

• 19th Annual Pricing Study • Ten Tips to Consider in Journal Pricing •
• Average Journal Prices by Subject Categories •

THE NEWSLETTER FOR
JOURNAL PUBLISHERS

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19th Annual Study of Journal Prices for Scientific and Medical Society Journals

2006 Pricing Trends for U.S. Society Journals and Ten Recommendations for Pricing 2008 Volumes

By Gene Kean

Former Executive to the CEO and Director of Sales (Retired)

Allen Press, Inc.

This issue of JP provides useful information on studies and web sites for editors and managers of scientific, technical, and medical (STM) publications in journal pricing. This study has been conducted for 19 years by Gene Kean, who has 23 years experience in providing consulting help to organizations on marketing and pricing matters. He also provides 10 tips for consideration when making journal price changes. This year's pricing report was delayed due to the delayed publication of the ALA 2006 pricing study data that pertains to this study. We thank the staffs of the American Library Association (ALA) and EBSCO for permission to quote portions of their published studies in our newsletter.

This marks the 19th consecutive year that Allen Press has conducted a study of pricing trends to help our clients understand inflation and the marketplace for scientific, medical, and technical (STM) journals. The pricing trends can be useful to associations and other publishers in pricing their own publications. About half of the society journal titles have price changes each year.

This year's journal pricing study was conducted differently than studies in previous years in order to provide for the pricing shift in the print/online subscription models. Of these 250 society journals we studied, 140 journals (56%) provided a price for print subscriptions only. The other 110 journals (44%) provided a price that combined print and online editions into one subscription price.

In general, the journals that provided print and online editions together in a single price raised their

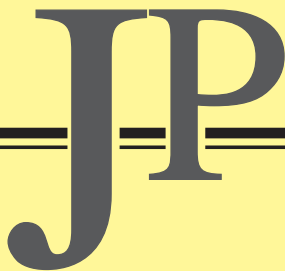
2006 prices substantially more than journals that provided prices for subscriptions in print.

To assist our readers in understanding the price changes of the different subscription models, we conducted separate price studies for each of these groups of journals. Furthermore, we show separately the *average price increase* for each of these categories of journals that are published monthly, bimonthly, or quarterly (Tables 7 and 8).

The original article text with its 10 pricing recommendations for society journals by the author has been maintained while it has been updated with the STM journal pricing trends of 2006.

This year's pricing report was delayed due to the delayed publication of the ALA 2006 pricing study data that pertains to this study.

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Dear Colleagues in Journal and Magazine Publishing:

For many years Allen Press has published and distributed *The Newsletter for Journal Publishers*. This issue marks the final installment of this publication. We have faithfully shared information about industry news and issues to our customers through this channel.

This commitment to our clients and the industry has led us to develop a dynamic new format for the next generation of Allen Press communications. We are excited to announce the launch of both a print and an online newsletter specifically designed to explore issues and address challenges that affect our customers each day. Look for this stimulating new publication in summer 2007.

In 2006, 450 editors and managers of scientific and scholarly journals joined together in a combined effort to save postage, time, and labor to do a larger, more effective sales promotion than they could do alone.

The resulting 2007 Serials Librarian Edition of the *Buyer's Guide to Scientific, Medical, and Scholarly Journals* was distributed worldwide to more than 8,000 university and research libraries, and the subscription agencies that handle their orders. The 2007 edition contained the 450 participating journals' current subscription prices, back issue sales information, as well as indexing information for serials librarians and buyers. It is online at www.allenpress.com.

Many journal managers annually use the cooperative program to supplement their own marketing, while others said it is the only promotion to libraries in the U.S. and worldwide that they can afford.

The cooperative program has been highly successful, with regular annual participants reporting that they receive new library subscriptions annually, many from overseas. For some journals, one or two new subscriptions will pay for more than the cost of participation. Some participate just to save the cost of postage and mailing of their revised journal prices to hundreds of subscription agencies each year. These savings, or receiving accurate renewal payments with the new prices, are worth being in the cooperative program even without receiving new subscriptions.

Because of its success, Allen Press will again sponsor the **Cooperative Journal Marketing Program**, with its annual *Buyer's Guide*, which is also online. All journal publishers are invited to include their journals in this cooperative effort. Simply send a copy of your journal with the registration form to the Buyer's Guide office by July 15 (late deadline is July 30). For more information, see www.allenpress.com, or contact the catalogue manager at 1-800-627-0326, or buyersguide@allenpress.com.

Sincerely,

Gerald Lillian, CEO



19th Annual Study of Society Journal Prices

Continued from page 1

If journals are priced too low, they may not produce sufficient revenues to meet the organization's editorial and production costs. If journals are priced too high, many of the individuals and libraries may not subscribe.

The goal is to price a journal so that it will achieve maximum circulation to the intended readers while providing income for the publisher. Journals that are priced appropriately balance production and editorial cost with value and demand.

Finding the cost of providing a paid subscription of your medical, scientific, or scholarly journal can be as simple as taking the total publishing cost of the volume year and dividing it by the number of paid subscribers. This might provide the minimum cost of what society members should be paying to receive their subscriptions on a break-even basis, while the higher institutional rate can provide revenues to help the organization to finance other aspects of its publications program.

This issue of our newsletter is dedicated to answering questions that are often asked by journal managers about pricing journals, especially nonprofit society journals. The findings are presented in five sections of study:

1. 2006 pricing study of U.S. nonprofit society journals
2. 2005 pricing study of all U.S. periodicals by the American Library Association
3. Frequent questions and answers about the current trends in U.S. periodical pricing
4. 2007 journal price projections and trends
5. Ten pricing recommendations for society journals

The American Library Association (ALA) provides an annual study of a large selected sample of U.S. periodical titles. However, that sample includes prices of all U.S. publishers, including those of commercial publishers.

The annual Allen Press journal pricing study is unique in that it is the only study of its kind that tracks the average price changes on U.S. nonprofit association and society STM journals (scientific, technical, and medical).

Librarians note that the best buys are often for journals that are self-published by nonprofit societies. This is because most nonprofit societies charge only enough to cover the printing and distribution of their journals.

Table 1
Society Journal Prices
Compared to CPI and All
U.S. Periodicals

Percent Change on Print Subscriptions

Year	Consumer	All U.S.	U.S. Society
	Price Index	Periodicals	Journals Studied
1988	4.1	9.1	7.0
1989	4.8	9.5	7.0
1990	5.4	9.5	6.5
1991	4.2	11.7	8.2
1992	3.0	12.2	8.3
1993	3.0	5.5	5.4
1994	2.6	9.6	6.2
1995	2.8	10.4	5.6
1996	3.0	10.8	7.4
1997	2.3	9.9	8.1
1998	1.6	10.3	8.6
1999	2.2	10.4	11.3
2000	3.4	9.0	8.8
2001	2.8	8.3	6.9
2002	1.6	7.9	7.2
2003	2.3	7.5	6.8
2004	2.7	8.2	7.3
2005	3.4	6.5	6.0
2006	—	—	6.9
Avg.	3.1	9.4	7.4

Sources: The ALA Library Materials Price Index Committee (*Library Resources & Technical Services (LRTS)*, July 2005). The annual average price changes for U.S. society journals were from the Allen Press annual studies. Consumer Price Index (CPI) from the U.S. Department of Labor.

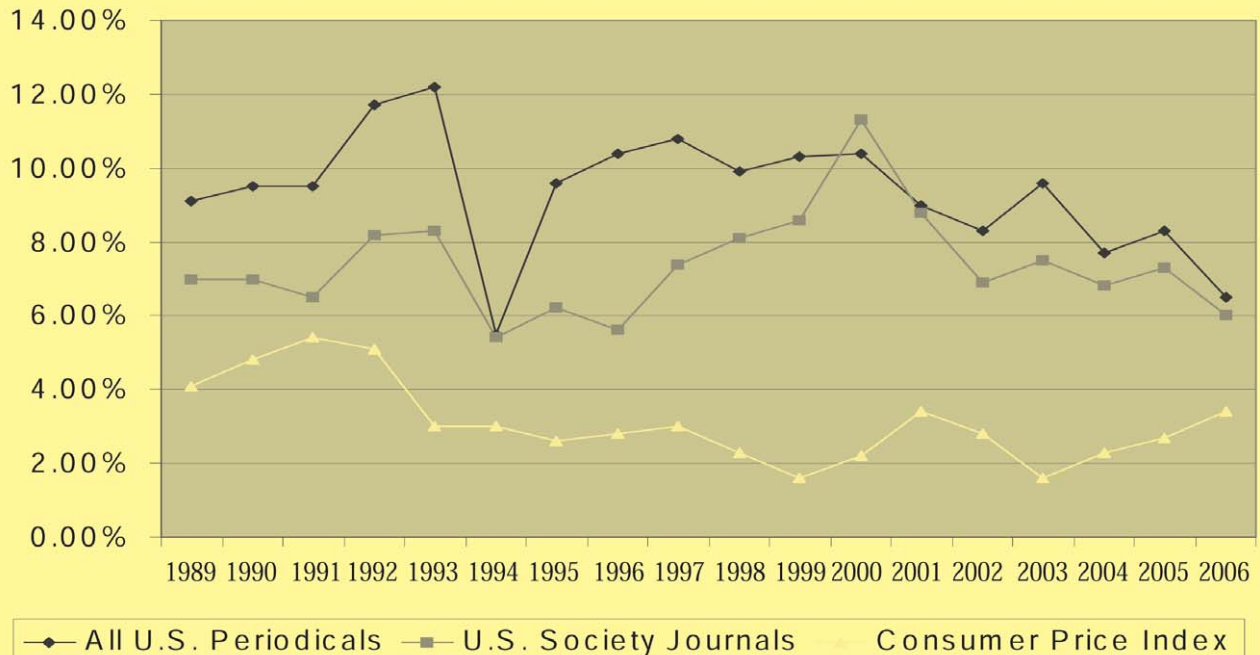
When nonprofit societies do raise subscription prices to their members and libraries, it is usually only to cover the cost increases they have had passed on to them. In addition, some societies subsidize costs of the member and library copies by reprint revenues and page charges to authors and by work contributed by volunteer editors.

Table 2

U.S. Nonprofit Society Journal Pricing Trends

Nonprofit Society Journal Price Changes Compared to CPI and All U.S. Periodicals

Percent of Change on Print Subscriptions Only



Sources: The annual average price changes for U.S. nonprofit society journals are from the Allen Press 19-Year Study of Journal Prices for Scientific and Medical Society Journals. The average price change for all U.S. periodicals are from the ALA Library Materials Price Index Committee. The Consumer Price Index (CPI) figures are from the U.S. Department of Labor. In general, while the CPI may reflect annual changes due to inflation, the journal price changes may include inflation as well as increased numbers of pages or issues, increased use of color, increased marketing, loss of subscriptions, or changes in nonsubscription sources of income such as advertising and membership fees.

One value in studying nonprofit society journal price changes is that the average percentage of change can serve as an index to project the minimum cost increases that might be expected in a society publications budget.

Because pricing trends differ widely by discipline, with permission, we supplement our study with data from the ALA on the average 2005 and 2006 subscription prices in different journal subject fields (Table 5).

2006 Pricing Study of U.S. Nonprofit Society Journals

1. The Allen Press 19-year study shows that prices for U.S. nonprofit *society journals* increased an average of 7.4% annually during 1988–2006. This average

annual increase is substantially lower than the average annual price increase of 9.4% for *all U.S. periodicals* during the same 19-year period (Tables 1 and 2).

2. The average U.S. institutional price change from 2005 to 2006 for 140 nonprofit society journals studied was 6.9%. The 6.9% average U.S. library price increase was for print subscriptions only, which did not include access to online editions. The average percent of change included journals that raised prices as well as those that did not. Our studies over 19 years showed that about half of the society journals each year changed prices (Table 3).

3. For the 140 society print editions of journals studied, which were predominantly scientific and medical representing many different subject fields, the aver-

Table 3
General Pricing Trends for U.S. Society Journals— Print Subscriptions Only
Average Price Changes for 140 Journals Studied of Print Subscriptions

	Average Price 2005	Average Price 2006	Average \$ Change 2005–2006	Average % Change 2005–2006	Average 2006 Price Per Issue*
Prices in U.S.	\$286.43	\$306.32	\$19.89	6.9%	\$47.94
Prices outside U.S.	\$309.94	\$331.29	\$21.35	6.9%	\$51.85

The group of journals studied included journals that raised prices as well as those that did not. The average number of issues for the 140 journals studied was 6.39 issues per calendar year. A separate study was conducted of 62 journals in this group that are issued quarterly. The average 2006 U.S. library subscription price for the quarterly journals was \$178.94 (\$44.73 per issue). The average overseas library price for U.S. society quarterly journals was \$195.50, which included \$16.56 extra for overseas delivery.

*Average price per issue based on the average U.S. library subscription price (\$306.32) divided by the average number of issues (6.39).

General Pricing Trends for U.S. Society Journals— Print & Online Combined
Average Price Changes for 110 Journals Studied of Print and Online Combined Price

	Average Price 2005	Average Price 2006	Average \$ Change 2005–2006	Average % Change 2005–2006	Average 2006 Price Per Issue*
Prices in U.S.	\$313.07	\$370.10	\$57.03	18.2%	\$43.09
Prices outside U.S.	\$351.03	\$407.99	\$56.96	16.2%	\$47.50

The group of journals studied included journals that raised prices as well as those that did not. The average number of issues for the 110 journals studied was 8.59 issued per calendar year. A separate study was conducted of 34 journals in this group that are issued quarterly. The average 2006 U.S. library subscription price for the quarterly journals was \$205.50 (\$51.38 per issue). The average overseas library price for U.S. society quarterly journals was \$216.44 which included \$10.94 extra for overseas delivery.

*Average price per issue based on the average U.S. library subscription price (\$370.10) divided by the average number of issues (8.59).

age U.S. institutional subscription price was \$306.32. The average price per issue was \$47.94 and the average journal had 6.39 issues a volume year (Table 3).

4. The average U.S. society journal studied charged overseas libraries \$3.91 per issue to cover delivery costs. For example, for a journal with eight issues, overseas libraries will pay \$31.20 more than for a subscription delivered in the U.S. In general,

this charge is for surface delivery, although several publishers include airlift delivery in the price.

5. For 20 of the 140 journals studied that were published *monthly*, the average U.S. institutional price was \$578.95. For 36 *bimonthly journals* studied, the average U.S. institutional price was \$363.00. For 62 *quarterly journals* studied, the U.S. price was \$178.94 (Table 4).

Table 4
U.S. Society Journal Pricing Trends—Print Only
140 Journals Studied in the Allen Press Buyer's Guide

	Average Issues	Average U.S. 2006 Price	Average U.S. Price Per Issue	Average Increase	Overseas Avg. Price
140 Mixed Frequency	6.39	\$306.32	\$47.94	6.9%	\$331.29
20 Monthly	12	\$578.95	\$48.25	8.9%	\$607.50
34 Bimonthly	6	\$363.00	\$60.50	7.0%	\$386.38
62 Quarterly	4	\$178.94	\$178.94	6.4%	\$195.50

Table 5
U.S. Journal Categories Ranked by Average Subscription Price

Category	Average 1997 Price	Average 2004 Price	Average 2005 Price
Russian Translations	\$1,216.65	\$2,288.20	\$2,496.09
Chemistry and Physics	957.36	1,765.20	1,879.56
Medicine	461.60	895.72	962.83
Math, Earth/Life Sciences, General Sciences	379.84	704.12	729.15
Zoology	338.31	632.61	680.81
Engineering	273.31	509.73	552.02
Psychology	233.90	454.84	496.41
Sociology and Anthropology	137.54	261.86	284.18
Business and Economics	114.18	196.04	205.85
Political Science	91.82	176.12	189.87
Education	95.34	175.10	190.32
Labor and Industrial Relations	92.28	163.80	168.73
Home Economics	98.88	159.40	171.03
Journalism and Communications	98.16	149.77	160.88
Library and Information Sciences	78.00	127.07	136.99
Industrial Arts	93.79	140.28	144.97
Agriculture	72.40	134.15	141.46
Law	85.57	115.91	120.95
History	54.20	85.09	89.65
Philosophy and Religion	48.84	77.16	81.11
Literature and Language	46.72	76.16	80.39
Fine and Applied Arts	50.02	68.77	70.93
Physical Education and Recreation	45.65	64.25	69.77
General Interest Periodicals	40.72	53.32	54.47
Children's Periodicals	23.08	28.23	28.62
U.S. Periodicals Average Price			
Excluding Russian Translations	181.98	328.47	349.79
U.S. Periodicals Average Price			
Including Russian Translations	237.14	420.14	449.69

Sources: U.S. Periodical Price Index for 2005 study by the Library Materials Price Index Committee of ALA, with permission. For more detailed findings about these categories, see *Library Resources & Technical Services*. This journal pricing report is at <http://www.ala.org/ala/alcts/alctspubs/pubsresources/resources.htm>

6. A majority (64%) of these society journals provided discounts to subscription agencies. The average discount allowed subscription agents on 2006 titles was 5%. Agents say that they need and wish all journal publishers would give discounts for their services to consolidate orders from libraries.

7. Publishers explain that the reason journal prices increase at a rate higher than average normal inflation of about 3%, as expressed by the Consumer Price Index, is because of other publishing factors. Publishers say that they also increase prices to cover increased pages, increased use of color, Web publishing services, and to cover costs when circulation goes down. On the other hand, librarians say that they cannot pay for all of the extra pages and did not want them. Some scientific society leaders claim if they did not publish all of the peer-reviewed and approved research of their members that some research papers would go to commercial publishers, which, in turn, would cost the libraries even more.

Table 6

Journal Subcategories Ranked by Average 2005 Subscription Price

Subcategory	Average 2005 Price
Mathematics	\$ 934.10
Life Sciences	1,260.73
General Sciences	431.09
Earth Sciences (Including Geography)	316.69
Botanical Sciences	373.12
Average	\$ 729.15

Sources: The average price information for the subcategory breakdown of mathematics, earth/life sciences, and general sciences journals was compiled and analyzed by the ALA as part of the U.S. Periodical Price Index for 2005. It is used here with permission of the ALA. For more detailed findings about these categories and others, see *Library Resources & Technical Services* referred in text.

Table 7

U.S. Society Journal Pricing Trends

Average Price Change for 250 Society Journals Studied in the 2005 and 2006 Allen Press Buyer's Guide catalogues. Of 250 journals studied, 56% (140 journals) had a price for print subscriptions only, and 44% (110 journals) had combined print and online editions into one subscription price.

Journals Studied	Average Issues	Average U.S. 2005 Price*	Average U.S. 2006 Price*	Average U.S. Issue Price*	Average Increase
250 Mixed Frequency*	7.36	\$298.15	\$334.38	\$45.43	12.2%
55 Monthly	12	\$479.80	\$523.04	\$43.59	9.0%
63 Bimonthly	6	\$294.56	\$350.82	\$58.47	19.1%
96 Quarterly	4	\$169.07	\$188.34	\$47.09	11.4%

* Our studies show that journals that only had a subscription price for annual print subscriptions had an average price increase of only 6.9%. However, the journals studied in the 2005 and 2006 Buyer's Guide that included an online subscription combined with the print edition increased their subscription prices by an average of 18.2%. This may indicate that some journals that initially included online access free as they went online now need to charge for that cost or need income to pay for that service (2006 Journal Prices Study by Gene Kean).

Table 8

Summary of 2006 Price Changes On 2006 Non-Profit Society Journals

(These findings are from a study sampling of the society journals that had prices listed in both the 2005 and 2006 editions of the *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals*.)

Price Changes for 2006 Print Subscriptions

Mixed Frequency Journals (140 studied) (Average issues 6.39 annually)	6.9%
Monthly Journals (20 studied)	8.9%
Bimonthly Journals (36 studied)	7.0%
Quarterly Journals (62 studied)	6.3%

Price Changes for 2006 Journal Subscriptions That Combined Print and Online in One Price

Mixed Frequency Journals (110 studied) (Average issues 8.5 annually)	18.2%
Monthly Journals (30 studied)	9.1%
Bimonthly Journals (29 studied)	39.0%
Quarterly Journals (34 studied)	20.4%

Average 2006 U.S. Price for Print Subscription

Mixed Frequency Journals (140 studied) (Average issues 6.39 annually)	\$306.32
Monthly Journals (20 studied)	\$578.95
Bimonthly Journals (36 studied)	\$363.00
Quarterly Journals (62 studied)	\$178.94

Average U.S. Price for 2006 Journal Subscriptions That Included Print and Online in One Price

Mixed Frequency Journals (110 studied) (Average issues 8.5 annually)	\$370.10
Monthly Journals (30 studied)	\$491.09
Bimonthly Journals (29 studied)	\$336.59
Quarterly Journals (34 studied)	\$205.50

Author note: Sometimes a journal subscription will include both print and online editions at a price much lower than another publisher's price that includes issues in print only. This can be explained because of the many different variables in production and publishing. For example, a lower subscription price may reflect wider circulation by a larger society lowering the cost per issue. Too, price differences, or a higher price, may be reflected by more pages, more color, more illustrations, subject field, or other publisher needs.

2005 Pricing Study of All U.S. Periodicals by the American Library Association

This was the 45th year that the Library Materials Price Index Committee (LMPIC) of the ALA has conducted a pricing study of U.S. periodicals (predominantly journals in selected subject fields at university libraries). The 2005 study was based on a selected sample of 3,912 periodical titles published in the U.S. This study is important as it measures the annual changes in average U.S. periodical prices.

The study also ranks the average periodical prices for each of the 25 subject categories included in the survey (Table 5).

The U.S. institutional subscription price information for the 2005 year ALA study was derived from Swet's online subscription rate file as of December 31, 2004.

Consistency with previous years' price change indexes is ensured by studying the same periodical titles as in previous years, except for those titles which ceased publication or no longer were defined as serials.

The findings are used by serials librarians who must prepare annual budget requests for purchasing journals, according to Brenda Dingley of the University of Missouri-Kansas City, author of the 2004 and 2005 U.S. Periodical Price Index.

2005 Price Index Highlights

1. The average price change for *all U.S. periodicals* from 2004 to 2005 was 6.5%, based on the study of 3,912 periodical titles tracked and studied annually by the ALA Library Materials Price Index Committee. This was a big change from the 8.2% increase in 2004. This was the lowest price increase since 1993. Lower U.S. periodical subscription price increases may be because most publishers are trying hard to keep their circulations from going down (Tables 1 and 2).

2. Price increases for all U.S. periodicals have been less each year for the past six years since 1999, a year that had double-digit average increases of 10.4%. Average price increases for U.S. periodicals were 8.3% for 2001, 7.9% for 2002, and 7.7% for 2003 on the periodicals studied by the ALA.

3. The average 2005 price of the 3,912 journals in the ALA study, excluding the Russian Translations category, rose from \$328.47 in 2004 to \$349.79, which represents a 6.5% rate of increase (Table 5).

4. While the average U.S.-published journal price for 2005 was \$349.79, the average price for journals by subject categories is a different story. The highest average price, excluding Russian Translations, was for the Chemistry and Physics category, at \$1,879.56. The next highest category was Medicine at \$962.83. The average price for General Sciences journals, which includes Math, Life Sciences, Earth Sciences, and Botany, was \$729.15. Children's Periodicals had the lowest average price, at \$28.62 (Tables 5 and 6).

5. The median 19-year cumulative rate of increase for the entire ALA study sample as recorded by Allen Press, excluding Russian Translations, was 9.4% (Table 1).

6. Journals and periodical prices are continuing the steady price increase trend begun in the 1990's at almost double digit increases annually, although pub-

lishers appeared to try to hold down costs and price increases in 2003 and 2005.

The complete study report is available, to non-ALCTS members at <http://www.wala.org/ala/alcts>.

The ALA study of 2006 U.S. periodical prices was not available at January 2007. However, to make this report more relevant, we have projected a general average subscription price of U.S. journals by subject categories for 2006, 2007, and 2008. The projections were made by using 7% a year average price change for scientific journals and 5.5% for U.S. arts, humanities, general interest, and children's periodicals. These rates of change were based on historical averages and price projections from studies cited in this report (Table 9).

To answer questions that are frequently asked by journal managers, the following section of questions and answers summarizes our study findings with additional comments.

Table 9
U.S. Journal Categories Ranked by Average Subscription Price

	Average 2005 Price	Projected Average 2006 Price	Projected Average 2007 Price	Projected Average 2008 Price
Russian Translations	\$2,496.09	\$2,670.82	\$2,857.78	\$3,057.82
Chemistry and Physics	\$1,879.56	\$2,011.13	\$2,151.91	\$2,302.54
Medicine	\$962.83	\$1,030.23	\$1,102.35	\$1,179.51
Math, Earth/Life Sciences, General Sciences	\$729.15	\$780.19	\$834.80	\$893.24
Zoology	\$680.81	\$728.47	\$779.46	\$834.02
Engineering	\$552.02	\$590.66	\$632.01	\$676.25
Psychology	\$496.41	\$531.16	\$568.34	\$608.12
Sociology and Anthropology	\$284.18	\$304.07	\$325.35	\$348.12
Business and Economics	\$205.85	\$220.26	\$235.68	\$252.18
Political Science	\$189.87	\$203.16	\$217.38	\$232.60
Education	\$190.32	\$203.64	\$217.89	\$233.14
Labor and Industrial Relations	\$168.73	\$180.54	\$193.18	\$206.70
Home Economics	\$171.03	\$183.00	\$195.81	\$209.52
Journalism and Communications	\$160.88	\$172.14	\$184.19	\$197.08
Library and Information Sciences	\$136.99	\$146.58	\$156.84	\$167.82
Industrial Arts	\$144.97	\$155.12	\$165.98	\$177.60
Agriculture	\$141.46	\$151.36	\$161.96	\$173.30
Law	\$120.95	\$129.42	\$138.48	\$148.17
History	\$89.65	\$94.58	\$99.78	\$105.27
Philosophy and Religion	\$81.11	\$85.57	\$90.28	\$95.25
Literature and Language	\$80.39	\$84.81	\$89.47	\$94.39
Fine and Applied Arts	\$70.93	\$74.83	\$78.95	\$83.29
Physical Education and Recreation	\$69.77	\$73.61	\$77.66	\$81.93
General Interest periodicals	\$54.47	\$57.47	\$60.63	\$63.96
Children's Periodicals	\$28.62	\$30.17	\$31.83	\$33.58

Sources: The projected 2006, 2007, and 2008 average subscription price by U.S. journal subject categories was projected by the Allen Press from the 2005 average subscription price for these journal categories in the ALA/LRTS study of 3,912 titles (Table 5). Projections above reflect 7% a year average price change for scientific journals and 5.5 % for the U.S. arts and humanities journals.

Frequent Questions and Answers About the Current Trends in U.S. Periodical Pricing

Q: What is the overall trend for periodical price increases in the library market?

A: For more than 19 years, prices of periodicals have increased at the rate of three times the Consumer Price Index, more than those of most consumer goods and services in the U.S. While the CPI has risen about 2.8% to 3.1% annually, the ALA Library Materials Price Index Committee studies show that prices of all U.S. periodicals increased annually about 9.4% on an average between 1988–2006 (Table 1). The 2005 edition of the U.S. Periodical Price Index (USPPI) brought better news than recent years' studies, which featured double-digit increases in both 1998 and 1999, according to the LMPIC.

In 2005, the average U.S. periodical (journal) price rose from \$328.47 to \$349.79, a 6.5% increase, lower than the 8.2% increase in 2004. The scope of this LMPIC study was a selected sample of 3,912 periodical titles published in the U.S.

Q: How have pricing trends affected the library marketplace?

A: In general, library budgets have not kept pace with serials price increases. In addition, because of a weak dollar in some years, U.S. research libraries have had to bear price increases of 20% or more for some overseas journals. All of this has contributed to the current condition of the library market, which is very tight and selective in the purchase of new titles. All libraries and journals have been affected by tight budgets. Most libraries no longer purchase new titles without cutting at least one or two other titles. Despite this, many U.S. publishers find that doing more promotions can increase sales to new libraries, overseas libraries, and individual subscribers. For information on the library marketplace and journal pricing issues, see www.arl.org/sparc.

Q: How do the pricing trends differ by discipline?

A: Chemistry and physics titles, with an average 2005 price of \$1,879.56 (6.4% higher than in 2004), continue to be more expensive than other subject categories surveyed, except for Russian

translations. The next highest category was Medicine at \$962.83. In general, journals in the Science and Technology categories have the highest prices, and highest annual price increases. Their price increases outpace those in the Social Sciences, and greatly outpace those of General Interest Periodicals (which have high circulations), according to the ALA U.S. Periodicals Price Index study. The study includes U.S. journals produced by commercial publishers as well as nonprofit societies (Table 5).

Q: What is the average annual price increase for the print only subscriptions of society journals?

A: Our Allen Press 19-year study shows that prices for U.S. society-published journals increased an average of 7.4% annually during 1988–2006. The journal price increase was above the CPI but substantially below the average annual price increase for all U.S. periodicals of 9.4% during the same period (Table 1). Librarians interviewed said that nonprofit society journals tend to be lower priced and have much smaller price increases than commercially published journals. Because of this, librarians consider society journals good buys. Of course, for a society making price changes, consideration also must be given to changes in other non-subscription sources of income such as advertising, membership fees, author charges, and gift support.

Q: How often do STM (Science, Technology and Medicine) journal publishers raise their prices?

A: We receive price changes on about half of the titles each year, but it is different for each publication. Many commercial publishers and a few societies raise their prices each year. According to the U.S. Periodical Price Index (*Library Resources & Technical Services*, May 2004), during 2001–2003, the percentage of U.S. periodicals that increased prices averaged 51% per year. In a 19-year study (1988–2006 prices) of U.S. society journals in the *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals*, about half of the titles had price increases each year.

Q: When U.S. societies raise their journal library prices, how much do they usually raise them?

A: In our studies, when society journals raised prices during the period 1995–2003, the average increase was 13.4%. For the 64% that raised prices for 2005, the average increase was 8.0%. These figures suggest that some price increases covered two years of inflation. For commercial journals, it is a different story. Librarians report that most of the larger for-profit publishers, especially those in Europe, usually raise their journal prices about every year.

Q: How much do U.S. societies charge to deliver subscriptions overseas?

A: For 140 journals studied in the 2006 *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals*, predominantly society journals, an average of \$3.31 per issue was charged to cover 2006 delivery overseas. In general, this charge is for surface delivery, although several publishers provide airlift delivery for their overseas subscribers.

For 34 U.S. society quarterly journals studied, the average journal charged \$16.56 per volume (\$4.14 per issue) more than the U.S. price for overseas delivery in 2006.

Q: What is the average publisher discount given to subscription agencies?

A: A majority (64%) of 250 society journals studied provided agency discounts. For the 160 in our study that gave discounts, the average discount for 2006 was 5% on the U.S. price. Some agents continue to say that if they do not receive a publisher discount, they may have to add an extra service charge on those journals to libraries, meaning a higher library price. This would eventually lead to more cancellations and to higher publisher prices, they said. Subscription agencies handle and consolidate renewals and new orders for the libraries. For different groups of society journals studied over 19 years, the average agency discount has varied from about 4% to 7%.

Q: When should prices be sent to the subscription agency?

A: A majority of the subscription agents worldwide who answered our 2005 survey preferred September

30 as the latest date to receive journal prices in order to prepare invoices for libraries and publishers. A minority of agents said October 30 was the latest date they needed prices. There are about 1,500 agencies and bookstores worldwide that handle journal renewals for university and research libraries in 120 countries. Therefore, an efficient way to distribute price and ordering information is through the *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals*. One of the 10 benefits of this cooperative program is sending the coming year's prices for your journal to known agencies worldwide. To be included, contact the catalogue manager, at Allen Press at 1-800-627-0326.

Q: How was the Allen Press society journal pricing study done?

A: Our findings of society journal price changes for 2006 were based on 250 U.S. journals, predominantly society-published, that advertised in 2005 and 2006 issues of the *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals*. Therefore, we were able to conduct a side-by-side comparison of each journal's 2005 and 2006 prices for the U.S. and for other countries, as well as the agent discount. The 250 journals represent many fields (including health science, earth science, marine science, etc.). Half of them cover biomedical fields or are medical journals. The print journal prices ranged from \$2,160.00 (*Metallurgical & Materials Transactions A*, 13 issues) to \$35.00 (*Proceedings of the American Philosophical Society*, 4 issues). This year's journal pricing study was conducted differently than studies in previous years in order to provide for the pricing shift in the print/online subscription models. Of the 250 society journals we studied, 140 journals (56%) provided a price for print subscriptions only. The other 110 journals (44%) provided a price that combined print and online editions into one subscription price.

To assist our readers in understanding the price changes of the different subscription models, we conducted separate price studies for each of these groups of journals. Furthermore, we show separately the *average price increase* for each of these categories of journals that are published monthly, bimonthly, or quarterly (Tables 7 and 8).



2007 Journal Price Projections and Trends

In order to provide our readers with projections of price changes on journals for 2007 volumes, in addition to our own studies, we looked for projections provided by the major subscription agencies for their serials library clients.

Kathleen Born and Lee Van Orsdel, authors of a 2006 *Periodicals Price Survey*, published in the April 15, 2006 issue of the *Library Journal*, provide 2007 cost increase projections by broad subjects for serials:

	Projected Increase
U.S. Science Citation Titles	7.9%
U.S. Social Sciences Titles	8.5%
U.S. Arts & Humanities Titles	5.5%

For library collections that have a mix of U.S. and non-U.S. journals, the projected price increase on overall collections was estimated to be 7.7% for arts and humanities, 8.5% for Social Sciences Citation Index journals, and 7.6% for Science Citation Index journals. The projected increase for all ISI titles is 7.8% for 2007.

According to Orsdel and Born, price increases for periodical collections in college and medium-sized university libraries often run ahead of average increases for the Institute for Scientific Information (ISI) group of journals in their study. They estimate that general collections in those libraries will see increases of about 9.4% for 2007 subscriptions. The projected increase on the U.S. titles in the collections is estimated to be 8%, and 10% is estimated to be the “cost increase” for non-U.S. titles (*Library Journal*, April 15, 2006).

For U.S. magazines, price increases for 2007 are expected to stay within the range of 5% and 8% overall. This projection was based on the historical price data for titles in EBSCO’s magazine index selected to reflect typical school and small public libraries (Orsdel and Born).

The projected average price increases include journals that do not raise their prices. This means journals that do raise their prices will have average price increases much higher than the average price increase on all journals. As stated previously, about half of the U.S. titles have price changes each year.

Even in tight budget times, and when some subscriptions are cut, Allen Press studies show that societies which annually promote their journals do receive new institutional subscriptions each year. Some of the new subscriptions come from overseas, new libraries being built, and libraries expanding their core or research areas.

For nonprofit society and association journals, if price increases follow the pattern of the Allen Press studies of the past five years, average price increases for the U.S. journals we studied might be between 7% and 9% on 2007 nonprofit print only titles. As only about half of the nonprofit societies raise their journal rates each year, those society journals that do raise their rates may have an average price increase from 10% to 12% for print subscriptions. Societies that have had higher-than-average losses in subscribers may need to raise prices more to pay all of their bills.

Newsnotes on STM Journal Publishing Trends 2006

Abstracts and Quotes from Authors Lee C. Van Orsdel and Kathleen Born from “Periodicals Price Survey 2006,” *Library Journal*, April 15, 2006

(Lee C. Van Orsdel is Dean of University Libraries, Grand Valley State University, Allendale, Michigan, and Kathleen Born is Director, Academic Division, EBSCO Information Services, Birmingham, Alabama. For reviews, news, and more, see www.libraryjournal.com.)

“While the struggle over open access plays out, librarians, vendors, and publishers continue to trade within a market dominated by all things electronic,” was the theme of Orsdel and Born in this year’s study they titled, *Journals in the Time of Google*.

During 2005 and 2006, “Google strengthened its claim as the ubiquitous front door to the web and all of its content.” Orsdel and Born wrote, “Who would have guessed that in June 2005 Google would account for over 56% of referrals to research articles in HighWire journals, while PubMed Central, a renowned life sciences repository, would account for less than 9%.”

“If that state isn’t stunning enough, 72% of scholars surveyed for a report on self-archiving confessed to using Google to find scholarly literature on the web. Journal publishers are shaping their business plans around this phenomenon, sharing metadata with Google and other web crawlers in hopes of drawing users to content behind their tollgates.”—Orsdel and Born.

An Allen Press internet publishing client, the Public Library of Science (PLoS), broke publishing records demonstrating the power of open access and that high impact factors are possible for even new online journals. “PLoS Biology had an impact

factor of 13.9, making it the highest ranked general biology journal in the world,” said Orsdel and Born quoting from the 2006 mid-February data in the *Directory of Open Access Journals (DOAJ)*, which lists 2,044 peer-reviewed open access journals.

According to Orsdel and Born, one research report, backing the success of some open access journals, showed that open access articles generate between 25% and 250% more citations than non-open access articles in the same journal from the same year. The report they cite may be found at eprints.ecs.soton.ac.uk/11688.

According to the Association of Learned and Professional Society Publishers (ALPSP), less than 50% of the open access journals charge author-side page fees, a surprise finding from their survey. The survey by ALPSP found that “subscription-based journals were more likely to charge author fees than open access journals.” Of this report, Orsdel and Born wrote, “a sobering 40% of the open access journals in the study are not yet in the black.” (Some online journals look for advertising and funding sometimes instead of author charges.)

Most likely encouraged by librarians and some researchers, a growing number of large research foundations require open access to peer-reviewed journal articles resulting from their funding. These granting agencies usually require the open access of the funded research between six and 12 months after publication. Of course, this is not new news to journal publishers, but confirms the trend.

Acknowledgements

I thank the staff of ALA and EBSCO for annual permission to quote from their pricing studies. The published studies are used by librarians and editors alike for understanding inflation in planning their own budgets.

We thank the staff of *American Libraries* for permission to quote and reprint portions of price study tables from past articles. Until 2003, the annual ALA/ALCTS U.S. Periodical Price Index was published in the April 15 issues of *American Libraries*, according to Editor and Publisher Leonard Kniffel. The last survey, *U.S. Periodical Prices—2005*, was published by the Association for Library Collections & Technical Services (ALCTS), a division of the American Library Association (ALA).

The complete article is available at: <http://www.ala.org/ala/alcts/alctspubs/pubsresources/resources.htm>.

I thank Charles Wilt, ALCTS executive director, and Kirsten Ahlen, ALCTS publications, for annual permission to use data from the study and tables in our newsletter.

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I thank Martha Chapin, of our sales staff, and Judi McCollum, the manager of the *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals*, for assistance in providing the society journal price change information for this study. I also wish to thank Annielaurie Seifert, Allen Press customer account manager, for her behind the scenes assistance in printing and mailing reports so our readers will have them for their 2008 journal pricing decisions.

The ISI-EBSCO Price Study of International Journals

While the ALA/ALCTS prices study annually tracks the inflation or price changes on **U.S. periodicals**, another different type of study analyzes the pricing trends on both **U.S. and non-U.S. periodicals** that are ordered by libraries. This study is a cooperative project by EBSCO and the Institute for Scientific Information (ISI). It is valuable to librarians in projecting budgets to renew journals from overseas.

In past years, I interviewed Kathleen Born, director, Academic Division, EBSCO Information Services, Birmingham, Alabama, who has been an author of the ISI-EBSCO study since 1993. Co-author is Lee Van Orsdel, dean of libraries, Eastern Kentucky University. Ms. Born gave us permission to quote from their studies. The current study was published in the *Library Journal*, April 15, 2006.

The “Periodicals Price Survey 2006,” is a cost survey of more than 6,000 titles. Journals are analyzed by subject category and country of origin. For this study, the Institute for Scientific Information (ISI) databases provided 6,124 titles and EBSCO 3,268 titles.

The three ISI databases used for this study are the *Arts and Humanities Citation Index*, *Social Sciences Citation Index*, and *Science Citation Index*. These databases generally reflect the subscription lists of large research libraries.

According to Born, “The average prices for journals by subject category in the ISI database will be much higher than average prices for journals in the ALA study, which concentrates only on U.S. periodicals.” The ISI-EBSCO study may be useful to journal managers who want to compare their journals’ prices with the average prices of others in their subject category that includes the higher-priced commercially-published overseas journals.

Ten Pricing Recommendations for Society Journals

1. **Avoid large increases in your journal's prices.** Librarians prefer smaller price increases spread over a few years rather than larger increases all at once that ruin their budgets. While librarians do not like to see price increases, they would rather see prices go up on a society journal than for the society to cease publishing the journal or lower its quality.
2. **Price your journal reasonably.** Price it as low as your actual costs will allow. This also will allow you a reserve to raise prices later, if needed. Do not try to operate your society exclusively from income earned by raising library prices. Develop new sources of revenue. Be sure members pay their fair share of the printing and postage for their own copies.
3. **Do not copy the pricing patterns of high-priced commercial publishers.** Do not base the price of your journal on the average price of other journals in your subject field, a group that most likely includes the prices of some very expensive commercial journals. Many such journals are targeted for cancellation because of high prices. It is better to have 500 to 1,500 library subscribers and growing support at a lower price than 200 to 300 subscribers at a higher price and no circulation growth. If your journal is read more, it may be cited more and thus will be more in demand.
4. **Listen to your customers.** Talk with your subscribers. Listen to librarians who buy your journals. Determine the criteria they use for quality and the reasons they buy or cancel journals. Consider conducting a readership survey.
5. **To sell nonmember individual subscriptions, price your journal low, just above the cost of production and distribution.** The North American individual market is currently the largest market for new subscriptions of journals.
6. **Examine your current circulation.** If your journal receives more cancellations than new subscriptions, you should examine your pricing structure, promotional efforts, and editorial policy.
7. **Review your total publishing program** if your journal's circulation appears stagnant or does not achieve industry averages in annual institutional/library renewals of about 85% to 90%. You should consider whether you have any internal problems that need correcting. If your journal is not selling or renewing as you would like it to, you should consider if you have a problem (1) issuing your journal on time, (2) with pricing, or (3) with editorial matters. Are your issues and articles in high demand and of interest to those in the field you seek to serve? Are you sending enough timely renewal notices?
8. **Obtain a professional pricing study on your publication.** Our clients' case histories show that organizations get better results and raise more money with the guidance of professionals.
9. **Review the discount you provide to subscription agents.** Many publishers do not understand the role that subscription agencies play in handling and consolidating library orders. A majority of publishers surveyed provide 3% to 10% discounts to agencies in consideration of services. Do not mistake agency subscription work with bookstores that stock books and want 20% to 40% of price. Overpaying with a large agency discount will not gain you more promotion as all journals are treated equally in the handling of orders from libraries.
10. **Distribute your new prices to the subscription agencies** four to five months in advance of the calendar year, if possible. The *Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals* is an excellent way to distribute prices and complete ordering information to libraries and subscription agencies worldwide. This program markets the participating journals to about 10,000 university libraries and agencies. Your journal is promoted in a catalogue to about 1,500 agencies and 8,500 university and medical libraries in 100 countries. An *Online Buyer's Guide* is promoted to thousands of libraries and agencies worldwide. While the deadline is in July, you may call the *Buyer's Guide* cooperative office in June or July during the production period to inquire about late ads and late price insertions. Contact the catalogue manager at 1-800-627-0326, or Fax: 1-785-843-1853. E-mail: buyersguide@allenpress.com.

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As each journal (and each organization) is different, we advise doing your own pricing and marketing studies before setting your own journal's prices. Allen Press, its authors, and other staff cannot be responsible or liable for pricing decisions made by readers of studies we pass on.



Web Sites Related to the Newsletter and Journal Pricing Studies

This newsletter is provided to assist association and society directors, journal managers, and editors with sources of information and guidance on journal publishing. Because each organization is different, journal managers should do their own in-depth budget and market studies before setting subscription prices. For other information about periodical pricing and the library marketplace, see the following web sites.

Library Resources & Technical Services

U.S. Periodical Prices—2005

www.ala.org/ALCTS

Library Journal (April 15, 2006)

Periodicals Price Survey 2006

www.libraryjournal.com/article/CA6321722.html

Allen Press Buyer's Guide to Scientific, Medical, and Scholarly Journals

www.allenpress.com/cgi-bin/BuyersGuide.cgi

Scholarly Publishing and Academic Resources Coalition (SPARC)

www.arl.org/sparc

Public Library of Science (PLoS)

<http://www.plos.org>

Association of Learned and Professional Society Publishers

www.alpsp.org

EBSCO Subscription Services

Serials Price Projections

www-us.ebsco.com/home/printsubs/priceproj.asp

Swets Price Increase Report

<http://informationservices.swets.com/web/show/id=52169>

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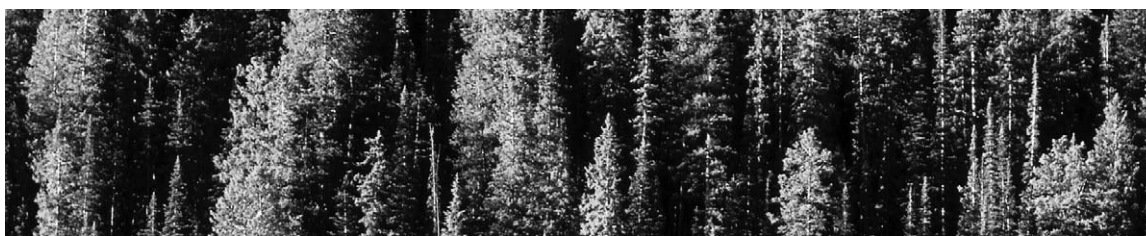
www.createchange.org

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www.arl.org

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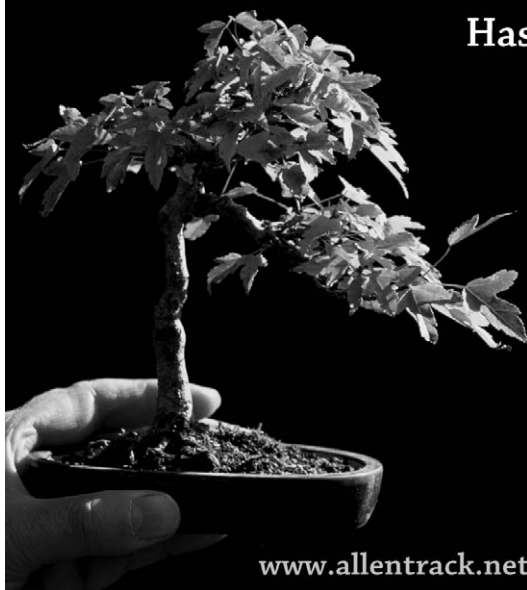
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