

Prices of U.S. and Foreign  
Published Materials

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

Narda Tafuri

Editor, ALA ALCTS Library Materials Price Index Editorial Board

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) dropped to 1.5 percent in 2010, a substantial decrease from the 2.7 percent registered for 2009. Continuing high unemployment and lower oil prices during that time period may have acted to restrain inflation. During 2010 the prices of hardcover books, legal serials services, and the average price of serials saw the greatest overall increases for library materials, outperforming the CPI. The price of college books, audiobooks, and British academic books declined; however, the average price of trade paperbacks dropped drastically in comparison. 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 this year and is being repeated from last year's article. The index is unavailable this year due to a change in data provider. Beginning next year, data will be provided by EBSCO. Percent changes in average prices from previous years are noted in the chart below under the category "Periodicals."

A new index, a re-established index, and a new table make their debut in this year's article. The new table, Average Price of Serials, established by compiler Stephen Bosch, is based on titles in select serials indexes and shows average price trends from 2007 through 2011. This 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 appears in the USPPI by its inclusion of foreign serials prices, as well as using approximately three times the number of serials in its compilation. This appears as Table 8. Changes in average prices from previous years are noted in the chart below under the category "Serials."

Also new this year is the Legal Serials Services Index (LSSI). This index was previously included in the more general Serials Services Index. Due to the shift of a majority of serials services away from print to online-only access, the LMPI Editorial Board decided to focus on legal serials, which continue to produce a large number of publications in print. The base year established for this new index is 2009. This index appears as Table 2.

The British Academic Book index has been reestablished by compiler Judy Jeng, using data provided by Baker & Taylor. The base year for this index is 2009. The re-established index appears as Table 9.

Of special note to readers is a change in data source for the North American Academic Books Index. Beginning with the data for 2009, this table is being indexed using combined data from Coutts Information Services and YBP Library Services. Prior years' data may not be applicable if compared with those presented in this year's table.

**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.

Index	Percent Change				
	2006	2007	2008	2009	2010
CPI	2.50	4.10	0.10	2.70	1.50
Periodicals	7.30	7.20	8.00	6.40	n.a.
Legal serials services	n.a.	n.a.	n.a.	n.a.	3.50
*Hardcover books	5.90	-39.00	2.81	0.34	2.72
†Academic books	2.90	1.10	3.90	-1.20	n.a.
†E-Books	n.a.	n.a.	13.10	-18.40	n.a.
†Textbooks	n.a.	n.a.	2.80	1.70	n.a.
College books	3.00	0.47	3.30	4.10	-2.30
*Mass market paperbacks	0.47	0.47	1.56	3.08	1.79
*Trade paperbacks	1.06	27.29	-9.75	-0.41	-10.48
*Audiobooks	-9.61	8.44	11.39	9.88	-0.74
Serials	n.a.	n.a.	7.70	8.30	3.80
British academic books	n.a.	n.a.	n.a.	n.a.	-1.80

n.a. = not available

\* = figures revised based on BISAC categories

† = Beginning with 2009, new data source

## 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), 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), and U.S. Audiobooks (Table 7A).

### Periodicals 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 was compiled by Brenda Dingley and is being repeated from last year. A new table is being re-indexed using data provided by EBSCO and should appear in next year's *Library and Book Trade Almanac*.

More extensive reports from the periodicals price index were published annually through 1992 in the April 15 issue of *Library Journal*, 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 new index is 2009. This index presents price data covering the years 2009, 2010, and 2011. 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 in purchasing a new set.

**Table 2 / Legal Serials Services: Average Prices and Price Indexes, 2009–2011**  
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

n.a. = not available.

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. 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 and so forth. 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, essentially trade, paperbacks), and 7A (audiobooks), prepared by Catherine Barr, are derived from data provided by book wholesaler Baker & Taylor. Figures for 2009 are revised to reflect late updates to the Baker & Taylor database (publishers were still adding 2009 titles in early 2010); the 2010 figures given here may be similarly revised in next year's tables and should be considered preliminary. These four 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 mixed in 2010. List prices for hardcovers (Table 3) rose 2.72 percent, and those for hardcovers under \$81 (Table 3) rose 2.61 percent. Mass market paperback prices (Table 6) also continued their slow but steady increase, rising another 1.79 percent; trade paperback prices (Table 7), on the other hand, continued to fall, declining 10.48 percent. And after steady increases over the last few years, audiobook prices (Table 7A) saw a drop of 0.74 percent in 2010.

*(text continues on page 481)*

**Table 3 / U.S. Hardcover Books: Average Prices and Price Indexes, 2007–2010**  
Index Base: 2005 = 100

BISAC Category	2005		2007 Final			2008 Final			2009 Final			2010 Preliminary		
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	
Antiques and collectibles	\$71.07	200	\$65.02	91.5	195	\$80.84	113.7	159	\$46.98	66.1	178	\$51.25	72.1	
Architecture	66.99	788	71.47	106.7	853	77.54	115.7	842	84.46	126.1	772	83.16	124.1	
Art	62.33	1,651	82.55	132.4	1,681	84.79	136.0	1,688	75.13	120.5	1,667	71.54	114.8	
Bibles	48.05	176	41.20	85.7	191	49.19	102.4	165	46.32	96.4	198	38.55	80.2	
Biography and autobiography	46.20	1,825	52.75	114.2	1,714	57.55	124.6	1,652	50.08	108.4	1,606	53.40	115.6	
Body, mind and spirit	26.76	208	31.50	117.7	233	26.12	97.6	194	27.60	103.1	167	35.67	133.3	
Business and economics	120.56	3,452	126.71	105.1	3,581	134.29	111.4	3,913	123.46	102.4	3,983	130.92	108.6	
Children	23.14	14,959	24.07	104.0	13,235	27.35	118.2	12,396	25.01	108.1	11,501	24.29	105.0	
Comics and graphic novels	32.75	324	33.46	102.2	462	32.65	99.7	732	32.07	97.9	692	31.23	95.4	
Computers	113.07	769	116.67	103.2	731	146.42	129.5	786	155.86	137.8	826	133.93	118.4	
Cooking	28.68	878	27.65	96.4	1,015	29.99	104.6	814	29.54	103.0	955	27.73	96.7	
Crafts and hobbies	28.82	338	26.78	92.9	267	27.57	95.7	237	29.94	103.9	214	33.72	117.0	
Design	59.41	385	87.10	146.6	358	62.22	104.7	331	66.52	112.0	448	76.36	128.5	
Drama	60.81	84	66.77	109.8	192	53.65	88.2	81	83.00	136.5	55	77.88	128.1	
Education	95.10	1,245	111.28	117.0	1,330	111.90	117.7	1,392	105.56	111.0	1,347	111.89	117.7	
Family and relationships	25.37	324	26.68	105.2	301	29.37	115.8	296	33.57	132.3	257	31.73	125.1	
Fiction	28.37	4,627	33.61	118.5	4,976	29.03	102.3	4,556	28.78	101.4	4,355	32.27	113.7	
Foreign language study	116.89	211	113.35	97.0	146	110.68	94.7	120	132.01	112.9	115	121.37	103.8	
Games	32.07	154	29.50	92.0	145	39.16	122.1	167	37.48	116.9	172	43.30	135.0	
Gardening	38.20	189	37.56	98.3	149	42.41	111.0	140	36.98	96.8	118	35.87	93.9	
Health and fitness	54.05	405	54.06	100.0	449	61.08	113.0	356	50.78	94.0	305	46.52	86.1	
History	88.17	4,766	85.18	96.6	4,795	87.46	99.2	4,687	84.41	95.7	5,022	80.92	91.8	
House and home	31.51	152	36.80	116.8	117	40.85	129.6	113	40.44	128.3	93	44.24	140.4	
Humor	19.00	227	20.71	109.0	241	20.42	107.5	229	20.24	106.5	214	22.44	118.1	

Language arts and disciplines	120.71	1,404	130.09	107.8	1,300	133.45	110.6	1,485	131.36	108.8	1,614	113.28	93.8
Law	155.28	1,409	167.87	108.1	1,516	163.59	105.4	1,515	166.60	107.3	1,687	170.87	110.0
Literary collections	74.92	472	139.70	186.5	383	89.75	119.8	373	90.08	120.2	318	84.72	113.1
Literary criticism	123.84	1,823	102.68	82.9	1,707	106.08	85.7	1,903	108.05	87.2	2,026	112.38	90.7
Mathematics	144.88	1,029	122.66	84.7	916	127.81	88.2	895	117.08	80.8	959	124.37	85.8
Medical	156.54	3,118	153.14	97.8	3,076	154.91	99.0	2,924	165.92	106.0	3,188	166.41	106.3
Music	77.63	486	76.07	98.0	485	69.34	89.3	520	77.34	99.6	519	86.16	111.0
Nature	67.75	447	63.67	94.0	435	62.58	92.4	411	65.83	97.2	370	69.46	102.5
Performing arts	71.74	577	80.10	111.7	618	81.63	113.8	540	80.97	112.9	574	74.73	104.2
Pets	25.45	225	24.12	94.8	181	29.39	115.5	176	25.04	98.4	139	24.50	96.3
Philosophy	127.22	1,007	94.62	74.4	973	98.56	77.5	990	93.78	73.7	1,065	106.96	84.1
Photography	56.77	895	66.57	117.3	882	82.64	145.6	805	81.82	144.1	824	109.65	193.1
Poetry	36.58	351	42.30	115.6	339	42.50	116.2	293	45.48	124.3	273	40.88	111.8
Political science	103.39	2,315	99.59	96.3	2,492	97.13	93.9	2,698	108.10	104.6	2,768	108.71	105.1
Psychology	93.85	1,112	103.14	109.9	1,063	101.94	108.6	1,031	104.29	111.1	1,099	103.71	110.5
Reference	202.23	644	266.10	131.6	613	290.72	143.8	558	274.83	135.9	560	306.31	151.5
Religion	62.29	2,510	65.68	105.4	2,449	68.04	109.2	2,353	72.64	116.6	2,534	80.85	129.8
Science	203.44	3,214	213.59	105.0	3,171	204.74	100.6	3,161	190.41	93.6	3,465	171.33	84.2
Self-help	22.43	326	24.14	107.6	322	25.67	114.4	311	21.51	95.9	238	25.60	114.1
Social science	96.17	2,932	108.85	113.2	2,948	97.93	101.8	3,019	102.73	106.8	3,201	99.03	103.0
Sports and recreation	38.77	670	39.62	102.2	746	41.47	107.0	619	38.66	99.7	636	40.81	105.3
Study aids	105.28	21	87.52	83.1	17	78.49	74.6	24	114.64	108.9	18	98.79	93.8
Technology and engineering	187.80	1,947	156.46	83.3	2,145	158.80	84.6	2,439	160.83	85.6	2,519	159.27	84.8
Transportation	68.68	287	57.40	83.6	312	64.24	93.5	245	75.98	110.6	287	85.26	124.1
Travel	37.11	754	53.63	144.5	457	34.80	93.8	384	41.22	111.1	362	41.73	112.4
True crime	29.28	97	28.44	97.1	94	26.32	89.9	93	29.36	100.3	65	34.81	118.9
Young adult	50.17	2,749	50.68	101.0	2,256	49.41	98.5	2,466	37.38	74.5	2,670	35.96	71.7
Totals	\$80.36	71,158	\$82.24	102.3	69,253	\$84.55	105.2	68,277	\$84.84	105.6	69,238	\$87.15	108.4

**Table 4 / North American Academic Books: Average Prices and Price Indexes 2007–2009**  
(Index Base: 1989 = 100)

Subject Area	LC Class	1989		2007		2008		2009			Index
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price	% Change 2008–2009	
Agriculture	S	897	\$45.13	1,183	\$77.64	1,295	\$96.70	1,253	\$98.24	1.6%	217.7
Anthropology	GN	406	32.81	486	70.79	515	77.29	488	73.55	-4.8	224.2
Botany	QK	251	69.02	245	109.21	272	172.18	286	118.52	-31.2	171.7
Business and economics	H	5979	41.67	8,134	75.77	9,852	92.69	10,070	89.33	-3.6	214.4
Chemistry	QD	577	110.61	602	182.61	621	222.95	562	225.48	1.1	203.8
Education	L	1685	29.61	3,728	62.01	4,314	70.83	4,295	75.75	6.9	255.8
Engineering and technology	T	4569	64.94	6,391	101.60	7,363	121.74	7,137	124.72	2.4	192.1
Fine and applied arts	M-N	3040	40.72	6,573	49.95	6,767	54.17	6,647	54.07	-0.2	132.8
General works	A	333	134.65	115	70.05	133	72.42	116	57.09	-21.2	42.4
Geography	G	396	47.34	884	83.48	1,108	100.87	1,124	102.13	1.2	215.7
Geology	QE	303	63.49	249	112.06	318	123.68	278	125.35	1.3	197.4
History	C-D-E-F	5549	31.34	8,531	54.46	10,380	59.10	10,415	55.98	-5.3	178.6
Home economics	TX	535	27.10	750	44.40	1,153	41.74	961	42.85	2.6	158.1
Industrial arts	TT	175	23.89	279	37.56	246	40.89	281	38.05	-6.9	159.3
Law	K	1252	51.10	3,237	99.49	4,119	103.47	4,522	113.24	9.4	221.6
Library and information science	Z	857	44.51	640	66.32	705	77.00	738	86.67	12.6	194.7



Literature and language	P	10812	24.99	17,351	41.93	18,368	45.69	19,707	48.32	5.7	193.4
Mathematics and computer science	QA	2707	44.68	3,641	82.90	4,204	101.69	3,902	103.90	2.2	232.5
Medicine	R	5028	58.38	7,266	89.13	9,089	109.35	8,603	101.97	-6.8	174.7
Military and naval science	U-V	715	33.57	811	67.18	872	63.21	849	62.51	-1.1	186.2
Philosophy and religion	B	3518	29.06	6,628	59.18	7,522	65.79	7,574	67.91	3.2	233.7
Physical education and recreation	GV	814	20.38	1,414	42.76	1,728	49.51	1,807	49.75	0.5	244.1
Physics and astronomy	QB	1219	64.59	1,409	109.43	1,522	134.91	1,551	138.92	3.0	215.1
Political science	J	1650	36.76	2,706	71.17	3,167	88.21	3,196	85.12	-3.5	231.6
Psychology	BF	890	31.97	1,270	64.48	1,499	71.82	1,626	63.97	-10.9	200.1
Science (general)	Q	433	56.10	421	96.12	515	106.31	552	122.02	14.8	217.5
Sociology	HM	2742	29.36	5,580	65.31	6,199	76.44	6,240	73.58	-3.7	250.6
Zoology	QH,L,P,R	1967	71.28	2,568	112.52	2,964	138.00	2,973	126.24	-8.5	177.1
Average for all subjects		59,299	\$41.69	93,092	\$68.51	106,810	\$80.25	107,753	\$79.32	-1.2%	190.2

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Coutts Information Services and YBP Library Services. The data represent all titles (includes hard-cover, 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 2007–2009**  
(Index Base: 2007 = 100)

Subject Area	LC Class	2007		2008		2009		% Change 2008–2009	Index
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price		
Agriculture	S	894	\$128.59	600	\$158.42	1,416	\$141.69	-10.6%	110.2
Anthropology	GN	382	105.28	197	117.18	521	87.65	-25.2	83.3
Botany	QK	287	168.18	191	244.5	347	167.31	-31.6	99.5
Business and economics	H	9,807	97.25	5,892	105.84	12,542	87.02	-17.8	89.5
Chemistry	QD	934	213.76	537	262.82	1,559	244.65	-6.9	114.5
Education	L	2,565	107.62	1,425	118.84	3,650	84.24	-29.1	78.3
Engineering and technology	T	7,176	133.60	4,032	159.82	9,128	142.86	-10.6	106.9
Fine and applied arts	M-N	1,141	84.30	924	86.89	2,174	70.91	-18.4	84.1
General works	A	60	107.85	28	140.81	83	81.79	-41.9	75.8
Geography	G	888	132.67	542	138.69	1,308	109.83	-20.8	82.8
Geology	QE	201	136.49	187	172.39	358	135.90	-21.2	99.6
History	C-D-E-F	4,452	93.55	3,220	90.04	8,519	73.99	-17.8	79.1
Home economics	TX	255	104.31	149	113.72	468	80.49	-29.2	77.2
Industrial arts	TT	20	52.73	19	55.08	72	36.91	-33.0	70.0
Law	K	1,743	99.61	1,415	120.39	3,711	113.49	-5.7	113.9
Library and information science	Z	308	74.70	192	125.90	561	84.44	-32.9	113.0
Literature and language	P	5,517	90.59	4,676	104.93	11,470	84.08	-19.9	92.8
Mathematics and computer science	QA	4,285	102.93	2,559	129.34	4,387	109.20	-15.6	106.1
Medicine	R	7,420	123.59	4,897	142.04	10,680	118.45	-16.6	95.8
Military and naval science	U-V	684	82.89	399	92.37	736	86.28	-6.6	104.1
Philosophy and religion	B	3,612	93.77	3,531	111.98	6,843	87.18	-22.1	93.0
Physical education and recreation	GV	610	96.00	409	79.67	1,255	61.11	-23.3	63.7
Physics and astronomy	QB	1,965	142.11	1,237	163.76	2,197	143.77	-12.2	101.2
Political science	J	2,447	102.72	1,583	118.11	4,053	88.44	-25.1	86.1
Psychology	BF	1,113	83.51	747	96.46	1,729	77.42	-19.7	92.7
Science (general)	Q	468	117.19	340	135.07	640	107.75	-20.2	91.9
Sociology	HM	4,139	98.02	2,953	105.59	7,141	82.60	-21.8	84.3
Zoology	QH,L,P,R	3,394	154.01	2,124	189.08	4,066	145.77	-22.9	94.6
Average for all subjects		66,767	\$110.82	45,005	\$125.33	101,614	\$102.21	-18.4%	92.2

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by Coutts Information Services and YBP Library Services. The data represent 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.

**Table 4B / North American Academic Textbooks: Average Prices and Price Indexes 2007–2009**  
(Index Base: 2007 = 100)

Subject Area	LC Class	2007		2008		2009		% Change 2008–2009	Index
		No. of Titles	Average Price	No. of Titles	Average Price	No. of Titles	Average Price		
Agriculture	S	68	\$134.75	67	\$103.67	50	\$102.37	-1.3%	76.0
Anthropology	GN	40	89.15	31	90.75	27	82.21	-9.4	92.2
Botany	QK	4	98.00	12	124.29	21	126.81	2.0	129.4
Business and economics	H	666	110.18	740	115.69	674	115.47	-0.2	104.8
Chemistry	QD	80	138.70	95	123.83	76	131.24	6.0	94.6
Education	L	235	79.58	269	84.55	220	84.49	-0.1	106.2
Engineering and technology	T	668	106.13	835	110.98	790	113.64	2.4	107.1
Fine and applied arts	M-N	82	73.69	75	79.99	72	86.44	8.1	117.3
General works	A	1	48.00	2	53.48	1	90.00	68.3	187.5
Geography	G	59	100.42	72	105.24	82	104.79	-0.4	104.4
Geology	QE	26	118.28	26	114.15	20	124.78	9.3	105.5
History	C-D-E-F	72	78.41	102	73.85	72	87.34	18.3	111.4
Home economics	TX	54	68.23	40	108.45	32	92.59	-14.6	135.7
Industrial arts	TT	13	73.90	16	86.76	13	91.87	5.9	124.3
Law	K	163	87.67	271	90.51	241	100.38	10.9	114.5
Library and information science	Z	24	65.54	31	70.46	21	71.61	1.6	109.3
Literature and language	P	269	71.35	263	73.50	284	73.56	0.1	103.1
Mathematics and computer science	QA	732	91.42	821	88.93	679	89.50	0.6	97.9
Medicine	R	1,210	126.37	1,375	133.27	1,375	131.12	-1.6	103.8
Military and naval science	U-V	10	104.58	10	109.19	8	138.90	27.2	132.8
Philosophy and religion	B	85	55.51	107	56.83	98	57.11	0.5	102.9
Physical education and recreation	GV	47	72.14	59	74.89	45	84.99	13.5	117.8
Physics and astronomy	QB	237	107.05	197	112.42	200	109.28	-2.8	102.1
Political science	J	104	74.21	116	80.58	100	86.36	7.2	116.4
Psychology	BF	120	100.17	126	107.08	102	101.51	-5.2	101.3
Science (general)	Q	24	111.30	25	84.82	24	86.36	1.8	77.6
Sociology	HM	330	84.88	339	84.50	261	84.05	-0.5	99.0
Zoology	QH,L,P,R	250	116.73	249	110.45	231	114.93	4.1	98.5
Average for all subjects		5,673	\$102.52	6,371	\$105.34	5,819	\$107.17	1.7%	104.5

Compiled by Stephen Bosch, University of Arizona, from electronic data provided by YBP Library Services. The data represent all textbook titles treated for all approval plan customers serviced by the vendor. 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, 2008–2010**  
(Index Base : 1989 = 100)

Subject	1989		2008				2009				2010				
	No. of Titles	Avg. Price per Title	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	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2009	Percent Change 2009–2010
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	73	\$56.95	176.15	103.55	80	\$55.38	171.30	97.24	91	\$58.99	182.46	106.52	6.52
Art and Architecture	276	55.56	150	57.84	104.10	100.50	161	58.30	104.93	100.80	149	61.69	111.03	105.81	5.81
<i>Fine Arts**</i>	n.a.	n.a.	116	68.77	n.a.	112.70	88	64.79	n.a.	94.21	92	67.13	n.a.	103.61	3.61
<i>Architecture**</i>	n.a.	n.a.	50	77.12	n.a.	135.30	55	62.38	n.a.	80.89	48	61.53	n.a.	98.64	-1.36
<i>Photography</i>	24	44.11	18	46.64	105.74	90.11	30	54.44	123.42	116.72	28	53.02	120.20	97.39	-2.61
Communication	42	32.70	98	54.17	165.66	92.08	90	61.00	186.54	112.61	112	59.97	183.39	98.31	-1.69
Language and Literature	110	35.17	70	64.77	184.16	118.02	73	60.76	172.76	93.81	94	68.66	195.22	113.00	13.00
<i>Africa and Middle East**</i>	n.a.	n.a.	26	49.03	n.a.	98.89	30	48.68	n.a.	99.29	24	62.28	n.a.	127.94	27.94
<i>Asia and Oceania**</i>	n.a.	n.a.	25	62.27	n.a.	115.17	23	55.94	n.a.	89.83	24	71.99	n.a.	128.69	28.69
<i>Classical</i>	75	43.07	29	81.64	189.55	105.71	29	74.51	173.00	91.27	24	78.76	182.87	105.70	5.70
<i>English and American</i>	547	30.27	420	58.83	194.35	101.96	382	62.74	207.27	106.65	394	61.96	204.69	98.76	-1.24
<i>Germanic</i>	38	32.18	29	66.89	207.86	108.48	25	65.85	204.63	98.45	22	70.36	218.65	106.85	6.85
<i>Romance</i>	97	30.30	70	53.94	178.02	105.19	70	63.77	210.46	118.22	70	59.00	194.72	92.52	-7.48
<i>Slavic</i>	41	27.92	20	44.41	159.06	66.27	16	55.17	197.60	124.23	32	35.95	128.76	65.16	-34.84
<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	29	54.42	185.04	107.66	34	55.77	189.63	102.48	30	61.97	210.71	111.12	11.12
<i>Film</i>	82	33.00	159	58.12	176.12	110.83	163	66.89	202.70	115.09	130	64.13	194.33	95.87	-4.13
<i>Music</i>	156	35.34	157	56.97	161.21	106.29	116	54.62	154.56	95.88	123	61.01	172.64	111.70	11.70
<i>Theater and Dance</i>	58	34.18	41	64.11	187.57	125.21	48	62.44	182.68	97.40	45	62.38	182.50	99.90	-0.10
Philosophy	185	37.25	183	58.00	155.70	98.91	198	70.02	187.97	120.72	198	63.45	170.34	90.62	-9.38
Religion	174	33.49	250	48.32	144.28	95.25	213	50.23	149.99	103.95	272	57.18	170.74	113.84	13.84
Total Humanities	2,009	\$36.09	2,013	\$58.37	161.73	104.06	1,924	\$60.85	168.61	104.25	2,002	\$61.60	170.68	101.23	1.23

Science and Technology	99	46.90	109	53.68	114.46	115.54	89	64.47	137.46	120.10	110	58.09	123.86	90.10	-9.90
History of Science and Technology	74	40.56	96	46.72	115.19	97.88	90	61.47	151.55	131.57	78	54.10	133.38	88.01	-11.99
Astronautics and Astronomy	22	50.56	68	50.64	100.16	100.54	82	54.41	107.61	107.44	63	55.58	109.93	102.15	2.15
Biology	97	51.01	145	71.31	139.80	122.57	140	72.10	141.34	101.11	151	72.74	142.60	100.89	0.89
<i>Botany</i>	29	63.91	85	77.65	121.50	139.61	82	86.09	134.71	110.87	85	85.09	133.14	98.84	-1.16
<i>Zoology</i>	53	49.21	94	67.63	137.43	88.57	107	64.28	130.62	95.05	121	64.33	130.73	100.08	0.08
Chemistry	21	70.76	70	109.05	154.11	93.47	50	103.32	146.01	94.75	42	115.42	163.11	111.71	11.71
Earth Science	34	79.44	95	73.74	92.82	92.60	111	77.25	97.24	104.76	102	63.33	79.72	81.98	-18.02
Engineering	87	66.74	90	95.23	142.69	105.45	101	102.62	153.76	107.76	103	88.38	132.42	86.12	-13.88
Health Sciences	94	34.91	156	56.29	161.24	106.71	191	52.90	151.53	93.98	146	56.14	160.81	106.12	6.12
Information and Computer Science	70	40.35	90	75.86	188.00	119.37	82	93.54	231.82	123.31	83	73.50	182.16	78.58	-21.42
Mathematics	60	48.53	98	68.98	142.14	105.51	117	67.75	139.60	98.22	108	61.97	127.69	91.47	-8.53
Physics	22	43.94	65	63.43	144.36	80.16	47	64.30	146.34	101.37	50	54.74	124.58	85.13	-14.87
Sports and Physical Education	18	27.46	65	38.72	141.01	103.20	56	51.82	188.71	133.83	67	54.06	196.87	104.32	4.32
Total Science	780	\$49.54	1,326	\$67.34	135.93	101.80	1,345	\$71.00	143.32	105.44	1,309	\$67.13	135.51	94.55	-5.45
Social and Behavioral Sciences	92	\$37.09	108	\$60.31	162.60	99.44	95	\$64.92	175.03	107.64	129	\$66.32	178.81	102.16	2.16
Anthropology	96	39.94	142	56.41	141.24	83.51	125	68.14	170.61	120.79	139	63.60	159.24	93.34	-6.66
Business Management and Labor	145	35.72	151	53.01	148.40	104.39	150	54.88	153.64	103.53	150	58.00	162.37	105.69	5.69
Economics	332	40.75	263	62.36	153.03	98.41	292	63.56	155.98	101.92	270	61.16	150.09	96.22	-3.78
Education	71	34.50	163	52.71	152.78	101.86	170	58.33	169.07	110.66	158	62.56	181.33	107.25	7.25
History, Geography and Area Studies	59	42.10	111	51.33	121.92	104.05	102	53.59	127.29	104.40	154	58.16	138.15	108.53	8.53
<i>Africa</i>	44	34.85	29	62.02	177.96	112.89	24	63.61	182.53	102.56	38	69.05	198.13	108.55	8.55
<i>Ancient History**</i>	n.a.	n.a.	48	80.66	n.a.	112.81	44	63.06	n.a.	78.18	49	57.90	n.a.	91.82	-8.18
<i>Asia and Oceania</i>	76	34.75	86	54.73	157.50	97.66	82	71.83	206.71	131.24	72	60.88	175.19	84.76	-15.24
<i>Central and Eastern Europe**</i>	n.a.	n.a.	60	57.24	n.a.	102.58	60	68.85	n.a.	120.28	56	66.53	n.a.	96.63	-3.37
<i>Latin America and Caribbean</i>	42	37.23	71	53.15	142.76	102.09	60	55.14	148.11	103.74	54	59.31	159.31	107.56	7.56

**Table 5 / US College Books: Average Prices and Price Indexes 1989, 2008–2010 (cont.)**  
(Index Base : 1989 = 100)

Subject	1989		2008				2009				2010				
	No. of Titles	Avg. Price per Title	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	No. of Titles	Avg. Price per Title	Indexed to 1989	Indexed to 2009	Percent Change 2009–2010
<i>Middle East and North Africa</i>	30	\$36.32	45	\$50.17	138.13	77.40	44	\$68.44	188.44	136.42	43	\$65.57	180.53	95.81	-4.19
<i>North America</i>	349	30.56	382	45.07	147.48	105.97	396	49.30	161.32	109.39	444	45.50	148.89	92.29	-7.71
<i>United Kingdom**</i>	n.a.	n.a.	91	58.62	n.a.	103.06	62	64.55	n.a.	110.12	80	69.56	n.a.	107.76	7.76
<i>Western Europe</i>	287	42.08	134	65.03	154.54	133.04	144	69.55	165.28	106.95	138	59.14	140.54	85.03	-14.97
Political Science	28	33.56	6	54.30	161.80	89.19	3	103.00	306.91	189.69	4	84.36	251.37	81.90	-18.10
<i>Comparative Politics</i>	236	37.82	207	60.16	159.07	103.42	185	70.93	187.55	117.90	183	66.34	175.41	93.53	-6.47
<i>International Relations</i>	207	35.74	166	59.46	166.37	112.15	171	66.19	185.20	111.32	213	65.64	183.66	99.17	-0.83
<i>Political Theory</i>	59	37.76	81	62.43	165.33	103.34	89	61.13	161.89	97.92	73	56.74	150.26	92.82	-7.18
<i>U.S. Politics</i>	212	29.37	218	49.15	167.35	104.84	218	50.30	171.26	102.34	253	53.03	180.56	105.43	5.43
Psychology	179	36.36	125	61.59	169.39	104.05	122	65.45	180.01	106.27	126	60.55	166.53	92.51	-7.49
Sociology	178	36.36	237	61.09	168.01	106.91	258	59.86	164.63	97.99	226	60.71	166.97	101.42	1.42
Social and Behavioral Sciences	2,722	\$36.43	2,924	\$56.40	154.82	103.56	2,896	\$60.65	166.48	107.54	3,052	\$59.09	162.20	97.43	-2.57
Total General, Humanities	5,511	\$38.16	6,263	\$59.35	155.53	103.85	6,165	\$62.97	165.02	106.10	6,363	\$61.53	161.24	97.71	-2.29
Science, and Social Science Reference	636	\$61.02	20	\$72.36	n.a.	53.10	39	\$93.36	153.00	129.02	29	\$61.17	65.52	65.52	-34.48
Humanities**	n.a.	n.a.	144	102.95	n.a.	89.90	115	112.72	n.a.	109.49	128	117.12	n.a.	103.90	3.90
Science and Technology**	n.a.	n.a.	89	145.94	n.a.	150.83	85	117.06	n.a.	80.21	76	133.19	n.a.	113.78	13.78
Social and Behavioral Sciences**	n.a.	n.a.	198	162.60	n.a.	113.48	185	150.72	n.a.	92.69	216	152.91	n.a.	101.45	1.45
Total Reference	636	\$61.02	451	\$136.26	223.30	106.01	424	\$128.60	210.75	94.38	449	\$133.44	218.68	103.76	3.76
Grand Total	6,147	\$40.52	6,714	\$64.52	159.23	103.33	6,589	\$67.18	165.79	104.12	6,812	\$66.27	163.55	98.65	-1.35

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, 2007-2010**  
Index Base: 2005 = 100

BISAC Category	2005		2007 Final		2008 Final		2009 Final		2010 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	\$7.99	103.9	10	\$8.59	111.7	9	\$8.66	112.6	9	\$8.77	114.0
Architecture	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Art	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Bibles	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Biography and autobiography	7.83	9	7.87	100.5	8	7.87	100.5	13	7.48	95.5	13	7.51	95.9
Body, mind and spirit	7.11	22	7.62	107.2	14	7.13	100.3	13	7.99	112.4	15	7.99	112.4
Business and economics	12.47	n.a.	n.a.	n.a.	1	7.99	64.1	1	9.99	80.1	3	9.32	74.7
Children	5.29	284	5.61	106.0	239	5.94	112.3	238	6.12	115.7	263	6.21	117.4
Comics and graphic novels	8.47	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Computers	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Cooking	7.50	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Crafts and hobbies	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Design	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Drama	6.32	4	6.47	102.4	2	5.99	94.8	3	5.98	94.6	3	6.30	99.7
Education	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Family and relationships	6.98	3	8.32	119.2	n.a.	n.a.	n.a.	1	4.99	71.5	1	7.99	114.5
Fiction	6.34	4,227	6.40	100.9	4,162	6.48	102.2	4,013	6.68	105.4	3,995	6.80	107.3
Foreign language study	n.a.	4	6.74	n.a.	5	6.19	n.a.	4	6.99	n.a.	6	7.08	n.a.
Games	7.14	19	5.54	77.6	13	5.45	76.3	5	4.99	69.9	0	n.a.	n.a.
Gardening	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Health and fitness	7.43	18	7.49	100.8	18	7.66	103.1	15	7.79	104.8	14	7.92	106.6
History	7.90	13	7.76	98.2	3	5.83	73.8	5	7.89	99.9	1	9.95	125.9
House and home	5.99	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Humor	6.99	4	7.49	107.2	3	6.32	90.4	0	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.	0	n.a.	n.a.	2	13.25	189.6
Law	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Literary collections	n.a.	n.a.	n.a.	n.a.	1	4.99	n.a.	1	7.95	n.a.	1	5.95	n.a.

**Table 6 / U.S. Mass Market Paperback Books: Average Prices and Price Indexes, 2007–2010 (cont.)**  
Index Base: 2005 = 100

BISAC Category	2005		2007 Final		2008 Final		2009 Final		2010 Preliminary				
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index			
Literary criticism	7.95	n.a.	n.a.	n.a.	1	7.95	100	1	7.99	100.5	1	7.99	100.5
Mathematics	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Medical	\$7.83	4	\$6.87	87.7	1	\$7.50	95.8	0	n.a.	n.a.	1	\$8.99	114.8
Music	7.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Nature	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Performing arts	8.23	3	8.64	105.0	1	9.99	121.4	1	\$9.99	121.4	1	9.99	121.4
Pets	n.a.	n.a.	n.a.	n.a.	1	7.99	n.a.	0	n.a.	n.a.	1	7.99	n.a.
Philosophy	7.49	5	7.78	103.9	2	5.95	79.4	0	n.a.	n.a.	2	6.47	86.4
Photography	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Poetry	5.75	1	5.95	103.5	2	4.95	86.1	5	6.95	120.9	1	7.95	138.3
Political science	n.a.	1	6.99	n.a.	2	7.99	n.a.	1	5.95	n.a.	2	7.97	n.a.
Psychology	7.97	2	7.97	100.0	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Reference	6.85	3	6.49	94.7	3	7.16	104.5	3	7.66	111.8	1	7.99	116.6
Religion	9.96	2	6.99	70.2	4	7.74	77.7	3	6.98	70.1	2	7.99	80.2
Science	n.a.	n.a.	n.a.	n.a.	1	6.95	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Self-help	12.45	6	7.80	62.7	3	9.64	77.4	2	7.99	64.2	1	7.99	64.2
Social science	7.08	1	7.99	112.9	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Sports and recreation	7.62	2	7.49	98.3	3	7.99	104.9	3	6.99	91.7	1	7.99	104.9
Study aids	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Technology and engineering	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Transportation	12.95	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1	14.00	108.1	0	n.a.	n.a.
Travel	n.a.	n.a.	n.a.	n.a.	1	6.95	n.a.	1	4.95	n.a.	0	n.a.	n.a.
True crime	7.19	51	7.42	103.2	53	7.35	102.2	52	7.47	103.9	54	7.64	106.3
Young adult	6.46	159	6.79	105.1	142	7.10	109.9	96	7.63	118.1	90	8.12	125.7
Totals	\$6.34	4,856	\$6.40	100.9	4,699	\$6.50	102.5	4,490	\$6.70	105.7	4,485	\$6.82	107.6

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, 2007–2010**  
 Index Base: 2005 = 100

BISAC Category	2005		2007 Final		2008 Final		2009 Final		2010 Preliminary				
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	\$24.80	275	\$121.12	488.4	239	\$27.08	109.2	191	\$27.25	109.9	178	\$24.99	100.8
Architecture	38.90	717	40.17	103.3	694	41.89	107.7	692	44.89	115.4	711	45.65	117.4
Art	31.28	1,692	34.43	110.1	1,581	37.55	120.0	1,491	37.63	120.3	1,433	37.39	119.5
Bibles	36.87	291	40.08	108.7	363	49.29	133.7	307	40.67	110.3	424	39.00	105.8
Biography and autobiography	19.19	2,278	20.92	109.0	2,211	20.31	105.8	2,347	20.54	107.0	2,250	19.67	102.5
Body, mind and spirit	17.48	1,045	17.67	101.1	1,072	18.47	105.7	1,009	18.16	103.9	946	18.00	103.0
Business and economics	71.12	11,053	106.82	150.2	5,937	73.97	104.0	5,930	62.07	87.3	5,077	64.38	90.5
Children	11.11	9,136	10.43	93.9	9,099	10.79	97.1	9,716	10.91	98.2	8,296	10.28	92.5
Comics and graphic novels	12.75	2,167	15.18	119.1	2,407	14.15	111.0	2,173	15.42	120.9	1,996	15.82	124.1
Computers	57.01	3,809	79.96	140.3	3,279	87.12	152.8	3,795	97.47	171.0	3,141	64.26	112.7
Cooking	18.30	1,068	17.98	98.3	1,271	18.84	103.0	1,006	19.59	107.0	1,053	19.59	107.0
Crafts and hobbies	18.49	906	20.31	109.8	943	19.98	108.1	1,002	19.29	104.3	1,049	19.43	105.1
Design	32.87	415	35.91	109.2	381	34.18	104.0	397	37.00	112.6	425	65.52	199.3
Drama	16.40	578	18.16	110.7	521	18.66	113.8	581	21.70	132.3	475	17.07	104.1
Education	35.10	4,166	36.98	105.4	3,929	37.21	106.0	3,262	41.43	118.0	3,133	39.97	113.9
Family and relationships	17.10	983	18.23	106.6	951	17.78	104.0	884	19.63	114.8	741	18.52	108.3
Fiction	15.74	9,517	17.74	112.7	9,480	16.30	103.6	9,694	17.32	110.0	8,638	16.66	105.8
Foreign language study	41.90	1,209	34.78	83.0	1,405	30.19	72.1	977	32.31	77.1	998	32.92	78.6
Games	16.53	847	16.90	102.2	800	17.08	103.3	787	17.59	106.4	782	16.48	99.7
Gardening	20.59	241	19.86	96.5	368	18.93	91.9	256	20.96	101.8	238	23.03	111.9
Health and fitness	22.81	1,539	22.39	98.2	1,373	24.19	106.0	1,333	23.67	103.8	1,227	26.17	114.7
History	33.53	6,743	35.19	105.0	5,856	31.85	95.0	6,436	31.80	94.8	6,549	34.37	102.5
House and home	19.33	327	20.72	107.2	295	20.23	104.7	226	21.96	113.6	198	20.98	108.5
Humor	12.96	477	13.29	102.5	463	13.49	104.1	486	13.79	106.4	417	14.18	109.4
Language arts and disciplines	49.14	2,022	51.59	105.0	1,654	53.38	108.6	2,088	65.85	134.0	2,147	61.86	125.9
Law	\$60.92	2,857	\$80.75	132.6	3,781	\$115.14	189.0	2,711	\$75.41	123.8	2,945	\$69.38	113.9
Literary collections	28.07	559	43.66	155.5	540	35.23	125.5	581	35.01	124.7	640	35.76	127.4

**Table 7 / U.S. Paperback Books (Excluding Mass Market): Average Prices and Price Indexes, 2007–2010 (cont.)**  
Index Base: 2005 = 100

BISAC Category	2005		2007 Final		2008 Final		2009 Final		2010 Preliminary				
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Literary criticism	31.99	1,577	36.60	114.4	1,446	36.57	114.3	1,770	38.66	120.9	1,621	34.58	108.1
Mathematics	75.77	989	74.91	98.9	961	61.82	81.6	885	68.93	91.0	786	65.59	86.6
Medical	64.27	4,153	69.32	107.9	3,986	74.82	116.4	3,937	76.34	118.8	4,050	66.92	104.1
Music	22.66	2,659	26.95	118.9	2,921	21.67	95.6	2,975	23.22	102.5	2,865	22.86	100.9
Nature	26.90	698	25.98	96.6	604	25.42	94.5	613	27.02	100.4	505	27.79	103.3
Performing arts	27.85	1,100	30.43	109.3	991	31.01	111.3	934	33.65	120.8	1,003	33.98	122.0
Pets	18.86	321	17.53	92.9	292	18.70	99.2	299	19.01	100.8	250	17.50	92.8
Philosophy	31.40	1,619	32.69	104.1	1,271	30.93	98.5	1,465	34.33	109.3	1,196	34.70	110.5
Photography	27.74	480	31.94	115.1	535	32.87	118.5	539	31.13	112.2	524	30.47	109.8
Poetry	16.09	1,863	17.19	106.8	1,784	16.50	102.5	1,720	16.88	104.9	1,569	16.76	104.2
Political science	45.65	3,663	59.46	130.3	3,142	37.58	82.3	3,220	37.91	83.0	3,553	40.53	88.8
Psychology	45.74	1,575	45.22	98.9	1,377	41.37	90.4	1,256	43.08	94.2	1,464	42.53	93.0
Reference	52.54	1,276	65.70	125.0	1,353	68.97	131.3	1,307	90.69	172.6	1,079	79.71	151.7
Religion	20.54	5,549	20.51	99.9	5,796	20.12	98.0	6,052	21.31	103.7	6,108	21.82	106.2
Science	71.05	2,346	74.30	104.6	2,099	70.80	99.6	2,462	78.19	110.0	2,233	62.16	87.5
Self-help	16.36	1,216	16.92	103.4	1,148	17.17	105.0	1,047	17.84	109.0	1,048	17.91	109.5
Social science	36.83	4,061	38.53	104.6	4,037	40.16	109.0	3,998	42.51	115.4	3,886	39.70	107.8
Sports and recreation	21.82	1,381	22.74	104.2	1,331	23.77	108.9	1,259	23.39	107.2	1,179	22.61	103.6
Study aids	30.90	682	32.02	103.6	880	32.14	104.0	669	30.82	99.7	1,502	40.35	130.6
Technology and engineering	85.80	2,689	139.50	162.6	2,583	154.07	179.6	2,681	153.11	178.4	1,613	80.92	94.3
Transportation	40.19	414	35.30	87.8	430	39.28	97.7	459	36.61	91.1	458	34.16	85.0
Travel	19.18	3,449	21.03	109.6	3,077	20.33	106.0	2,852	20.51	106.9	2,478	20.45	106.6
True crime	17.71	154	18.65	105.3	144	18.17	102.6	156	19.00	107.3	179	20.86	117.8
Young adult	14.06	3,108	13.85	98.5	2,555	13.76	97.9	2,462	16.79	119.4	2,176	14.54	103.4
Totals	\$33.90	113,939	\$43.61	128.6	105,636	\$39.36	116.1	105,375	\$39.20	115.6	99,432	\$35.09	103.5

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

**Table 7A / U.S. Audiobooks: Average Prices and Price Indexes, 2007–2010**  
Index Base: 2005 = 100

BISAC Category	2005		2007 Final		2008 Final		2009 Final		2010 Preliminary				
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Antiques and collectibles	n.a.	1	\$11.95	n.a.	n.a.	n.a.	n.a.	1	\$74.95	n.a.	3	\$36.66	n.a.
Architecture	\$68.95	n.a.	n.a.	n.a.	2	\$37.47	54.3	0	n.a.	n.a.	3	39.99	58.0
Art	57.51	5	40.18	69.9	5	40.99	71.3	7	59.41	103.3	9	58.21	101.2
Bibles	47.08	34	51.45	109.3	20	41.83	88.8	9	75.53	160.4	6	47.16	100.2
Biography and autobiography	37.68	453	44.53	118.2	641	47.05	124.9	685	50.75	134.7	697	51.15	135.7
Body, mind and spirit	26.74	81	33.52	125.4	83	38.28	143.2	87	37.95	141.9	68	33.65	125.8
Business and economics	42.11	295	34.17	81.1	426	39.54	93.9	436	46.15	109.6	322	49.99	118.7
Children	26.57	876	28.80	108.4	733	31.09	117.0	832	36.22	136.3	767	37.78	142.2
Comics and graphic novels	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Computers	41.39	n.a.	n.a.	n.a.	4	31.23	75.5	5	46.99	113.5	2	45.00	108.7
Cooking	14.45	7	35.40	245.0	4	14.71	101.8	14	44.70	309.3	2	44.97	311.2
Crafts and hobbies	n.a.	10	26.96	n.a.	9	42.20	n.a.	4	38.72	n.a.	1	24.98	n.a.
Design	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Drama	23.45	27	29.74	126.8	48	36.67	156.4	151	34.54	147.3	89	34.27	146.1
Education	27.46	27	40.39	147.1	17	29.78	108.4	22	45.34	165.1	18	41.05	149.5
Family and relationships	24.58	47	31.52	128.2	73	36.73	149.4	54	39.41	160.3	69	41.07	167.1
Fiction	41.47	3,644	44.08	106.3	4,379	48.43	116.8	6,278	52.62	126.9	7,360	50.42	121.6
Foreign language study	70.04	314	41.17	58.8	394	37.63	53.7	260	40.74	58.2	156	48.88	69.8
Games	32.68	n.a.	n.a.	n.a.	1	14.95	45.7	6	14.12	43.2	0	n.a.	n.a.
Gardening	n.a.	3	30.62	n.a.	2	39.97	n.a.	0	n.a.	n.a.	6	47.82	n.a.
Health and fitness	26.61	60	31.89	119.8	83	33.32	125.2	82	46.09	173.2	83	42.07	158.1
History	41.61	480	48.35	116.2	577	54.71	131.5	450	57.69	138.6	533	58.28	140.1
House and home	25.00	1	29.95	119.8	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Humor	29.60	59	30.31	102.4	65	36.20	122.3	79	42.37	143.1	91	36.93	124.8
Language arts and disciplines	60.84	31	55.43	91.1	14	36.96	60.7	18	46.65	76.7	11	33.42	54.9
Law	55.32	24	59.46	107.5	18	54.21	98.0	9	49.75	89.9	11	59.44	107.4
Literary collections	24.71	16	28.73	116.3	16	38.91	157.5	20	32.34	130.9	13	49.82	201.6

**Table 7A / U.S. Audiobooks: Average Prices and Price Indexes, 2007–2010 (cont.)**  
Index Base: 2005 = 100

BISAC Category	2005		2007 Final		2008 Final		2009 Final			2010 Preliminary			
	Average Prices	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index	Volumes	Average Prices	Index
Literary criticism	\$26.41	18	\$35.63	134.9	35	\$49.61	187.8	20	\$42.43	160.7	17	\$42.68	161.6
Mathematics	n.a.	1	89.99	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Medical	153.72	20	68.55	44.6	25	96.61	62.8	13	60.66	39.5	21	36.65	23.8
Music	29.83	121	27.58	92.5	144	29.46	98.8	108	38.41	128.8	68	35.76	119.9
Nature	28.92	21	33.07	114.3	27	39.18	135.5	37	47.09	162.8	55	41.33	142.9
Performing arts	25.78	18	25.38	98.4	39	38.32	148.6	21	46.23	179.3	16	40.60	157.5
Pets	33.05	10	29.28	88.6	20	34.05	103.0	23	43.51	131.6	49	38.23	115.7
Philosophy	35.30	24	40.01	113.3	37	41.33	117.1	36	51.39	145.6	37	54.27	153.7
Photography	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0	n.a.	n.a.	0	n.a.	n.a.
Poetry	22.87	54	24.30	106.3	45	25.88	113.2	50	35.88	156.9	27	33.24	145.3
Political science	42.66	151	40.97	96.0	174	44.16	103.5	177	49.69	116.5	219	48.54	113.8
Psychology	35.70	30	36.19	101.4	31	37.38	104.7	54	52.13	146.0	40	46.91	131.4
Reference	21.20	7	34.10	160.8	15	32.78	154.6	7	40.55	191.3	1	69.99	330.1
Religion	26.52	377	27.07	102.1	313	30.20	113.9	418	33.50	126.3	360	33.10	124.8
Science	39.86	30	39.73	99.7	61	48.59	121.9	64	47.75	119.8	64	51.48	129.2
Self-help	23.58	297	27.61	117.1	207	29.98	127.1	289	38.30	162.4	187	39.48	167.4
Social science	35.73	63	35.52	99.4	55	40.17	112.4	79	50.36	140.9	89	47.59	133.2
Sports and recreation	28.46	45	38.44	135.1	57	39.75	139.7	41	45.78	160.9	57	48.03	168.8
Study aids	41.85	9	43.36	103.6	18	67.10	160.3	21	33.92	81.1	7	19.41	46.4
Technology and engineering	61.47	12	33.88	55.1	10	52.09	84.7	7	48.56	79.0	23	53.33	86.8
Transportation	28.00	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3	36.66	130.9	7	46.28	165.3
Travel	41.91	45	46.24	110.3	39	44.73	106.7	15	51.57	123.0	44	49.89	119.0
True crime	35.97	30	41.90	116.5	59	51.41	142.9	45	50.69	140.9	36	52.79	146.8
Young adult	35.68	273	39.87	111.7	269	45.52	127.6	527	44.85	125.7	830	44.90	125.8
Totals	\$40.49	8,151	\$39.69	98.0	9,294	\$44.21	109.2	11,564	\$48.58	120.0	12,574	\$48.22	119.1

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

(continued from page 465)

The North American Academic Books Price Indexes (Tables 4, 4A, and 4B) are prepared by Stephen Bosch. The most significant change in the North American Academic Books Price Index (NAABPI) for 2009 is that the vendors supplying the data have changed, and this has resulted in modifications. (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 are now Coutts Information Services and YBP. The index was reconstructed back to 2007 using data from Coutts Information Services and YBP.) Both the number of titles and the average prices have increased in comparison with the previous NAABPI. The total number of titles in the index increased 49 percent (rising from 72,159 to 107,753), and the overall average price increased 12 percent (from \$70.64 to \$79.32). These changes indicate significant variations, and the prior years' versions index should not be compared with the version for 2009 and beyond. The year-to-year comparisons are now based on this new data model and the changes in price and number of titles are not as dramatic when looking at comparable data.

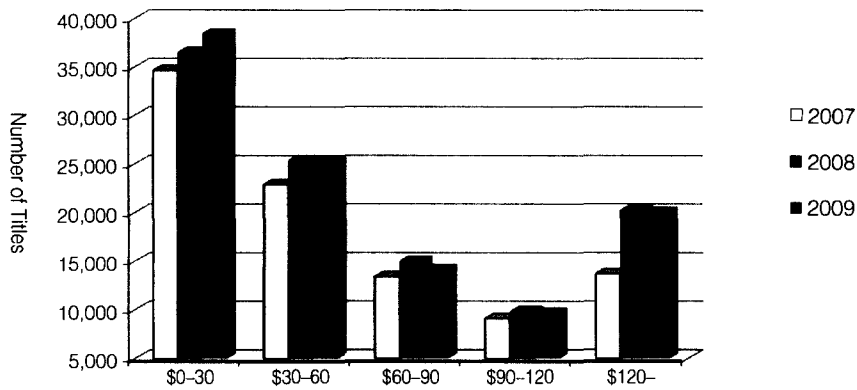
Two indexes were added in 2008, one for e-books (Table 4A) and another for textbooks (Table 4B). With the change in vendors, the index for e-books continues to use data blended from both vendors. For the time being, the textbook index will only use data from YBP.

Both of these areas are of high interest to users, and the indexes will continue to use 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 because 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 2009 was \$102.21 and the average price for a print book was \$79.32. Responding to customer demands, vendors offer multiple platforms and pricing models for e-books; consequently there may 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 2007, 2008, and 2009. Vendors report large jumps in numbers because they are adding “catch up” titles to their database or adding titles from new suppliers.

Rising cost of textbooks has been a hot topic on many campuses. The index for textbooks will try to document price changes in this area. Indications are that textbook prices tend to be higher, with an average price of \$107.17 in 2009, but the rate of inflation has not seen a huge increase.

The average price of North American Academic Books in 2009 (Table 4) decreased slightly (1.2 percent) from 2008. This is mainly due to a larger increase in the number of titles treated in the lower part of the price bands (\$0–\$30). Nearly all price bands showed fewer titles between 2008 and 2009 except for the lower price band, which showed a 5 percent increase. This led to a slight decrease in the average price for all books. See Figure 1.

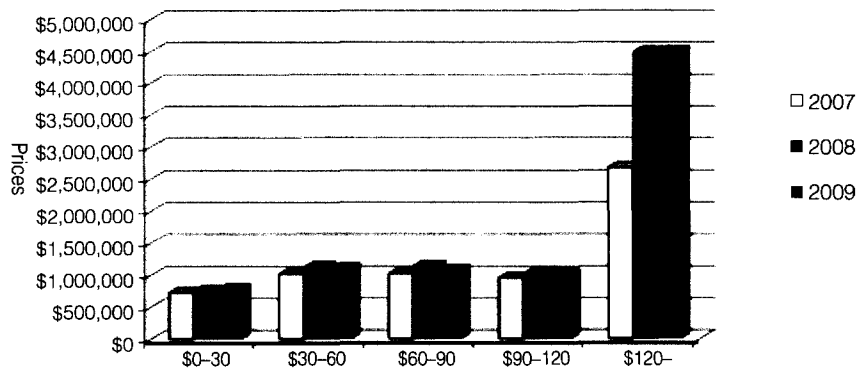
Figure 1 / Comparison of Titles in Sample Grouped by Price



One thing that really stands out when looking at the data by price band is that the highest end (\$120.00 and up) has seen huge growth in the past two years, nearly doubling in overall costs represented by the band (\$2.6 million to \$4.5 million). 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 2008 as well as for 2009. 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. The increase in the prices in the upper end of the index was what added to the overall level of increase.

Although the average price decreased from 2008 to 2009, if you compare the 2009 average price to 2007 the average increased 16 percent and this is due to growth in the high end of the data. 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 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.

E-books are now being treated in a separate index (Table 4A), so the impact of separating out e-books on the index 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 could decline. At the same time the number of e-books should rise, especially as we see more 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, and 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 2009, but because the number of titles treated had a huge variation it is not really possible to draw sound conclusions about pricing trends in e-books at this time. The index does clearly show that for the library market, e-books are 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 first year of the price index for textbooks (Table 4B) shows a 2.8 percent increase for overall prices between 2008 and 2009. 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—prices appear to be increasing at a faster clip, and the overall cost is 35 percent higher than the average academic book. It will take a little more time and data before any real trends can be identified.

Price changes vary, as always, among subject areas. There were several double-digit increases in subject areas and even more areas saw double-digit price decreases. If you look at the top areas for price increases, in 2009 there were relatively few areas showing large increases, with science, library and information science, and law leading the way. Library and information science was also one area that had double-digit increases the previous year. Apart from science, most of the higher increases were seen in social science and humanities. It is interesting to note that some areas that showed high increases last year (for example, botany) are now at the other end of the spectrum of price decreases.

It is good to remember that price indexes become less accurate at describing price changes the smaller the sample becomes. Botany, general works, and library and information science areas are small samplings and showed very large price changes, but to then conclude that all books in the area 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 inclusion of a few expensive items can really affect the overall average price when the number of titles in an area is small. Also, with the change in data

sources, it will take a few more years for the historical data to build; the resulting broader set of data will help us better understand price changes.

The U.S. College Books Price Index (Table 5), prepared by Frederick C. Lynden, contains price and indexing information for the years 2008 through 2010 (index base year of 1989), and also the percentage change between 2009 and 2010. Data for the index were compiled from 6,849 reviews of books published in *Choice* during 2010; expensive titles (\$500 or more) were omitted from the analysis, so the total number of titles reported is smaller than the number published. As with the North American Academic Books data (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.

The average price for humanities titles in 2010 increased by 1.23 percent over the previous year. The average price for science and technology titles decreased by 5.45 percent, and the average price for social and behavioral sciences titles decreased by 2.57 percent. Calculated separately, reference books for 2010 showed a 3.76 percent increase over the previous year. For all titles, there has been a 63.56 percent average price increase since 1989.

For 2010 the overall average price for books in the humanities, sciences, and social and behavioral sciences (including reference books) was \$66.27, a small price decrease of 1.35 percent from the average 2009 book price of \$67.18. Reference books calculated separately had an average price increase of 3.76 percent over the previous year, with a 2010 average of \$133.44 compared with 2009's average price of \$128.60. Excluding reference books, the 2010 average price was \$61.53, a 2.29 percent decrease compared with the average 2009 price of \$62.97.

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@stanford alumni.org).

#### **Prices of Other Media**

The LMPI Editorial Board is continuing to work on developing a price index for electronic journals. It is hoped that a pricing model and index will be available in the near future.

#### **Foreign Prices**

The dollar has posted a modest gain against the euro and the British pound sterling since 2009. While the dollar showed a modest decline against the Canadian dollar, it showed a steep decline against the Japanese yen. World economies remain in flux.

#### **Serials Prices**

Table 8 (Average Price of Serials) provides the average prices and percent increases for serials based on titles in select serials indexes. The serials included

*(text continues on page 488)*



**Table 8 / Average Price of Serials, Based on Titles in Select Serials Indexes: 2007–2011**

Subject	LC Class	2007		2008			2009			2010			2011		
		No. of Titles	Avg. Price	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	285	\$703	287	\$760	8.1%	286	\$819	7.8%	288	\$869	6.1%	289	\$958	10.2%
Anthropology	GN	80	271	84	286	5.5	80	316	10.5	81	335	6.0	84	367	9.6
Arts and architecture	N	161	245	168	272	11.0	165	294	8.1	169	324	10.2	171	343	5.9
Astronomy	QB	44	1,608	46	1,722	7.1	47	1,852	7.5	47	1,968	6.3	50	2,067	5.0
Biology	QH	363	1,570	370	1,693	7.8	369	1,836	8.4	371	1,937	5.5	369	2,091	8.0
Botany	QK	89	1,317	91	1,416	7.5	92	1,537	8.5	92	1,631	6.1	94	1,725	5.8
Business and economics	HA-HJ	675	547	684	584	6.8	683	628	7.5	693	668	6.4	694	716	7.2
Chemistry	QD	305	3,121	308	3,334	6.8	313	3,548	6.4	315	3,702	4.3	320	3,969	7.2
Education	L	437	313	437	343	9.6	437	369	7.6	437	387	4.9	440	468	20.9
Engineering	T	532	1,388	536	1,488	7.2	539	1,604	7.8	540	1,690	5.4	543	1,796	6.3
Food science	TX	57	568	59	588	3.5	59	635	8.0	60	674	6.1	60	727	7.9
General science	Q	135	866	137	934	7.9	137	1,005	7.6	137	1,064	5.9	141	1,146	7.7
General works	A	238	124	238	132	6.5	235	135	2.3	238	142	5.2	236	149	4.9
Geography	G-GF	147	702	147	773	10.1	153	818	5.8	153	886	8.3	151	949	7.1
Geology	QE	125	1,265	129	1,191	-5.8	131	1,438	20.7	132	1,511	5.1	126	1,621	7.3
Health sciences	R	2,410	1,047	2,435	1,137	8.6	2,440	1,241	9.1	2,444	1,233	-0.6	2,474	1,382	12.1

Table 8 / Average Price of Serials, Based on Titles in Select Serials Indexes: 2007–2011 (cont.)

Subject	LC Class	2007		2008			2009			2010			2011		
		No. of Titles	Avg. Price	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
History	C,D,E,F	581	\$202	591	\$226	11.9	599	\$245	8.4	522	\$267	9.0	630	\$284	6.4%
Language and literature	P	593	202	600	223	10.4	598	216	-3.1	626	260	20.4	660	271	4.2
Law	K	183	280	187	310	10.7	178	339	9.4	193	412	21.5	198	431	4.6
Library science	Z	137	327	139	352	7.6	138	372	5.7	139	385	3.5	142	399	3.6
Math and computer science	QA	362	1,230	371	1,317	7.1	371	1,411	7.1	372	1,466	3.9	384	1,550	5.7
Military and naval science	U,V	50	264	51	295	11.7	51	333	12.9	45	406	21.9	45	414	2.0
Music	M	94	151	94	198	31.1	93	210	6.1	95	220	4.8	96	238	8.2
Philosophy and religion	B-BD, BH-BX	342	240	343	262	9.2	341	289	10.3	386	322	11.4	396	344	6.8
Physics	QC	348	2,922	353	3,077	5.3	356	3,256	5.8	360	3,386	4.0	360	3,531	4.3
Political science	J	153	429	158	463	7.9	158	508	9.7	163	527	3.7	166	577	9.5
Psychology	BF	175	533	176	581	9.0	177	638	9.8	181	679	6.4	182	722	6.3
Recreation	QV	73	173	72	193	11.6	70	212	9.8	71	218	2.8	73	230	5.5
Social sciences	H	101	418	101	456	9.1	100	501	9.9	101	525	4.8	103	547	4.2
Sociology	HM-HX	340	435	343	484	11.3	348	518	7.0	350	552	6.6	353	590	6.9
Technology	TA-TT	97	784	99	853	8.8	98	979	14.8	98	1,038	6.0	99	1,098	5.8
Zoology	QL	168	1,160	171	1,278	10.2	171	1,394	9.1	176	1,452	4.2	179	1,512	4.1
Totals		9,880	\$882	10,005	\$950	7.7%	10,013	\$1,029	8.3%	10,075	\$1,068	3.8%	10,308	\$1,144	7.1%

Compiled by Stephen Bosch, University of Arizona, from data on serials 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 2009–2010**  
(Index Base: 2009 = 100)

Subject	LC Class	2009		2010			Index
		No. of Titles	Average Price (£)	No. of Titles	Average Price (£)	% Change 2009–2010	
Agriculture	S	140	£53.96	154	£63.97	18.6%	118.6
Anthropology	GN	109	53.60	154	50.85	-5.1	94.9
Botany	QK	22	145.94	45	66.08	-54.7	45.3
Business and economics	H	2,439	59.12	2,874	61.09	3.3	103.3
Chemistry	QD	88	101.14	96	105.68	4.5	104.5
Education	L	386	49.70	558	52.21	5.1	105.1
Engineering and technology	T	716	65.60	655	65.73	0.2	100.2
Fine and applied arts	M, N	762	39.71	1,037	37.00	-6.8	93.2
General works	A	15	76.73	30	60.03	-21.8	78.2
Geography	G	233	50.98	660	64.95	27.4	127.4
Geology	QE	41	53.80	33	52.28	-2.8	97.2
History	C,D,E,F	1,572	41.01	1,822	48.13	17.4	117.4
Home economics	TX	59	39.02	46	30.48	-21.9	78.1
Industrial arts	TT	21	24.32	41	28.47	17.1	117.1
Law	K	1,117	76.13	1,153	83.10	9.2	109.2
Library and information science	Z	98	60.32	100	53.58	-11.2	88.8
Literature and language	P	2,928	34.77	3,987	31.58	-9.2	90.8
Mathematics and computer science	QA	216	49.30	207	48.29	-2.0	98.0
Medicine	R	1,110	48.50	1,182	55.12	13.6	113.6
Military and naval sciences	U, V	112	83.99	184	38.00	-54.8	45.2
Philosophy and religion	B	1,091	46.45	1,336	45.24	-2.6	97.4
Physics and astronomy	QB, QC	196	54.54	214	59.69	9.4	109.4
Political Science	J	621	59.74	737	71.88	20.3	120.3
Psychology	BF	195	44.46	265	39.69	-10.7	89.3
Science (general)	Q	55	42.12	69	36.32	-13.8	86.2
Sociology	HM	153	74.17	208	70.13	-5.4	94.6
Sports and recreation	GV	181	30.90	192	36.76	19.0	119.0
Zoology	QH, QL, QP, QR	326	66.20	373	72.30	9.2	109.2
Total, All Books		15,432	£52.91	18,490	£51.97	-1.8%	98.2

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

*(continued from page 484)*

Dates	12/31/06	12/30/07	12/31/08	12/31/09	12/31/10
Canada	1.1720	0.9990	1.1910	1.0510	1.0200
Euro	0.7590	0.6800	0.7310	0.6950	0.7700
U.K.	0.5120	0.4860	0.6570	0.6160	0.6400
Japan	119.5300	110.8800	92.6500	92.3900	83.8300

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

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.

This table covers prices for periodicals and serials for a five-year period, 2007 through 2011. The 2011 pricing is the renewal pricing for 2011. Table 8 is a departure from the U.S. Periodicals Price Index: Average Prices and Price Indexes (USPPI) that appears as Table 1 in this report. Table 8 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 is based on price changes seen in a static set of approximately 3,700 serial titles. This new table is based on a much broader set of titles, approximately 10,000, that are not static; therefore this pricing study does not rise to the level of a price index. This study is still useful 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, so the scope is broader and this may give a better picture of the overall price pressures experienced in libraries. This new table is not a replacement for the USPPI, which is being reconfigured. The Average Price of Serials Index (Table 8) will serve as a complement to the USPPI data.

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 7.1 percent in 2011. 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 now seems to be over. The price increase in 2011 is lower than those for 2008 (7.7 percent) and 2009 (8.3 percent), but it is still closer to those figures than to the 3.8 percent seen in 2010.

Another interesting trend is that the science and technology subject areas do not show the largest price increases. Instead, subjects in the social sciences and life sciences (political science, anthropology, agriculture, health sciences, and education) reflected the highest price increases, with agriculture, health sciences, and education all showing double-digit increases. In the past, price increases in science and technology areas were seen as drivers in serials inflation, but that is no longer that case.

In this price study, as in similar surveys, the data become less accurate at describing price changes as the sample becomes smaller. For that reason, conclu-

sions 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, language and literature (about 600 titles) showed price changes of 10.4 percent, -3.1 percent, 20.4 percent, and 4.2 percent between 2007 and 2011. Librarians are encouraged to look at an average price change over the time period or the overall price change to calculate inflation rates. Year-to-year price changes are too unstable to be used for this purpose.

### **Book Prices**

The British Academic Books Price Index (Table 9), compiled by Judy Jeng, indicates the average prices and price indexes for 2009 through 2010. This index has been re-established using data compiled from 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 of a British academic book fell 1.8 percent over the period covered, declining from £52.91 in 2009 to £51.97 in 2010. This index uses prices for cloth editions except when these are not available, and does not separate out more expensive reference titles. The index does not include e-book prices.

The index shows that British academic book production has risen significantly, from 15,432 titles in 2009 to 18,490 titles in 2010, an increase of 19.82 percent.

### **Using the Price Indexes**

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

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

The LMPI board 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 the ALA Annual Conference and Midwinter Meeting.

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.