.23	109.5
Foreign language study	41.90	1,356	39.13	93.4	1,209	34.78	83.0	1,405	30.19	72.0	898	30.22	72.1
Games	16.53	965	16.11	97.5	847	16.90	102.2	800	17.08	103.3	778	17.69	107.0
Gardening	20.59	250	20.29	98.5	241	19.86	96.5	368	18.93	92.0	254	21.49	104.4
Health and fitness	22.81	1,612	24.88	109.1	1,539	22.39	98.2	1,373	24.19	106.1	1,345	24.12	105.7
History	33.53	5,854	33.23	99.1	6,743	35.19	105.0	5,856	31.85	95.0	6,075	30.90	92.2
House and home	19.33	330	20.21	104.6	327	20.72	107.2	295	20.23	104.6	227	21.99	113.8
Humor	12.96	482	13.95	107.6	477	13.29	102.5	463	13.49	104.1	479	13.56	104.6
Language arts and disciplines	49.14	1,992	53.78	109.4	2,022	51.59	105.0	1,654	53.38	108.6	1,952	59.96	122.0
Law	60.92	3,129	53.90	88.5	2,857	80.75	132.5	3,781	115.14	189.0	2,667	73.67	120.9
Literary collections	28.07	361	28.89	102.9	559	43.66	155.5	540	35.23	125.5	577	33.54	119.5

Table 7 / U.S. Paperback Books (Excluding Mass Market): Average Prices and Price Indexes, 2006–2009 (cont.)
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final		2008 Final			2009 Preliminary			
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Literary criticism	\$31.99	1,453	\$36.48	114.0	1,577	\$36.60	114.4	1,446	\$36.57	114.3	1,689	\$37.12	116.1
Mathematics	75.77	963	70.25	92.7	989	74.91	98.9	961	61.82	81.6	850	65.79	86.8
Medical	64.27	4,045	63.30	98.5	4,153	69.32	107.9	3,986	74.82	116.4	3,886	74.77	116.3
Music	22.66	2,851	25.00	110.3	2,659	26.95	118.9	2,921	21.67	95.6	2,723	23.24	102.5
Nature	26.90	707	26.81	99.7	698	25.98	96.6	604	25.42	94.5	615	26.64	99.0
Performing arts	27.85	979	32.09	115.2	1,100	30.43	109.3	991	31.01	111.3	957	33.36	119.8
Pets	18.86	331	17.97	95.3	321	17.53	93.0	292	18.70	99.2	301	19.02	100.8
Philosophy	31.40	1,101	33.31	106.1	1,619	32.69	104.1	1,271	30.93	98.5	1,415	33.62	107.1
Photography	27.74	511	28.32	102.1	480	31.94	115.1	535	32.87	118.5	530	30.12	108.6
Poetry	16.09	1,710	15.73	97.7	1,863	17.19	106.8	1,784	16.50	102.5	1,649	16.82	104.6
Political science	45.65	2,885	38.29	83.9	3,663	59.46	130.3	3,142	37.58	82.3	3,205	37.05	81.2
Psychology	45.74	1,457	44.63	97.6	1,575	45.22	98.9	1,377	41.37	90.4	1,231	40.55	88.6
Reference	52.54	1,472	62.93	119.8	1,276	65.70	125.0	1,353	68.97	131.3	1,281	89.59	170.5
Religion	20.54	5,628	20.92	101.8	5,549	20.51	99.8	5,796	20.12	98.0	5,695	21.19	103.1
Science	71.05	2,236	69.76	98.2	2,346	74.30	104.6	2,099	70.80	99.6	2,384	74.82	105.3
Self-help	16.36	1,017	16.75	102.4	1,216	16.92	103.4	1,148	17.17	105.0	1,073	17.58	107.5
Social science	36.83	3,898	39.55	107.4	4,061	38.53	104.6	4,037	40.16	109.0	3,789	39.46	107.1
Sports and recreation	21.82	1,478	23.02	105.5	1,381	22.74	104.2	1,331	23.77	108.9	1,235	23.27	106.7
Study aids	30.90	1,142	31.16	100.8	682	32.02	103.6	880	32.14	104.0	692	30.14	97.6
Technology and engineering	85.80	1,964	86.42	100.7	2,689	139.50	162.6	2,583	154.07	179.6	2,625	153.13	178.5
Transportation	40.19	666	35.64	88.7	414	35.30	87.8	430	39.28	97.7	446	38.06	94.7
Travel	19.18	2,915	19.81	103.3	3,449	21.03	109.6	3,077	20.33	106.0	2,756	20.48	106.8
True crime	17.71	105	17.74	100.2	154	18.65	105.3	144	18.17	102.6	155	19.09	107.8
Young adult	14.06	2,583	14.39	102.3	3,108	13.85	98.5	2,555	13.76	97.9	2,242	14.06	100.0
Totals	\$33.90	103,116	\$34.26	101.1	113,939	\$43.61	128.6	105,636	\$39.36	116.1	102,881	\$38.13	112.5

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

Table 7A / U.S. Audiobooks: Average Prices and Price Indexes, 2006–2009
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final		2008 Final			2009 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	\$11.95	n.a.	n.a.	n.a.	n.a.	1	\$74.95	n.a.
Architecture	\$68.95	3	\$36.66	53.2	n.a.	n.a.	n.a.	2	\$37.47	54.3	n.a.	n.a.	n.a.
Art	57.51	3	33.63	58.5	5	40.18	69.9	5	40.99	71.3	8	67.36	117.1
Bibles	47.08	52	45.51	96.7	34	51.45	109.3	20	41.83	88.9	10	66.97	142.2
Biography and autobiography	37.68	378	37.93	100.7	453	44.53	118.2	641	47.05	124.9	704	50.07	132.9
Body, mind and spirit	26.74	73	30.33	113.4	81	33.52	125.4	83	38.28	143.2	81	39.79	148.8
Business and economics	42.11	242	37.28	88.5	295	34.17	81.1	426	39.54	93.9	443	45.88	109.0
Children	26.57	534	27.14	102.1	876	28.80	108.4	733	31.09	117.0	826	36.16	136.1
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	2	27.45	66.3	n.a.	n.a.	n.a.	4	31.23	75.4	5	46.99	113.5
Cooking	14.45	13	15.72	108.8	7	35.40	245.0	4	14.71	101.8	14	44.70	309.3
Crafts and hobbies	n.a.	n.a.	n.a.	n.a.	10	26.96	n.a.	9	42.20	n.a.	4	38.72	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	40	26.59	113.4	27	29.74	126.8	48	36.67	156.4	162	34.22	145.9
Education	27.46	35	28.42	103.5	27	40.39	147.1	17	29.78	108.5	22	49.23	179.3
Family and relationships	24.58	34	28.05	114.1	47	31.52	128.3	73	36.73	149.4	54	39.41	160.3
Fiction	41.47	3,131	39.96	96.4	3,644	44.08	106.3	4,379	48.43	116.8	6,335	52.12	125.7
Foreign language study	70.04	424	42.05	60.0	314	41.17	58.8	394	37.63	53.7	242	41.60	59.4
Games	32.68	2	34.95	106.9	n.a.	n.a.	n.a.	1	14.95	45.7	6	14.12	43.2
Gardening	n.a.	n.a.	n.a.	n.a.	3	30.62	n.a.	2	39.97	n.a.	n.a.	n.a.	n.a.
Health and fitness	26.61	70	28.16	105.8	60	31.89	119.8	83	33.32	125.2	85	45.39	170.6
History	41.61	294	41.04	98.6	480	48.35	116.2	577	54.71	131.5	453	57.38	137.9
House and home	25.00	2	29.54	118.2	1	29.95	119.8	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Humor	29.60	56	31.15	105.2	59	30.31	102.4	65	36.20	122.3	72	40.87	138.1
Language arts and disciplines	60.84	34	32.21	52.9	31	55.43	91.1	14	36.96	60.7	17	45.88	75.4
Law	55.32	49	75.23	136.0	24	59.46	107.5	18	54.21	98.0	8	49.97	90.3
Literary collections	24.71	5	26.18	105.9	16	28.73	116.2	16	38.91	157.5	21	32.03	129.6

Table 7A / U.S. Audiobooks: Average Prices and Price Indexes, 2006–2009 (cont.)
Index Base: 2005 = 100

BISAC Category	2005		2006 Final		2007 Final		2008 Final			2009 Preliminary			
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Literary criticism	\$26.41	25	\$23.57	89.2	18	\$35.63	134.9	35	\$49.61	187.8	21	\$42.31	160.2
Mathematics	n.a.	n.a.	n.a.	n.a.	1	89.99	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Medical	153.72	23	42.62	27.7	20	68.55	44.6	25	96.61	62.8	13	60.55	39.4
Music	29.83	170	24.77	83.0	121	27.58	92.5	144	29.46	98.8	97	37.14	124.5
Nature	28.92	8	26.71	92.4	21	33.07	114.3	27	39.18	135.5	38	46.56	161.0
Performing arts	25.78	32	32.44	125.8	18	25.38	98.4	39	38.32	148.6	21	46.23	179.3
Pets	33.05	11	28.33	85.7	10	29.28	88.6	20	34.05	103.0	23	43.51	131.6
Philosophy	35.30	63	26.52	75.1	24	40.01	113.3	37	41.33	117.1	37	52.06	147.5
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	80	21.57	94.3	54	24.30	106.2	45	25.88	113.2	50	35.88	156.9
Political science	42.66	108	30.71	72.0	151	40.97	96.0	174	44.16	103.5	184	48.98	114.8
Psychology	35.70	11	29.18	81.7	30	36.19	101.4	31	37.38	104.7	54	51.94	145.5
Reference	21.20	20	14.89	70.2	7	34.10	160.8	15	32.78	154.6	6	46.32	218.5
Religion	26.52	360	26.50	99.9	377	27.07	102.1	313	30.20	113.9	439	31.88	120.2
Science	39.86	41	35.86	90.0	30	39.73	99.7	61	48.59	121.9	64	47.59	119.4
Self-help	23.58	167	25.87	109.7	297	27.61	117.1	207	29.98	127.1	296	38.03	161.3
Social science	35.73	61	32.29	90.4	63	35.52	99.4	55	40.17	112.4	79	50.36	140.9
Sports and recreation	28.46	21	27.79	97.7	45	38.44	135.1	57	39.75	139.7	40	46.28	162.6
Study aids	41.85	23	58.52	139.8	9	43.36	103.6	18	67.10	160.3	21	33.92	81.0
Technology and engineering	61.47	5	36.77	59.8	12	33.88	55.1	10	52.09	84.7	6	52.49	85.4
Transportation	28.00	3	42.97	153.5	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3	36.66	130.9
Travel	41.91	13	22.35	53.3	45	46.24	110.3	39	44.73	106.7	18	50.20	119.8
True crime	35.97	23	48.20	134.0	30	41.90	116.5	59	51.41	142.9	47	49.77	138.4
Young adult	35.68	240	42.84	120.1	273	39.87	111.7	269	45.52	127.6	541	44.21	123.9
Totals	\$40.49	6,984	\$36.60	90.4	8,151	\$39.69	98.0	9,294	\$44.21	109.2	11,671	\$48.15	118.9

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

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2009 average book price was \$62.97, a major 6.1 percent increase over the average 2008 price of \$59.35.

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 is continuing to work on developing a price index for electronic journals. It is hoped that a pricing model and index can be developed for next year's article.

Foreign Prices

The dollar lost some ground against the euro, the British pound sterling, and the Canadian dollar, yet continued to prove stronger when compared with 2007 exchange rates. The dollar continued its decline against the Japanese yen. The volatility of world economies is quite apparent.

Dates	12/31/05*	12/31/06*	12/30/07*	12/31/08*	12/31/09*
Canada	1.1680	1.1720	0.9990	1.1910	1.0510
Euro	0.8470	0.7590	0.6800	0.7310	0.6950
U.K.	0.5820	0.5120	0.4860	0.6570	0.6160
Japan	117.9400	119.5300	110.8800	92.6500	92.3900

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

We were unable to update the price index for British Academic Books this year because of discrepancies in the data. Data will be reviewed over the coming year and the table will either be re-established or dropped. No other foreign price indexes are available at this time. Readers are referred to past editions of the *Library and Book Trade Almanac* for historical information.

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 7A. 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 col-

lecting 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 Library Materials Price Index Editorial Board consists of compilers Catherine Barr, Ajaye Bloomstone, Stephen Bosch, Stephanie Braunstein, Brenda Dingley, Virginia Gilbert, Frederick Lynden, and editor Narda Tafuri.