



February 2015

Dear Librarian:

In an effort to assist you with your budgetary responsibilities, Matthews Medical Books is happy to share our Average Price Report. We realize that budgeting can be a complicated task, especially in today's environment. It is our hope that this report will assist you by giving you concrete evidence of what is happening to the prices in your specific areas of interest.

This report outlines new titles received by Matthews for the years 2012, 2013, and 2014. It is arranged according to the National Library of Medicine Classification scheme, as well as by Matthews Subject Category. For each category the report will give you the number of new titles published, their total dollars, average price, and the percentage change from the previous year. By providing you with three years of information, we hope that you will be able to spot trends in your specific areas of interest.

Matthews Medical Books is projecting a 6% increase in the cost of health science books for the year 2015. Our projection is based on a number of factors including years of statistical data on the pricing of new health science books, mergers and acquisitions by large STM publishers, and the research and development costs of electronic versus print publishing. Some disciplines may have higher or lower increases, and some may have decreases. For budgeting purposes, you may want to look at changes in each discipline you are collecting for a more accurate indication of their trend over the last three years and how it may affect your budget.

Thank you for allowing Matthews the opportunity to serve you.

Sincerely,

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