

Periodical prices (Great Britain)											
Average prices	2013	% increase 13 over 12 <sup>(1)</sup>	2012	% increase 12 over 11 <sup>(1)</sup>	2011	% increase 11 over 10 <sup>(1)</sup>	2010	% increase 10 over 09 <sup>(1)</sup>	2009	% increase 09 over 08 <sup>(1)</sup>	2008
Social sciences	£594.96	5.7	£565.51	4.4	£520.62	6.0	£547.73	3.7	£510.66	3.6	£443.18
Science	£1,672.37	4.9	£1,560.87	5.5	£1,429.52	6.6	£1,350.48	5.1	£1,245.42	4.3	£1,069.88
Medicine	£980.40	6.9	£1,035.86	6.2	£819.53	7.4	£740.59	6.1	£712.45	6.4	£622.35
Technology	£979.28	5.3	£1,112.42	4.6	£867.22	7.1	£816.69	4.3	£722.89	4.8	£642.19
Humanities	£230.10	7.7	£212.30	5.0	£199.14	7.5	£199.78	4.4	£164.21	5.4	£167.00
General	£449.37	6.9	£270.93	3.6	£281.73	3.1	£262.26	2.8	£285.86	2.3	£288.69
No of Titles <sup>(1)</sup>	27,117		24,470		24,343		21,755		16,350		18,477
<b>Average all subjects <sup>(2)</sup></b>											
UK	£817.75	5.7	£792.98	5.1	£686.29	6.6	£652.92	4.6	£606.92	4.5	£538.88
USA	\$1,188.63	6.5	\$1,106.06	4.5	\$1,023.79	6.9	\$1,113.17	5.2	\$1,151.28	7.3	\$906.22
EURO Region	€ 884.32	4.7	€ 909.77	5.5	€ 828.76	5.7	€ 775.82	5.2	€ 703.36	7.6	€ 669.34
Europe (exc UK & € region) <sup>(3)</sup>	€ 460.08	2.7	€ 557.23	1.8	€ 441.54	1.7	€ 353.22	3.0	€ 920.51	3.4	€ 793.53
<sup>(1)</sup> Titles are included when the price can be directly compared to the previous year, and % increases based on this <sup>(2)</sup> Local domestic price only <sup>(3)</sup> Note that the number of titles on which the average price and price increases are based varies markedly from year to year											
Source: Swets Information Services											Updated 04/11/13

Consumer book sales				
	Average price paid (£)	Change over previous yr	Sales volume (m)	Change over previous yr
2014	7.66	0.4%	180.6	-1.9%
2013	7.63	2.9%	184.1	-10.4%
2012	7.42	-0.4%	205.5	0.3%
2011	7.51	1.2%	206.2	-10.3%
2010	7.41	0.0%	229.9	-2.4%
2009	7.41	-0.2%	235.7	7.7%
2008	7.43	-1.8%	218.8	-5.8%
2007	7.56	0.5%	232.3	5.1%
2006	7.52	-0.5%	220.9	6.3%
2005	7.56	2.7%	207.8*	-
2004	7.36	-0.4%	145.8	6.9%

\* Sales volume figures up to 2004 are calculated according to BookScan's GRM (General Retail Market), while those for 2005 are calculated according to TCM (Total Consumer Market). Since this adds to GRM book sales from important non-high street channels such as internet retailers, selected supermarkets and chains, the figures are not strictly comparable.

Source: *The Bookseller* Updated 30/4/15

