

Determining Your Royalties

Expanded Distribution & Direct-to-Reader

Expanded Distribution



START WITH

Retail Price



SUBTRACT

Wholesale / 3rd Party Discount



55%
(\$9.35)



Distributor Fee



18% after
wholesale
discount
(\$1.38)

(\$10.73)

YOUR ROYALTIES



\$6.27

SUBTRACT

Original Print Cost / Book*



(\$2.33)

YOUR PROFIT



\$3.94

3rd party retailer discounts are typically 55% of the retail price. You then subtract the 18% distributor fee from the remaining 45%.

This does not include shipping costs. As the author, you will pay shipping from the warehouse to 3rd party retailers.

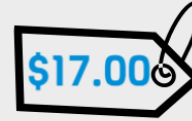
Print costs vary based on many different aspects of your book, such as: format, page count, color, trim size, etc.

Direct-to-Reader



START WITH

Retail Price



SUBTRACT

Credit Card Processing



4.5%
(\$0.99)



Pick and Pack Fee



(\$2.50)

(\$3.49)

YOUR ROYALTIES



\$13.51

SUBTRACT

Original Print Cost / Book*



(\$2.33)

YOUR PROFIT



\$11.18

The 4.5% fee encompasses both the retail price and shipping cost paid by the customer (average \$5 shipping fee).

This is the amount that will show up on your sales reports, and what will be paid to you.

To calculate your total profit, remember that you will need to subtract the original print cost/book.

*This print cost is based off a sample 200 page, 5.5x8.5 paperback book with a print run of 1,000 books. Print costs vary for every book.