

# What should the price mark up be to sell a book to retailers?

Q: I'm planning to self-publish my next children's book and would like to know what the mark-up should be to sell the book in the retail market.

According to Lisa Dugan, Children's Buyer for Koen Book Distributors, bookstores will expect a 40-50% discount off the retail price. Wholesalers like Koen will expect a 55% discount off the retail price, plus free freight (stores planning to buy from them get a 40-42% discount, depending on the amount purchased). Barnes & Noble and other big chains often buy small press books from wholesalers like Koen, rather than going direct, so the same discount structure applies there too. 1:2/00