

AMAZON PRICING GUIDE

for Self-Published Authors to Maximize Sales



KDP	Kindle Direct Publishing platform owned by Amazon
ROI	Return of Investment , calculated by dividing the royalty of sales by the cost of the advertisement. A typical ROI figure in AMS is ACOS
MEDIAN	Typical price value, used by most of the authors
QUARTILE	A quartile divides data into three points—a lower quartile, median, and upper quartile—to form four groups of the dataset. The lower quartile, or first quartile and is the middle number that falls between the smallest value of the dataset and the median. The second quartile is also the median (see above). The upper or third quartile is the central point that lies between the median and the highest number of the distribution.



GENERAL CONSIDERATIONS OF PRICING

Overpricing

90% of buyers are price sensitive when we are speaking about books in the US. Picking a higher than average price for your book could significantly lower the sales numbers. In case of short books (books under 150 pages) could even “kill” the sales. Overpricing is something that should be avoided from marketing perspective.

Age of your book

If your book is new, or it has low count of feedbacks and reviews, you could use “cheaper” price tags. At the very beginning you want to build up your book’s page with reputable feedbacks from influencers. Marketing activity is essential to get the necessary hype and feedbacks at the very beginning.

Length and content of your book

Short books should receive different price tags than books that are above 300 pages. We all know that everything depends on the quality, but readers don’t have the chance to check the quality before the purchase and reviews often don’t reflect the quality. One the readers’ control factor will be length especially in case of self-published books.

Under 150 pages every book is considered a short-book. Short books could use price tags closer to lower quartile (Q1), while long books over 300 pages may use prices in the median, upper quartile (Q3) range.

EXECUTIVE SUMMARY

The typical ranges used by 2,601 bestselling books on Amazon (2021).

Statistical limit values	Kindle book price	Paperback price	Hardcover price
Minimum	\$0.99	\$0.25	\$0.25
Lower quartile (Q1)	\$2.99	\$5.91	\$11.69
Median	\$4.99	\$9.95	\$16.75
Upper quartile (Q3)	\$9.49	\$14.99	\$20.97
Maximum	\$16.99	\$90.02	\$137.21

The ideal market price of a 200 pages book, with established Amazon book page including 30+ reviews is the median price. Further insight about pricing in the following sections.

KINDLE BOOKS

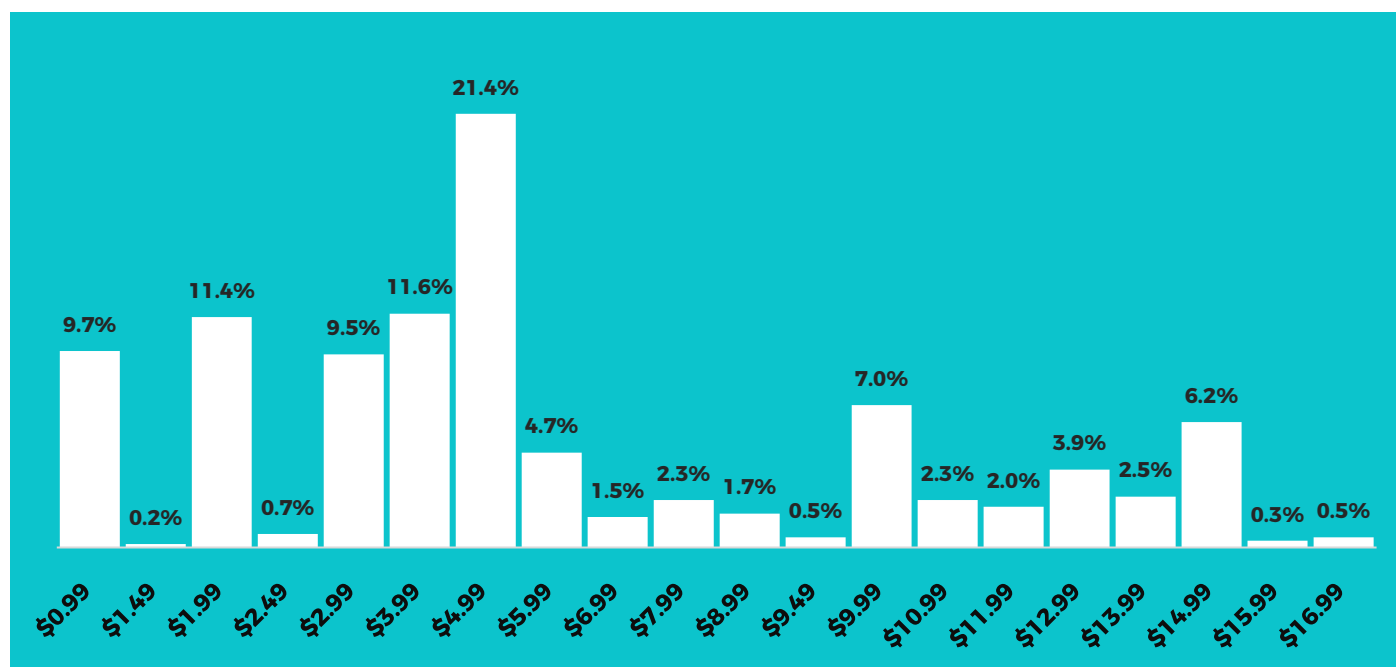
Good long term price picks in dollars.

1.99	2.99	3.99	4.99	9.99
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Kindle books' typical prices and ranges among bestselling Kindle books on Amazon. Note: Don't forget that KDP pays 70% royalty rate between 2.99-9.99 when the book is enrolled to KDP Select.

Statistical limit values	Kindle book price
Minimum	\$0.99
Lower quartile (Q1)	\$2.99
Median	\$4.99
Upper quartile (Q3)	\$9.49
Maximum	\$16.99

Kindle books' price distribution



Based on the above statistics we found that the most typical price among top selling Amazon books is definitely **\$4.99**.

The second tier prices are \$0.99, \$1.99, \$2.99, \$3.99 and \$9.99.

There is trend that you want to price your Kindle book under \$5. **64,5%** of the books were priced under \$5 regardless their length. **82,2%** of the books were priced under \$10, which means that even business books don't want to go over the psychological threshold.

PAPERBACK BOOKS

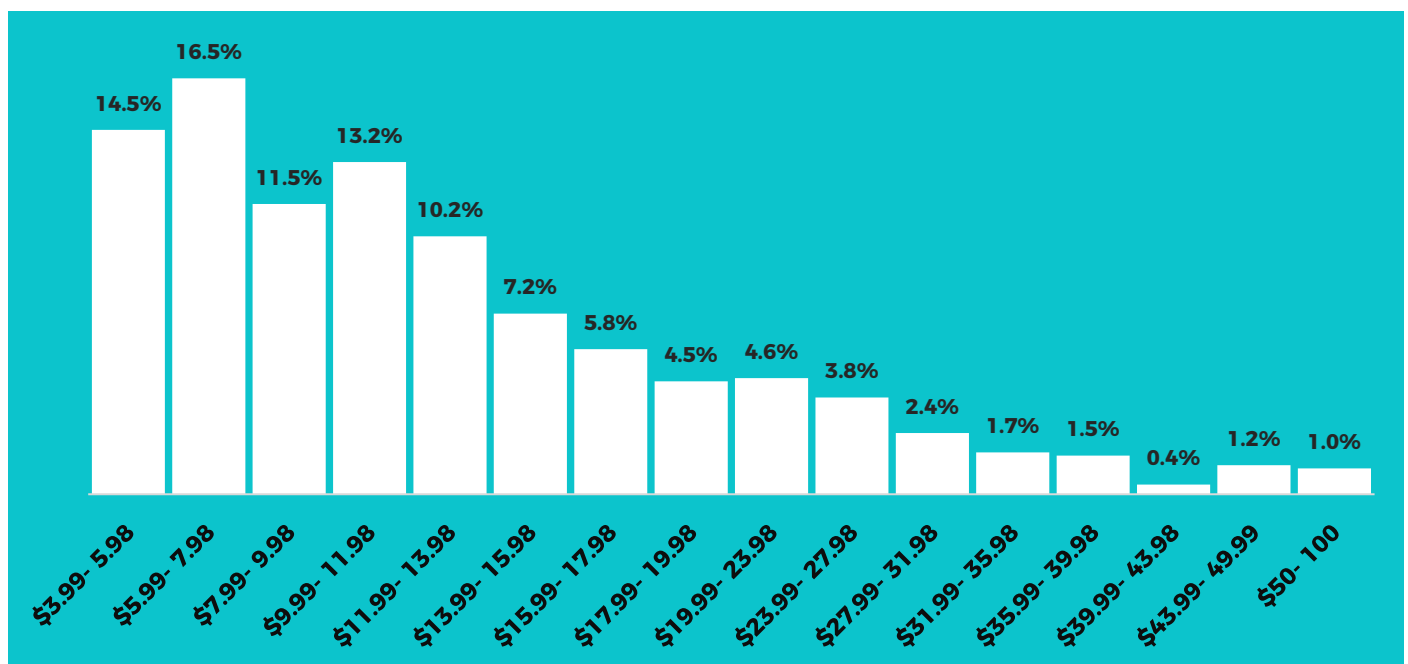
Good long term price picks in dollars.

7.99	9.99	10.99	12.99	14.99	19.99
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Paperback books' typical prices and ranges among bestselling Kindle books on Amazon.

Statistical limit values	Paperback price
Minimum	\$0.25
Lower quartile (Q1)	\$5.91
Median	\$9.95
Upper quartile (Q3)	\$14.99
Maximum	\$90.02

The minimal price of a paperback short book (100 pages) is **\$3.99** where you have \$0.25 royalty in case of KDP. There are book prices that are lower than printing cost, but they are lower because the seller wants a clearance. We clearly ignored these prices since on-demand printing doesn't require stock on behalf of the self-publisher.



What we see in the numbers that there are less typical prices among paperback books as in case of Kindle books. We tried to sort these prices into ranges. What we see is that the \$9.99, \$14.99 and \$19.99 are the disjunctive price tags. It's also typical that the sellers wants to keep the paperback book's price low as possible, this leads to an intense price competition for books under 200 pages.

In the following table we presented some typical prices for different book lengths:

Page Count of the book	List Price	Est. Royalty (KDP)
100 (black & white)	\$5.99	\$1.44
100 (black & white)	\$9.99	\$3.84
200 (black & white)	\$7.99	\$1.54
200 (black & white)	\$9.99	\$2.74
200 (black & white)	\$11.99	\$3.94
300 (black & white)	\$9.99	\$1.54
300 (black & white)	\$12.99	\$3.34
300 (black & white)	\$14.99	\$4.54

65.9% of books are priced under \$13.99, and **84%** of all books are priced under \$20. Which leads to a conclusion, that in case of new titles and new authors try to keep the price tag under \$10, since **45,5%** of best seller books are already priced under \$10. This will keep your book in the competitive niche. In case of short books I would also consider to target the price in the \$4.99-7.99 range.

HARDCOVER BOOKS

Good long term price picks in dollars.

12.99	14.99	16.99	19.99	21.99	24.99
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Hardcover books' typical prices and ranges among bestselling Kindle books on Amazon.

Statistical limit values	Hardcover price
Minimum	\$0.25
Lower quartile (Q1)	\$11.69
Median	\$16.75
Upper quartile (Q3)	\$20.97
Maximum	\$137.21

The minimal price of a paperback short book (100 pages) is **\$11.99** where you have \$0.39 royalty in case of KDP. In the following table you will see royalty estimates for the different list prices.

Page Count of the book	List Price	Est. Royalty (KDP)
100 (black & white)	\$11.99	\$0.39
100 (black & white)	\$12.99	\$0.99
200 (black & white)	\$13.99	\$0.49
200 (black & white)	\$14.99	\$1.09

200 (black & white)	\$16.99	\$2.29
200 (black & white)	\$19.99	\$4.09
300 (black & white)	\$16.99	\$1.09
300 (black & white)	\$18.99	\$2.29
300 (black & white)	\$19.99	\$2.89

In case of hardcover books the most typical price is between **\$15.99-19.99**. Based on the printing cost it is worth to pick a price where the royalty is over \$2 per book. **61.3%** of hardcover books are priced under \$20. Only 12,4% of hardcover books have higher than \$30 price tag.

