

Survey - Art and Architecture History Editors

April 2006

Findings - University Presses (N=12)

Thank you again to those of you who participated in our discussion of the state of scholarly publication in art and architectural history at the College Art Association meeting in Boston. As a follow up to that discussion, we would appreciate it if you could take a few minutes to complete the questionnaire below at your earliest convenience. (Even if you were unable to participate in that discussion, we would appreciate your filling out the questionnaire.) In answering these questions, your best estimates are fine. This information will be kept confidential, and respondents will be anonymous. General trends will be described in the final report. **Please EMAIL or FAX the completed questionnaire to the email address/phone number indicated at the end of the questionnaire by no later than Monday, May 8.**

I. Subject Area

1. Please briefly describe the subject area(s) for which you are responsible.

Art history, classics, ancient civilizations, ancient-early modern history, archaeology, art and architecture, photography, design, fashion history, film, literature, East Asian studies (all disciplines except literature), new media, cultural studies (+ books relating to the history, theory and criticism of these disciplines), visual culture, urban studies, urban environment and environment studies, Latin American art and architecture, museum studies and co-publication and distribution arrangements with museums

2. Are there other editors at your press who also have responsibility for titles in the areas of art history and related subjects, such as architectural history and archaeology?

 7 Yes 5 No

FOR THE REMAINDER OF THE SURVEY, THE PHRASE "YOUR SUBJECT AREA" SHOULD BE TAKEN TO REFER ONLY TO THE ART HISTORY AND ART HISTORY-RELATED TITLES IN YOUR AREA. (For example, if you are responsible for titles in art history, architectural history and philosophy, please answer the following questions only in relation to the art history and architectural history titles for which you are responsible.)

3. Thinking about the art history and art history-related titles in your area, about what percentage of all books published by the press in 2005 do these titles represent?

5% or less (4); 6-10% (0); 11-15% (2); 16-20% (2); 21-25% (2); >25% (1); N/A (1)

II. Publications

4. How many new titles have been published in your subject area (art history-related titles only) **during the past five years?**

85 (range: 19 250)

5. About how many new titles do you expected to be published in your subject area **during 2006?**

18 (range: 7 60)

6. **Over the past ten years**, has your press...

7 Become more active in publishing in this subject area

1 Become less active in publishing in this subject area

3 No significant change

7. **Looking ahead to the next five years**, do you expect your press to...

5 Become more active in publishing in this subject area

2 Become less active in publishing in this subject area

5 No significant change

8. About what percentage of the books published in your subject area **over the past 3 years** would you categorize as... (should total 100%)

Single-author scholarly monographs 54.5 % (29% 90%)

Exhibition catalogues 24.5 % (0% 60%)

Other books associated with museum projects

5.0 % (0% 18%)

Edited volumes 10.0 % (0% 20%)

Textbooks 3.0 % (0% 10%)

Other 3.0% (0% 20%)
Trade art books; facsimiles, artists' projects; collected
writings, translations

9. About what percentage of the books published in your subject area
over the past 3 years were an author's first book?
32% (6% 60%)

10. About what percentage of the books published in your subject
area **over the past 3 years** were based on dissertations?
23% (6% 40%)

III. Submissions

11. **During 2005**, approximately how many manuscripts or book
proposals
in total were submitted in your subject area (art history-related
titles only)? 122.5
(25 400)

11a. About what percentage of these submissions were sent out for
review? 15.3%
(2% 50%)

12. Of the proposals sent out for review in 2005, about what percentage
were rejected? 13.7%
(0% 30%)

[Note: If data for 2005 are incomplete, please substitute data from
2004 %]

13. Do you have any comments on the peer review process?

Yes 4 No 7 Missing data 1

IV. Costs

14. Please describe the **hard-cover titles** published in your subject
area (art history-related titles only) **during 2005**.

14a. Percentage hard-cover 75% of all art-history related titles published in 2005

(10% 100%)

14b. Page length

Typical 303 Minimum 169 Maximum 584
(250 400) (56 275) (400 1200)

14c. Number of illustrations

Typical 92.5 Minimum 30 Maximum 461
(40 200) (0 79) (150 2000)

14d. Percentage of hard-cover art history-related titles with... (should total 100%)

Color illustrations only 9% (0% 36%)

Mixture of color and black & white 53% (10% 90%)

Black & white illustrations only 37% (8% 75%)

No illustrations 1% (0% 10%)

15. What is the average cost of publishing a “typical” hard-cover art history book?

\$ 41,438 (\$16,500 \$75,000)

16. What is the average cost of publishing a typical hard-cover book without illustrations? \$ 23,000 (\$7,000 \$45,000)

17. Does your press pay permission costs?

Frequently 0 Occasionally 1 Rarely 11 Never 0

18. What is the press’s responsibility in managing the permissions process?

18a. If possible, please estimate the number of staff hours required to manage permissions for a “typical” art history-related title.

Varies from “almost none” to 25% of one staff person’s time (rough avg = 40 hrs)

19. Over the past ten years or so, how would you describe trends in permissions costs?

Increased a great deal __3__ Increased somewhat __8__ About the same __1__

20. What percentage of titles published in your subject area in 2005 received subventions? __54__% (5% 100%)

20a. What are the sources of subventions?

21. About what percentage of all publication costs in your subject area in 2005 were defrayed by subventions?

__18__% (0% 40%)

22. Are subvention monies...

__2__ Not as available as they used to be

__8__ As available as they used to be

__1__ More available than they used to be

V. Sales

Thinking about the books published in your subject area (art history-related titles only) **over the past three years...**

23. Number of copies sold

23a. **Typical** total sales (number of copies)

__1,131__ (516 2000)

23b. Maximum sales (number of copies)

__5,967__ (1,200 15,000)

23c. Minimum sales (number of copies)

__536__ (350 900)

24. Where copies are sold

- 24a. Estimated percentage of sales through libraries
 ___26___% (10% 80%)
- 24b. Estimated percentage of sales through bookstores
 (not affiliated with museums)
 ___21___% (10% 50%)
- 24c. Estimated percentage of sales through museum bookstores
 ___11___% (0% 25%)
- 24d. Estimated percentage of sales through online purchases
 ___22___% (6% 65%)
- 24e. Estimated percentage of sales through other outlets
 ___19___% (0% 54%)

Thinking about the titles published in your subject area **ten years ago...**

25. **Typical** total sales (number of copies) __1,817__ (650 5,000)
26. About how many copies of a “typical” art history-related title were purchased by **libraries**? __519__ (29% of total sales) (200 800)
27. What was the average print run... (N = 8 presses)
- 27a. In 1995? ___1,781___
- 27b. In 2005? ___1,200___ (down 32.6%)

VI. E-publishing

28. Has your press published any books online, **in any subject area** (either online-only titles or hybrid publications)?
 ___4___ No ___8___ Yes
- 28a. If “yes,” when was the first online book published? __1996-

2004__

29. Has your press published any books online **in your subject area** (either online-only titles or hybrid publications)?

8 No 4 Yes

29a. If "yes," when was the first online book published? __1996, 2001, 2001, 2005__

29b. If "yes," about how many books in your subject area have been published online by your press?

Online-only publications __0, 0, 0, 3__ (actual responses)

Hybrid publications __1, 1, 5, 10__ (actual responses)

30. Over the next five years or so, do you expect the number of books published online in your subject area to...

- 0 Increase significantly
- 5 Increase somewhat
- 6 Stay about the same
- 1 Decrease somewhat
- 0 Decrease significantly

31. At the moment, would you say that publishing books online in your subject area is...

- 2 Substantially less expensive than regular publishing
- 1 Somewhat less expensive than regular publishing
- 1 About as expensive as regular publishing
- 1 Somewhat more expensive than regular publishing
- 4 Substantially more expensive than regular publishing

32. Over the next five years or so, do you expect print-on-demand to become a viable form of printing books with HIGH QUALITY ILLUSTRATIONS?

5 Yes 7 No

32a. If “no,” what are the obstacles that would prevent this from happening?

Thank you very much for taking the time to complete this questionnaire.

Please EMAIL the completed questionnaire by no later than Monday, May 8 to lmcgill@princeton.edu.

**Dr. Lawrence T. McGill
Deputy Director, Center for Arts and Cultural Policy Studies
Princeton University**

Or, you may FAX the questionnaire to 609-258-1235.

If you have any questions, or if you would prefer to complete the questionnaire by phone, please feel free to contact Dr. McGill at 609-258-6437 or lmcgill@princeton.edu.