

IngramSpark Publisher Compensation Formula Cheat Sheet

Understand what you keep per sale using your current title settings.

Before you start

Platform rates, print costs, and available settings can change. Use the current values shown for your title.

What this sheet does

It shows the formula IngramSpark uses for publisher compensation, and sets it next to the current Amazon KDP print and ebook math — without mixing the models together.

What's inside

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3	KDP print book math (tiered royalty rate)
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This sheet does not estimate print costs for you. Always use the print cost shown for your exact title and specification.

The publisher compensation formula

IngramSpark pays **publisher compensation**: what's left of the wholesale price after print cost.



Formula

Wholesale price = List price × (1 – wholesale discount)

Publisher compensation = Wholesale price – print cost

Worked example – not a recommended discount

List price	\$20.00
Wholesale discount (example only)	53%
Wholesale price = \$20.00 × (1 – 0.53)	\$9.40
Print cost (example only)	\$3.66
Publisher compensation = \$9.40 – \$3.66	\$5.74

This example is from IngramSpark's own explanation. Your discount and print cost will be whatever your title setup currently shows.

Discount options and minimums can vary and change. Check your IngramSpark title setup — there is no single correct discount for every book.

KDP print book math

KDP print books earn a **royalty**, and the rate is tiered — it is not one flat rate.

Formula

$$\text{KDP print royalty} = (\text{Royalty rate} \times \text{list price}) - \text{printing cost}$$

How the rate is chosen

KDP applies either a 50% or a 60% rate on paperbacks sold on Amazon marketplaces, depending on list price and marketplace. On Amazon.com the rate is 50% at or below \$9.98 and 60% at or above \$9.99. Other marketplaces use their own thresholds.

Watch the threshold

One cent of list price near the threshold can move the whole rate by ten percentage points.

Printing cost

Printing cost = fixed cost + (page count × per-page cost). It depends on trim size, page count, ink type, paper type and the marketplace where the book was ordered. Look it up in KDP for your book.

Your KDP print numbers

List price \$ _____

Applicable royalty rate _____ %

Current print cost \$ _____

Estimated KDP print compensation \$ _____

Use the royalty rate and print cost that apply to your exact book and marketplace.

KDP ebook math

Ebooks have two royalty options. There is no one-line formula that fits every sale.

Decision box

Check your current KDP royalty option before calculating. Which option applies depends on eligibility and on the marketplace where the sale happens.

35% option

$35\% \times (\text{list price} - \text{applicable VAT})$

No delivery cost is deducted. Applies in any territory.

70% option

$70\% \times (\text{list price} - \text{applicable VAT} - \text{delivery costs})$

Only for sales in Amazon's listed Available Sales Territories.

The 70% option is never simply 70% of list price

- VAT and delivery costs come out first.
- Delivery cost = file size in MB $\times$ a per-MB rate set by marketplace (for example \$0.15 per MB on Amazon.com).
- The list price must sit inside KDP's price band for that marketplace (Amazon.com: \$2.99–\$12.99 from 7 July 2026).
- It must be at least 20% below the Amazon list price of any physical edition.
- Mostly public-domain books, price-matched sales below the minimum, and sales outside the listed territories earn 35%.
- In Brazil, Japan, Mexico and India, 70% requires KDP Select.

Check the current KDP pages for any marketplace other than Amazon.com instead of converting US figures.

Compare without mixing formulas

Important

These platforms do not use the same compensation formula. Don't plug one platform's numbers into another's model.

IngramSpark	KDP print	KDP ebook
List price	List price	List price
Wholesale discount (from your title setup)	Applicable royalty rate (tier by price and marketplace)	Applicable ebook royalty option and its conditions
Wholesale price	—	Applicable VAT
Print cost (for your title)	Print cost (for your book and marketplace)	Delivery cost (70% option only)
Publisher compensation = wholesale price - print cost	Royalty = rate × list price - print cost	Royalty = rate × (list - VAT [- delivery])

Why the numbers can't be swapped

IngramSpark starts from a wholesale price you choose through the discount. KDP print starts from a royalty rate KDP picks from your list price. KDP ebooks remove tax and, sometimes, delivery before the rate applies.

Tip

Compare what you keep per copy only after you have worked out each platform with its own current inputs.

Your own numbers

Platform

☐ IngramSpark ☐ KDP print ☐ KDP ebook

List price \$ _____

Wholesale discount, if applicable _____ %

Applicable royalty rate, if applicable _____ %

Current print/delivery cost \$ _____

Other current required input \$ _____

Estimated publisher compensation \$ _____

Notes

Checklist

- ☐ I used current platform settings
- ☐ I used the current print/delivery cost
- ☐ I did not assume an old default rate
- ☐ I checked the marketplace/title conditions
- ☐ I understand this is an estimate, not guaranteed earnings