

To: Our Institutional Subscribers
From: Jane Shealy, Managing Editor, *Social Forces*
Regarding: Fall 2006 Rates
Date: March 24, 2006

I wanted to take this opportunity to explain the increase in our subscription fees before you place your order for next year and to invite you to please contact me with any questions or concerns.

For many years, our subscription rates have not been revised. Last year, a thorough review of our budget necessitated looking at every means possible to cut expenses and increase revenues. As we surveyed other journals in our field, we discovered that our institutional rate of \$82 in 2004 and \$110 in 2005 was only one-third to one-fifth the rate charged by comparable journals.

For example, in 2004, the *American Journal of Sociology* charged \$296 in 2003-2004 and \$325 in 2004-2005. The *American Sociological Review* went from \$180 to \$196 in the same time period. And, *Gender and Society* charged \$462 last volume year and \$518 this year.

Furthermore, we observed that these journals had reached these current rates either with annual rate hikes or a series of more substantial increases over several years. We have chosen the latter course, but want to assure you that this is not the beginning of a sustained campaign to gouge you.

We are raising our institutional rate from \$110 to \$200 for the next volume year and will follow up with \$50-a-year increases for the next two years, bringing us to \$300 in 2007. If trends continue, other journals used in this comparison would range from \$250 to \$700.

We feel the increase is relatively modest and well justified. We hope you will agree that the value is there for you and all of our readers. In the calendar year 2005 we published 92 papers by 98 authors, representing 67 U.S. colleges and universities and 16 international institutions of higher learning. Articles and book reviews totaled 1,796 pages, more than any previous year. We are asking for your support as we address these matters that affect our financial future. Please contact me with any questions or concerns you might have:
hjshealy@email.unc.edu or 919-962-5503.