

## BLACKWELL'S JOURNAL PRICING PREDICTIONS FOR 1996

The major publishers were contacted in June for current information on their pricing plans for 1996. Based on this, our latest forecasts below are shown in the publisher's local currency. Please note that increases in paper costs, postage and pagination have been taken into account. These price forecasts are then examined in the light of changing exchange rates to predict the actual impact in the North American and UK markets.

<b>Publisher</b>	<b>1996 Forecast % Increase</b>
British	9.5/10%
Continental Europe	10/11%
North America	8/9%

*Publisher Price Increases  
(based on local currencies)*

### North American Libraries

Many British/European publishers price in US dollars for the American market. Because of the current exchange situation, you should allow an extra 6-7% for their journals. We predict an overall increase therefore of 13.5-14.5%. The increase is likely to be closer to 10% the more US publications you take. The rise will be higher if your collection is predominantly European. Canadian libraries should make allowances for exchange differences between the Canadian and US dollars.

### British Libraries

Sterling has weakened by 9% against the major European currencies since last September, but is 3% better against the US dollar so exchange variances will have some impact. Overall we predict an increase of 9-10% for British libraries which may vary depending on the mix of your collection.

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