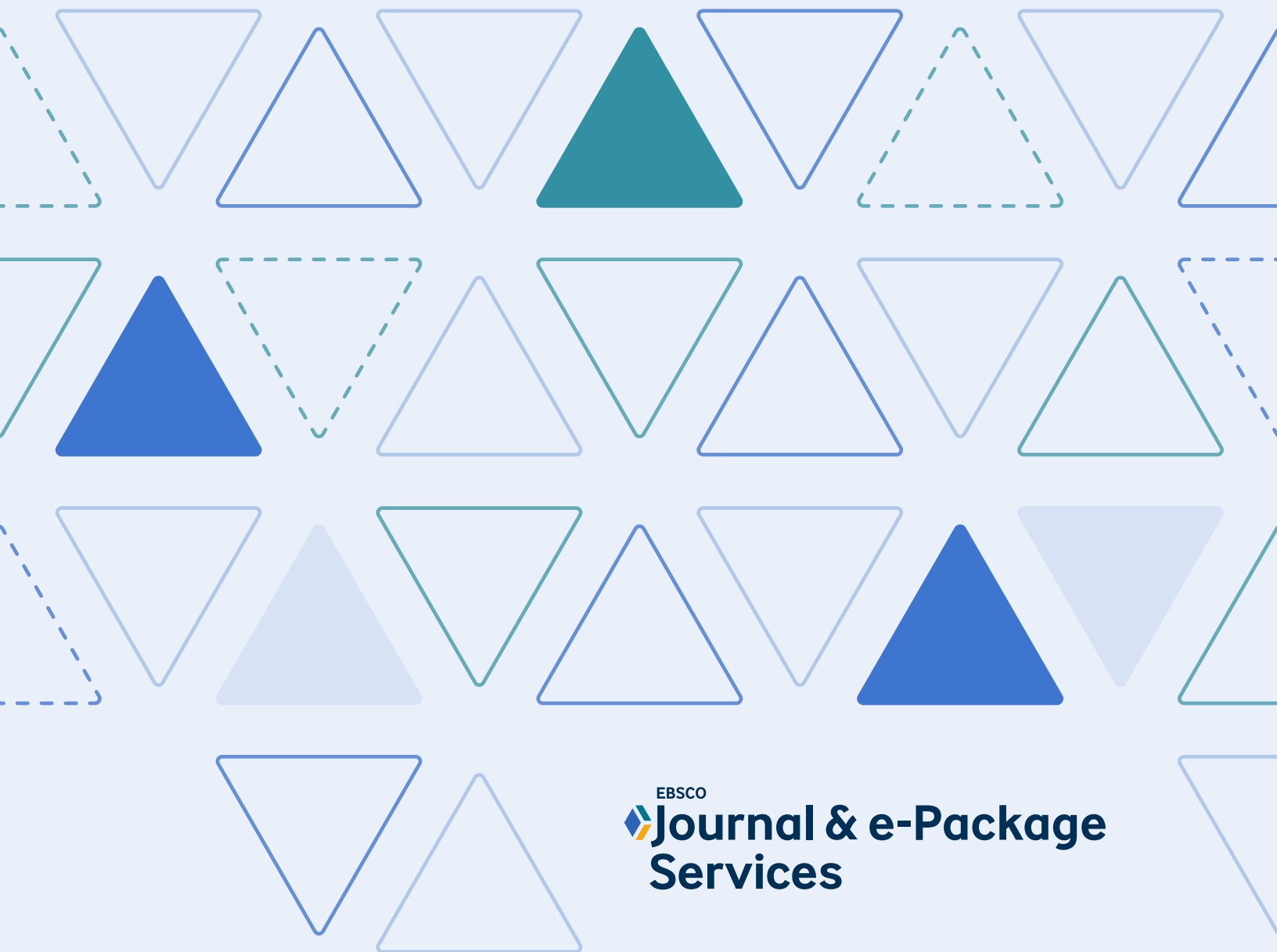


2027

Serials Price Projection Report



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EBSCO is committed to helping our customers navigate the complexities of serials pricing. Each year, we survey publishers and analyze incoming pricing data to provide informed serials price projections. These insights are intended to help libraries and publishers plan for the upcoming renewal season and provide a perspective on the financial landscape ahead.

While our forecasts are grounded in analysis, they are estimates and subject to change.

As of this report's publication, EBSCO estimates overall effective publisher price increases for 2027 to be in the range of 4 to 6 percent before considering currency impact. By format, e-journals are projected to increase

approximately 4 to 6 percent, while print subscriptions are expected to increase at a somewhat higher rate. E-journal packages are projected to increase approximately 4 to 5 percent.

Publisher responses generally indicate low- to mid-single-digit increases, although individual publisher increases may fall outside the ranges above. Publisher responses generally indicate higher increases for print or combined print-and-online formats. Publishers also cited package restructuring, publication output, title mix, licensing terms, and renewal timing as factors that may affect actual increases for individual libraries.



Understanding the Price Gap: Print vs. E-Journals

Price increases for print subscriptions are projected to increase faster than individual e-journal subscriptions, driven by higher printing and shipping costs, declining demand and the economics of smaller print runs. These factors continue to place upward pressure on the cost of maintaining print collections.

E-journal packages (including Read and Publish) accounted for more than 60 percent of EBSCO’s total serials sales in 2026, reflecting both the continued shift toward digital collections and libraries’ preference for broad access to high-quality content through

large, bundled e-content purchases. As a result, e-journal package pricing has an increasingly significant influence on overall library budgets. For 2027, EBSCO projects an average increase of 4 to 5 percent for e-journal packages, 4 to 6 percent for individual e-journals, and 5 to 7 percent for print subscriptions.

These differences by format reflect the distinct pricing dynamics associated with e-journal packages, individual e-journals and print, as well as the continued evolution of library collection strategies.

Format	Projected Average Price Increase for 2027
E-Journal Packages* <i>(*Includes Read and Publish)</i>	4% - 5%
Individual E-Journals	4% - 6%
Print	5% - 7%

Serials Pricing Trends and Influencers

Economic Influences

Serials pricing continues to be affected by both publisher-specific factors, such as the cost of editorial and production, and broader economic conditions, including inflation and currency fluctuations. Changes in publication volume, title mix, and package composition may also affect individual publisher price increases. Continued cost pressures may lead publishers to adjust pricing as they manage higher expenses, while libraries and institutions continue to balance those increases against broader budget constraints.

Transformative Agreements (TA), Read & Publish (RAP) and Open Access (OA)

The pace of growth in TA, RAP and OA models appears to have moderated somewhat over the past year. As these models evolve, publishers and libraries continue to assess their impact on pricing and library funding as well as the balance of funds allocated to subscription access and publishing support. Depending on the structure and terms of an agreement, TA and RAP arrangements may be

cost-neutral relative to existing subscription spending or may result in higher overall costs.



AI: Artificial Intelligence

Artificial Intelligence is impacting the scholarly publishing landscape, with implications for how content is produced, discovered, distributed, and used. Publishers are increasingly applying AI to bring efficiencies to the article submission and evaluation process and to streamline journal production processes. Academic libraries are also adopting AI-enabled tools to assess usage patterns, identify content needs and support more informed collection and purchasing decisions.

AI is also changing how researchers discover and interact with content. As researchers increasingly begin their work in AI-enabled environments, librarians are considering the best ways to make trusted, peer-reviewed scholarly content available within these new workflows while preserving appropriate access rights, institutional entitlements, source citations and transparency. Broad access to authoritative content across many publishers will remain important to comprehensive research.

These developments create opportunities to extend the value of scholarly content into new research workflows while maintaining connections to authoritative sources. Rights-aware approaches can help ensure that AI-generated research is grounded in licensed, verifiable content, with clear citations and links back to the underlying material. Effective AI-supported research also depends on more than access to raw full text. High-quality metadata, subject indexing, controlled vocabularies, and other forms of semantic enrichment can improve retrieval and help AI systems identify relevant content and understand relationships among concepts and sources.

As these models evolve, the interface through which research begins may change, but the underlying need to aggregate content across publishers, administer rights and institutional entitlements, provide reliable attribution, and connect researchers to authoritative source material remains. These capabilities may become increasingly important to how publishers distribute and derive value from their content, how libraries demonstrate the value of their licensed collections, and how researchers access trusted information.



Impact of Multi-Year Licenses

These price projections are intended to provide general guidance for academic, government and academic medical libraries as they plan for the 2027 renewal cycle.

The impact of multi-year e-package licenses will vary by institution. Factors such as annual price increases specified in individual licenses, renewal timing, changes resulting from publishers acquiring or divesting journals, and the percentage of total serials spend represented by e-journal packages are all key considerations as librarians evaluate the value of e-journal packages in the context of their overall library budget.



Currency Impact

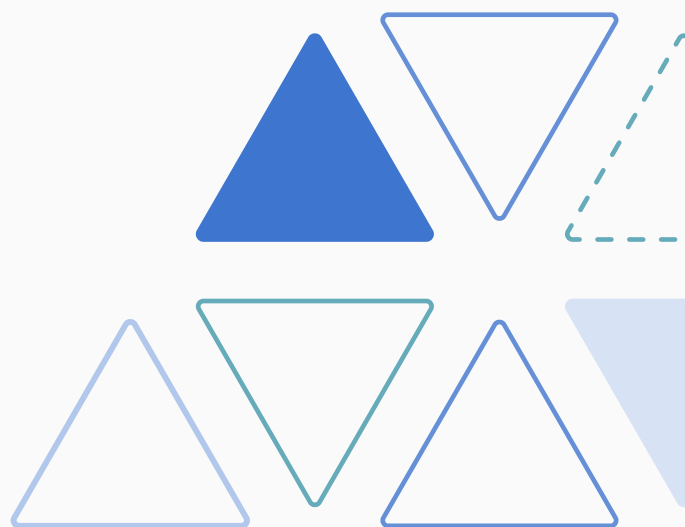
Only a portion of most libraries' serials spend is for material priced by publishers in a currency other than the library's local currency. The percentage of nonlocal currency spend varies by country and institution based on the library's collection. For example, less than 5 percent of non-U.S. titles are priced by publishers in a non-U.S. currency for the U.S. market. As a result, currency fluctuations generally have minimal direct impact on prices for U.S. librarians.

Customers in other countries typically have greater currency exposure due to a larger share of their content being priced by publishers in currencies other than the customer's local currency. For customers in the U.K. and Eurozone countries, approximately 50 to 60 percent of content spend is priced by publishers in their local currencies. Libraries in Canada, Australia, New Zealand, Turkey, South Africa, and other countries typically have a higher proportion of spend allocated to titles priced in other currencies and therefore experience a more significant currency impact on their budgets.

Depending on a library's geographic location and exposure to nonlocal currencies, EBSCO

recommends that customers consider an additional currency contingency when budgeting. The specific currency assumptions and the recommended contingency for the 2027 renewal cycle will be updated based on current exchange-rate analysis.

Because the majority of a library's serials spend is expected to be for e-journal packages, with the remainder primarily split between individual e-journals and print subscriptions, EBSCO estimates the overall effective price increase for 2027 to be in the range of 4 to 6 percent before currency impact.



Projected 2027 Price Increase Ranges by Customer Billing Currency

Billing Currency	Journals Priced by Publishers in USD %	Journals Priced by Publishers in British Pounds %	Journals Priced by Publishers in Euros %
Australian Dollar	-6.0 – -4.0	-4.0 – -2.0	-6.0 – -4.0
British Pound	2.0 – 4.0	4.0 – 6.0	2.0 – 4.0
Canadian Dollar	3.0 – 5.0	5.0 – 7.0	3.0 – 5.0
Euro	4.0 – 6.0	6.0 – 8.0	4.0 – 6.0
New Zealand Dollar	2.0 – 4.0	4.0 – 6.0	2.0 – 4.0
South African Rand	-3.0 – -1.0	-1.0 – 1.0	-3.0 – -1.0
U.S. Dollar	4.0 – 6.0	6.0 – 8.0	4.0 – 6.0

(Based on exchange rates as of late September 2026)

**Customers should consider the amount of their purchases priced by publishers in currencies other than their local currency when applying these estimates to their collection expenditures for purposes of estimating potential overall annual price increases. For example, generally less than five percent of U.S. customers' content is priced by publishers in a currency other than U.S. dollars.*

Conservative Budgeting

It's important for institutions to approach serials budgeting with a holistic view and consider a number of factors. To manage financial risk, institutions can build flexible budgeting models, plan for price increases driven by both inflation and publisher pricing, and stay informed about shifts in the industry landscape. This allows institutions to navigate price fluctuations while making informed purchasing decisions that support responsible budgeting.

Other Budgeting Tools

EBSCO offers a variety of additional budgeting and collection analysis tools through EBSCONET or upon request. Some of the most commonly used include:

- **The Five-Year Price Analysis by Title**, shows the last 5 years of order history for titles on subscription, with year-to-year price variance (amount and percentage).
- **The Customized Budget Analysis report**, provides specific price projections for customers' titles ordered through EBSCO.
- **Collection Development and Assessment reports**, allow customers to evaluate the importance of particular titles to their collections.

