

## Print-on-demand pricing comparison

**Book:** Chessudoku (<http://www.chessudoku.com/>)

**Format:** 6x9 B&W

**Pages:** 264

**Retail price:** 13.28

**Years available:** 4

**Copies sold:** 67

Highlighted cells are inputs

This is a real book published by me, and the "Lulu direct" column shows my real sales figures except that some of my sales were actually PDFs, priced such that they paid the same royalty as the paper books.

	Lulu		CreateSpace		CreateSpace		CreateSpace Pro	
	direct	GlobalReach	direct	Amazon	direct	Amazon	direct	Amazon
<b>Retail price</b>	13.28	13.28	13.28	13.28	13.28	13.28	13.28	13.28
<b>Percentage pre-take</b>		50%	20%	40%	20%	40%	20%	40%
		-6.64	-2.66	-5.31	-2.66	-5.31	-2.66	-5.31
		6.64	10.62	7.97	10.62	7.97	10.62	7.97
<b>Base cost</b>		-4.50	-1.50	-1.50	-1.50	-1.50	-0.85	-0.85
<b>Per-page charge</b>	264 @	0.020	0.020	0.020	0.020	0.020	0.012	0.012
		-5.28	-5.28	-5.28	-5.28	-5.28	-3.17	-3.17
		3.50	-0.14	3.84	1.19	6.61	6.61	3.95
<b>Percentage post-take</b>		20%	20%					
		-0.70	0.03					
<b>Royalty per book</b>		2.80	-0.11	3.84	1.19	6.61	6.61	3.95

**If it sells** 67 copies in 4 years...

	Lulu		CreateSpace		CreateSpace		CreateSpace Pro	
	direct	GlobalReach	direct	Amazon	direct	Amazon	direct	Amazon
<b>Total royalties</b>	67 @	2.80	-0.11	3.84	1.19	6.61	6.61	3.95
		187.60	-7.50	257.55	79.60	442.60	442.60	264.65
<b>Up-front cost</b>			-75.00			-39.00	-39.00	-39.00
<b>Per-year cost</b>	4 @					5.00	5.00	5.00
						-20.00	-20.00	-20.00
<b>Total royalties</b>		187.60	-82.50	257.55	79.60	383.60	383.60	205.65

# Vampire

## Print-on-demand pricing comparison

**Book:** Vampire novel

**Format:** 6x9 B&W

**Pages:** 532

**Retail price:** 30

**Years available:** 1

**Copies sold:** 200

Highlighted cells are inputs

This example is based on a real book published (not on Lulu nor CreateSpace) by one of my friends. She's put a lot of money not shown here into promoting it. This is my sales estimate - I don't have the real numbers.

	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Retail price</b>	30.00	30.00	30.00	30.00	30.00	30.00
<b>Percentage pre-take</b>		50%	20%	40%	20%	40%
		-15.00	-6.00	-12.00	-6.00	-12.00
<b>Base cost</b>	30.00	15.00	24.00	18.00	24.00	18.00
<b>Per-page charge</b>	532 @	-4.50	-1.50	-1.50	-1.50	-0.85
		0.020	0.020	0.020	0.020	0.012
		-10.64	-10.64	-10.64	-10.64	-6.38
<b>Percentage post-take</b>		14.86	2.86	11.86	5.86	16.77
		20%	20%			
		-2.97	-0.57			
<b>Royalty per book</b>	<u>11.89</u>	<u>2.29</u>	<u>11.86</u>	<u>5.86</u>	<u>16.77</u>	<u>10.77</u>

**If it sells** 200 copies in 1 years...

	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Total royalties</b>	200 @	11.89	2.29	11.86	5.86	16.77
	2377.60	457.60	2372.00	1172.00	3353.20	2153.20
<b>Up-front cost</b>						
<b>Per-year cost</b>	1 @	-75.00			-39.00	-39.00
					5.00	5.00
					-5.00	-5.00
<b>Total royalties</b>	<u>2377.60</u>	<u>382.60</u>	<u>2372.00</u>	<u>1172.00</u>	<u>3309.20</u>	<u>2109.20</u>

Comic

**Print-on-demand pricing comparison**

**Book:** Typical comic book  
**Format:** 6.625x10.25 colour  
**Pages:** 32

**Retail price** 15

**Years available:** 3  
**Copies sold:** 50

Highlighted cells are inputs

This represents a typical slim comic book. CreateSpace does not actually offer this size, but it offer several that are close, and they are all priced the same anyway, so its pricing for generic "colour" books is included to support a comparison.

Platform Sold through	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Retail price</b>	15.00	15.00	15.00	15.00	15.00	15.00
<b>Percentage pre-take</b>		50%	20%	40%	20%	40%
		-7.50	-3.00	-6.00	-3.00	-6.00
<b>Base cost</b>	15.00	7.50	12.00	9.00	12.00	9.00
<b>Per-page charge</b>	-2.50	0.00	-3.66	-3.66	-2.15	-2.15
	0.015	0.000	0.000	0.000	0.000	0.000
	-0.48	0.00	0.00	0.00	0.00	0.00
<b>Percentage post-take</b>	12.02	7.50	8.34	5.34	9.85	6.85
	20%	20%				
	-2.40	-1.50				
<b>Royalty per book</b>	9.62	6.00	8.34	5.34	9.85	6.85

If it sells 50 copies in 3 years...

Platform Sold through	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Total royalties</b>	50 @ 9.62	6.00	8.34	5.34	9.85	6.85
	480.80	300.00	417.00	267.00	492.50	342.50
<b>Up-front cost</b>		-75.00			-39.00	-39.00
<b>Per-year cost</b>	3 @				5.00	5.00
					-15.00	-15.00
<b>Total royalties</b>	480.80	225.00	417.00	267.00	438.50	288.50

## Print-on-demand pricing comparison

**Book:** Square art book  
**Format:** 8.5x8.5 colour  
**Pages:** 128

Highlighted cells are inputs

This might be the sort of thing you would publish as an "art book."  
 CreateSpace's version is actually 8.25 inches square.

**Retail price** 30  
**Years available:** 3  
**Copies sold:** 50

Platform Sold through	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Retail price</b>	30.00	30.00	30.00	30.00	30.00	30.00
<b>Percentage pre-take</b>		50%	20%	40%	20%	40%
		-15.00	-6.00	-12.00	-6.00	-12.00
<b>Base cost</b>	30.00	15.00	24.00	18.00	24.00	18.00
<b>Per-page charge</b>		-5.50	-2.00	-1.75	-1.75	-0.85
	128 @	0.200	0.150	0.120	0.120	0.070
		-25.60	-19.20	-15.36	-15.36	-8.96
<b>Percentage post-take</b>		-1.10	-6.20	6.89	0.89	14.19
		20%	20%			
		0.22	1.24			
<b>Royalty per book</b>	-0.88	-4.96	6.89	0.89	14.19	8.19

If it sells 50 copies in 3 years...

Platform Sold through	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Total royalties</b>	-0.88	-4.96	6.89	0.89	14.19	8.19
	-44.00	-248.00	344.50	44.50	709.50	409.50
<b>Up-front cost</b>						
<b>Per-year cost</b>		-75.00			-39.00	5.00
	3 @				5.00	-15.00
<b>Total royalties</b>	-44.00	-323.00	344.50	44.50	655.50	355.50

## Ambitious

### Print-on-demand pricing comparison

**Book:** Ambitious novel  
**Format:** 5.5x8.5 B&W  
**Pages:** 300

**Retail price** 25

**Years available:** 1  
**Copies sold:** 5

Highlighted cells are inputs

These are made-up numbers typical of the pricing and sales experience of real-life POD self-published fiction authors. Lulu doesn't offer global distribution for this format.

Platform Sold through	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Retail price</b>	25.00	25.00	25.00	25.00	25.00	25.00
<b>Percentage pre-take</b>		50%	20%	40%	20%	40%
		-12.50	-5.00	-10.00	-5.00	-10.00
<b>Base cost</b>	25.00	12.50	20.00	15.00	20.00	15.00
<b>Per-page charge</b>	-2.50	0.00	-1.50	-1.50	-0.85	-0.85
	300 @	0.015	0.020	0.020	0.012	0.012
		-4.50	-6.00	-6.00	-3.60	-3.60
<b>Percentage post-take</b>	18.00	12.50	12.50	7.50	15.55	10.55
	20%	20%				
	-3.60	-2.50				
<b>Royalty per book</b>	14.40	10.00	12.50	7.50	15.55	10.55
<b>If it sells</b>	5 copies in	1 years...				
<b>Platform Sold through</b>	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Total royalties</b>	5 @	14.40	10.00	12.50	7.50	15.55
		72.00	50.00	62.50	37.50	77.75
<b>Up-front cost</b>			-75.00			-39.00
<b>Per-year cost</b>	1 @				5.00	5.00
					-5.00	-5.00
<b>Total royalties</b>		72.00	-25.00	62.50	37.50	33.75
						8.75

Humble

## Print-on-demand pricing comparison

**Book:** Humble  
**Format:** 5.5x8.5 B&W  
**Pages:** 300

**Retail price** 13

**Years available:** 1  
**Copies sold:** 20

Highlighted cells are inputs

These are made-up numbers typical of the pricing and sales experience of real-life POD self-published fiction authors. Lulu doesn't offer global distribution for this format.

Platform Sold through	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Retail price</b>	13.00	13.00	13.00	13.00	13.00	13.00
<b>Percentage pre-take</b>	50%	40%	20%	40%	20%	40%
	-6.50	-2.60	-5.20	-2.60	-5.20	-5.20
<b>Base cost</b>	13.00	6.50	10.40	7.80	10.40	7.80
<b>Per-page charge</b>	-2.50	0.00	-1.50	-1.50	-0.85	-0.85
	0.015	0.000	0.020	0.020	0.012	0.012
	-4.50	0.00	-6.00	-6.00	-3.60	-3.60
<b>Percentage post-take</b>	6.00	6.50	2.90	0.30	5.95	3.35
	20%	20%				
	-1.20	-1.30				
<b>Royalty per book</b>	4.80	5.20	2.90	0.30	5.95	3.35
<b>If it sells</b>	20 copies in	1 years...				
<b>Platform Sold through</b>	Lulu direct	Lulu GlobalReach	CreateSpace direct	CreateSpace Amazon	CreateSpace Pro direct	CreateSpace Pro Amazon
<b>Total royalties</b>	20 @ 96.00	4.80 5.20 104.00	2.90 58.00	0.30 6.00	5.95 119.00	3.35 67.00
<b>Up-front cost</b>		-75.00			-39.00	
<b>Per-year cost</b>	1 @				5.00	5.00
<b>Total royalties</b>		96.00 29.00	58.00 6.00	6.00 75.00	75.00 23.00	23.00

## Pricing

### Lulu pricing reference page

This page lists the constants used in the pricing formula for different Lulu and CreateSpace formats.

Format	Lulu direct		Lulu global		thin/fat threshold		CS thin		CS Pro thin		CS fat		CS Pro fat	
	base	page	base	page	base	page	base	page	base	page	base	page	base	page
5.5x8.5 B&W	2.5	0.015	0	0	108	3.66	0	2.15	0	1.5	0.02	0.85		
6x9 B&W	4.5	0.02	1.5	0.02	108	3.66	0	2.15	0	1.5	0.02	0.85		
6.625x10.25 colour	4.5	0.2	2	0.15	40	6.55	0	3.65	0	1.75	0.12	0.85		
8.5x8.5 colour	5.5	0.2	2	0.15	40	6.55	0	3.65	0	1.75	0.12	0.85		

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