



March 2011

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 2008, 2009, and 2010. 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 numbers 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 an 8% increase in the cost of health science books for the year 2011. Our projection is based on a number of factors: six years of statistical data on prior increases for health science books; trends in the STM publishing industry; increased cost of smaller print runs due to popularity of ebooks; and unpredictable fuel costs that impact a number of factors in the publishing world. However, 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,

A handwritten signature in black ink that reads "Mary Copley". The signature is fluid and cursive.

Mary Copley, MLS
Senior Vice President
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A handwritten signature in black ink that reads "Ashley White". The signature is fluid and cursive.

Ashley White, MLIS
Manager Library Services
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