

FAST **FACTS**

*Recent Statistics from the
Library Research Service*

Future Trends in Pricing for Library Materials

For each person in your community, how much income does your public library earn? In Colorado the average local income per capita for public libraries in 1999 was \$29.67. Now think how much an average hardcover book costs and how it will change between now and 2004. The 45th edition of the Bowker Annual reported the average retail price of a hardback book in 1997 as \$34.57. You needed over \$100 per customer in income to buy three books at 1997 retail prices.

Price Trends

	1998	2004
Hardcover books	\$14.35	\$16.20
Trade paperbacks	\$8.70	\$10.60
Mass market	\$3.70	\$5.15
Periodicals	\$54.50	\$66.90
Newspapers	\$340.00	\$520.00
Videos	\$58.00	\$22.00

Of course, public libraries pay jobber prices for materials, not retail. The Public Library Price Index in the 2000 Bowker Annual lists jobber hardcover prices in 1997 as \$14.43, trade paperback at \$8.54 and mass market at \$3.55. We took these jobber prices for all library materials and charted a trend line over five years using an exponential formula to forecast pricing for the next six years.

Chart 1 shows hardcover prices in 1998 at \$14.35. By 2004, we can expect an average hardcover jobber price of \$16.20 for a 13 percent increase.

A similar calculation was performed on pricing of trade paperbacks, mass-market paperbacks, periodicals, newspapers, and videos. See chart 2 for trade paperback results. Trade paperback prices listed at \$8.70 in 1998 will rise to \$10.60 by the year 2004 if they stay on the same trend, for an increase of 22 percent.

**Chart 1: Public Library
Hardcover Book Prices**

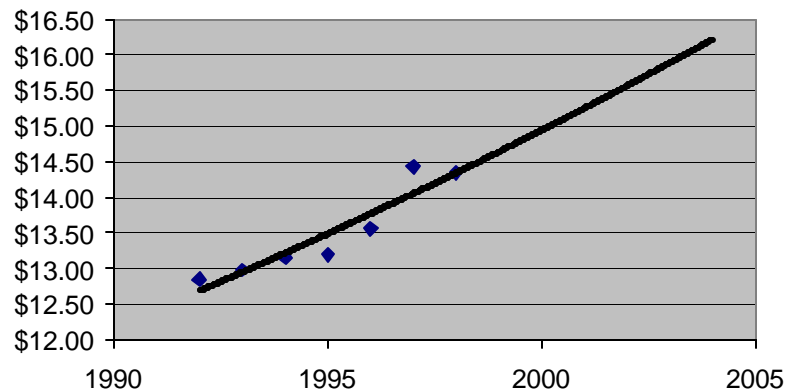
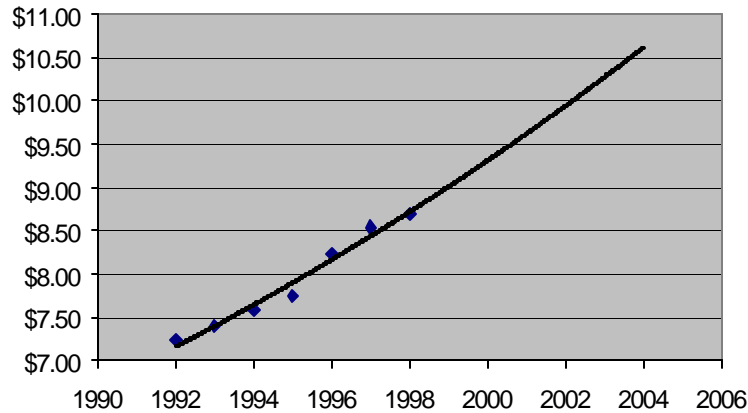


Chart 2: Public Library Trade Paperback Prices



Using the same exponential formula, we charted the trend line for mass-market paperback prices. A book you paid \$3.70 for in 1998 will rise to \$5.15 by 2004. Periodicals show a sharp increase from an average \$54.50 in 1998 to \$66.90 six years later, an increase of 23 percent.

Newspaper prices are also on a severe upsurge. Public libraries that paid an average \$335 for a calendar year subscription can expect to pay \$520 in 2004.

While most materials prices are going up, audio recordings on tape cassette and video prices are on the downswing. An average tape cassette price in 1998 of \$6.75 will bottom out at \$4.75 in 2004. We can assume videos will similarly decrease in price from \$58.00 on average to \$22.00.

Source: *The Bowker Annual: Library and Book Trade Almanac*. 2000. Ed. Dave Bogart. New Providence, NJ: R. R. Bowker.

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