

How Much Should I Discount My Book?



Offering a discount is an excellent way to help your book reach as many readers as possible. IngramSpark allows you the flexibility in setting your wholesale discount at the time of title setup, but it's important to understand how book discounts and book distribution work.

		40% discount example*	55% discount example*
	Your Book	\$21.99	\$21.99
-	IngramSpark Cost	\$6.18	\$6.18
-	Wholesale Partner Cost	\$8.80	\$9.90
-	Bookseller Cost		
=	Publisher Compensation	\$7.01	\$5.91

*Pricing used above is for illustration purposes only. Use the [publisher compensation calculator](#) for a more accurate pricing estimation.

Determining Your Discount

Before you can determine how much to discount your book, you need to consider where you hope to see your book being sold; online, in physical stores, in libraries, or all of the above? Your discount will need to be within the range of 40% (minimum) to 55% (maximum).

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Physical Stores

- Important to me Less Important to me

Applying a wholesale discount less than 53% in the U.S. and U.K. (and less than 48% in Australia) can limit retail interest in your title; however, this may be the right choice for you depending on your sales goals. Physical bookstores take risks when they buy a book; it might not sell and take up valuable shelf space that might be better served by a different title. Offering less than a 53% wholesale discount causes retailers to receive a short discount and is not typically a big enough incentive for a bookstore to purchase your book.



Libraries

- Important to me Less Important to me

Libraries are not trying to sell your book. They have a set budget for purchasing books, so you don't have to offer them a high discount. However, you do have to make sure your title metadata properly catalogs your book for library purchase; otherwise they'll have trouble ever finding it to make their purchase.

Online

- Important to me Less Important to me

You should still discount the title to online retailers as is standard industry practice, but you can get away with a shorter discount than you would offer a physical retail store. Because online retailers don't need physical inventory of your book in order to sell it, when they order your book from Ingram, the final sale (to the reader) has already been made, eliminating the risk involved in the online retailer's purchase of your book.

