Self-Publishing: How Much Will It Cost?

Note: *Fees listed here are median prices for vendors across the country.* For several vendors, two fees are listed, by the page and by the hour. How charges are calculated depends on the vendor you choose. Longer and/or more complex books often fall at the higher end of the range.

**Book coach:** $100 to $300 per 1.5-hour session

**Developmental editor:** $10 to $15 per manuscript page, or $45 to $65 an hour

**Copyeditor:** $4 to $10 per manuscript page, or $18 to $35 an hour

**Proofreader:** $2 to $5 per typeset page, or $15 to $25 an hour

**Designer/Typesetter:**

- **Interior:** $6 to $10 per page, plus setup fee of $100 to $200
- **Cover:** $200 to $1,200

**Printer/Binder:** Assumes b/w interior, 4/color cover, approx 200 pages, standard size; higher prices for lengthier books and/or larger trim sizes

- **500 copies:** $3.65 to $5.25 per unit, plus shipping
- **1,000 copies:** $2.35 to $3.50 per unit, plus shipping

**E-book company:** Fees vary; some charge nothing up front and then take a percentage of sales, while others charge an upfront fee and take nothing on the sales. There are many providers, but the most popular are kdp.amazon.com, bookbaby.com, and smashwords.com.

**Print-on-demand publishing services companies:** Services and fees vary greatly. Check with other authors and be sure to read company reviews.

**ISBs:** Purchase only through Bowker at http://www.bowker.com/; $125 for one ISBN, $250 for a block of ten ISBNs; publishing services companies will use their own ISBNs for your books but may allow you to use your own.

**Barcodes:** $25 from Bowker at the website listed above. Ingram Spark and Amazon Createspace will create barcodes for free.

**Marketing/PR:** Varies widely based on how extensive and whether using a marketing firm

**Standard wholesale discount expected by stores:** 55%