

## Price Comparison 2010 – 2011

### Price Development 2011

The following statistics reflects the development of prices over the past two years. The figures reflect the increase of publishers' prices compared to the preceding year, i.e. 2009 and 2010 respectively. Comparing currencies is more significant than comparing countries. However, price comparison statistics according to countries are available upon request.

Currency (of purchase)	Year	Increase % Original currency p.a.
AUD	2010	2.66%
	2011	3.99%
CAD	2010	9.13%
	2011	5.32%
CHF	2010	4.83%
	2011	4.78%
EUR	2010	5.84%
	2011	5.94%
GBP	2010	6.92%
	2011	6.67%
USD	2010	5.14%
	2011	6.62%

The price comparison covers more than 35'000 prices of representative publishers and considers an equally representative mix of print, online and print & online prices.

### Exchange Rates

The prices of international journal subscriptions depend not only on the development of general costs (such as inflation, number of subscriptions ordered or cancelled) but also to a large extent on the fluctuations of the exchange rates. The following table reflects the fluctuations between November 2009 and November 2010. The percentages in the columns below should be added to the publishers' price increases in order to assess the price development adequately.

Publisher Currency	Customer Currency		
	CHF	EUR	USD
CHF	–	14.10%	0.41%
EUR	-12.31%	–	11.98%
USD	-0.34%	-13.67%	–
GBP	16.36%	-28.79%	-5.58%
AUD	5.92%	20.81%	6.27%
CAD	3.72%	18.29%	4.07%