

## Factors Driving Serials Inflation

### **Publishers**

- Publishers do not consider HEPI in any of their pricing models.
- For over 20 years publishers have applied tiered pricing to journals (individual and institution). As individual subscriptions decline, the burden shifts to institutions with prices two times or more higher than the individual cost.
- Scientific, technical and medical (STM) journals reflect the highest costs. They rely on page charges per author; the author pays out of grant money; the research then is published through author-pays model.

### **Electronic Publishing Issues**

- Shift in funding models - Publishers add value to electronic resources. Electronic resources now cost the same OR more than print. Values added include three-dimensional modeling, linking to citations in other publications, interactive graphs, etc. Research & development, licensing options, access options have all increased costs on the electronic side of publishing.
- Many publishers of electronic products have shifted to pricing by FTEs or Carnegie Classification rather than by number of concurrent users (1-4, 5-8, Web for IP recognition, etc.) or a simple subscription fee

### **Additional Factors**

- Commercial publishers are buying out society publishers and adjusting costs. We frequently get notices of subscriptions rising 50% or more when this happens. Even a \$30 journal that adjusts to \$60 has an impact. Departments in nearly every case feel they need to retain these journals for accreditation or curricular needs. (ex., *General Dentistry* - \$48, now \$100 (108.30%), *Journal of Psychosocial Nursing and Mental Health Services* - \$139, now \$249 (79.10%), *Perspectives in Psychiatric Care* - \$91, now \$159 (74.70%))
- New journals launched by publishers are often subsidized in their early years by established journal subscription costs.
- Authors have looked at, but not wholly bought into, open access models and institutional repositories as viable ways of publishing their findings. Mainstream publications remain the preferred method of scholarly communication, whether in print or online or a combination.

### **Library Concerns**

- Inflation of serials often is driven by the value of the dollar against foreign currencies. About 32% of WKU titles are non-domestic, a volatile factor.
- About 1/3 of WKU titles are STM journals.
- As institutions move to electronic access as a first choice and print subscriptions decline, publishers must make a profit in the electronic areas. Savings is not always significant through such moves.
- WKU's buying power has declined in the past 10-15 years. In 1993-94 we had 4,932 subscriptions; we now have 3880, including databases. Titles decrease as dollar value increases.
- WKU average cost of a subscription is \$372; WKU average inflation 9.989% (3-yr period)

Suggested Reading for a good overview & related discussions

<http://psycprints.ecs.soton.ac.uk/archive/00000084>