

SWETS' SERIALS PRICE INCREASES 1996

Swets Subscription Service has introduced a new serials pricing survey for their customers with the aim of providing a more comprehensive report on annual increases.

Two factors contribute to any increase or decrease in serials prices:

- a. the actual price increases introduced by publishers, and
- b. the effect of exchange rates, ie the strength or weakness of the currency of a library subscriber compared with that of the publisher.

Changes in exchange rates can have either a positive or negative impact on the price, depending on the location of subscribers.

The survey concentrates on reporting on the percentage increases introduced by publishers and is supported at the end of the report by

information on the changes in the exchange rates of the major currencies.

It shows percent increases for 1996 over 1995 in the following ten major 'country' areas (ie countries of publication): USA, UK, Far East, Australasia, Scandinavia, France, Germany, Italy, Switzerland, The Netherlands and in five general subject groupings: science, technology, medicine, social sciences and the humanities.

Against each category the total number of titles reviewed is indicated. Titles are included in the 1996 and 1995 prices can be directly compared. When Swets' final report is published in February 1996, they anticipate that some 26,000 titles will be included in the survey. Reports earlier in the year will be based on smaller numbers of titles depending on receipt at Swets of prices from publishers.

Publisher region	Subject	Number of titles	Increase/Decrease %	
			Domestic	Foreign
USA	Social Sciences	2,178	6.78	6.42
	Science	1,741	10.79	10.60
	Medicine	1,588	13.80	12.91
	Technology	2,151	8.61	8.46
	Humanities	1,062	4.63	4.97
UK	Social Sciences	1,537	7.46	7.33
	Science	789	12.08	11.96
	Medicine	853	9.59	9.97
	Technology	1,506	9.60	9.85
	Humanities	516	8.45	8.59
Far East	Social Sciences	71	0.20	-3.10
	Science	54	6.42	7.85
	Medicine	52	12.79	12.10
	Technology	73	6.13	4.59
	Humanities	22	-0.72	6.13
Australasia	Social Sciences	98	2.24	4.97
	Science	38	12.39	11.75
	Medicine	32	5.45	3.95
	Technology	72	14.02	5.28
	Humanities	43	-2.85	2.53

Scandinavia	Social Sciences	51	3.99	8.10
	Science	49	6.50	6.61
	Medicine	77	11.34	13.26
	Technology	45	3.82	4.61
	Humanities	48	5.23	10.02
France	Social Sciences	481	-0.26	0.15
	Science	172	8.95	8.50
	Medicine	183	4.62	5.61
	Technology	337	1.78	2.78
	Humanities	248	1.65	1.78
Germany	Social Sciences	269	4.72	4.65
	Science	248	7.77	8.18
	Medicine	253	11.33	11.27
	Technology	295	9.68	6.00
	Humanities	177	2.67	3.55
Italy	Social Sciences	75	0.94	4.60
	Science	30	5.45	5.35
	Medicine	79	-2.25	2.23
	Technology	122	6.23	9.10
	Humanities	71	4.07	4.52
Switzerland	Social Sciences	47	16.76	16.85
	Science	86	8.26	8.36
	Medicine	78	6.56	6.51
	Technology	90	6.71	6.71
	Humanities	31	1.88	0.91
Netherlands	Social Sciences	224	10.00	9.93
	Science	349	11.09	11.08
	Medicine	176	10.98	10.99
	Technology	220	11.07	11.20
	Humanities	109	7.44	7.46
Totals		19,196	9.59	9.44
USA	Totals	8,720	10.06	9.75
UK	Totals	5,201	9.84	9.89
Far East	Totals	272	6.52	5.53
Australasia	Totals	283	8.45	6.01
Scandinavia	Totals	270	7.72	9.28
France	Totals	1,421	2.64	3.15
Germany	Totals	1,242	8.48	8.11
Italy	Totals	377	2.78	5.49
Switzerland	Totals	332	7.78	7.81
Netherlands	Totals	1,078	10.93	10.94
Totals	Social Sciences	5,031	6.39	6.21
Totals	Science	3,556	10.70	10.60
Totals	Medicine	3,371	11.49	11.27
Totals	Technology	4,911	8.80	8.67
Totals	Humanities	2,327	5.35	5.69

Exchange rates

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

To gain a complete indication of price increases, the effect of exchange rates should also be added to the percentages. The following, as

examples, show the increase or decrease of six major currencies since Autumn 1994, when the bulk of subscriptions were renewed and paid.

The percentages in the appropriate columns below should be added to the publishers' increases.

Currency of customer	Publisher currency/area					
	USD	GBP	NLG	DEM	CHF	FRF
USD - US Dollars	-	-1.45	7.02	6.99	10.62	6.15
GBP - Pound Sterling	1.47	-	8.59	8.56	12.25	7.71
NLG - Dutch Guilders	-6.56	-7.91	-	-0.03	3.36	-0.82
DEM - German Marks	-6.53	-7.88	0.03	-	3.40	-0.78
CHF - Swiss Francs	-9.60	-10.91	-3.25	-3.29	-	-4.05
FRF - French Francs	-5.79	-7.15	0.82	0.79	4.22	-

Average prices

The average price of serials for the main publishing areas is given below. This is the local domestic price only. As a number of

publishers use foreign currencies, rather than the local currency for their foreign subscription rates, we are unable to give average prices for these.

USA	341.77	USD	US dollars
UK	210.99	GBP	pound sterling
The Netherlands	1551.37	NLG	Dutch guilders
Germany	468.45	DEM	German marks
Switzerland	836.64	CHF	Swiss francs
France	879.64	FRF	French francs

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