

SHOW ME THE MONEY!

by Brenda Hiatt

What do the various romance publishers pay? Here's the best info I've been able to glean from ten years of surveying authors who were generous enough to volunteer their figures. Royalty percentages are based on cover price unless otherwise noted and are for U.S. retail sales. Earnout figures include all earnings for a book, including the advance and any subsidiary sales. Publishers are only included if I had at least three responses for that publisher. Similarly, n/a means that specific information wasn't available. Ranges for advances and earnouts are provided to control for the skewing that one or two outliers might cause, as are median figures. Only titles released in the year 2000 or later are included. I make no claim to statistical significance--I simply present what I've received, operating on the assumption that *some* information is far better than none at all.

	# of titles included
Avalon	14
Average advance: \$1015 Median: \$1000	
Advance range: \$1000 - \$1200	
Standard royalty percentage: 10%	
Average earn-out: \$1170 Median: \$1000 Range: \$1000 - \$2100	
Avon/HarperCollins	46
Average advance (first book): \$17,000 Median: \$7000	
Average advance (subsequent books): \$26,500 Median: \$13,000	
Advance range: \$5000 - \$100,000	
Standard royalty percentage: 8%	
Average earn-out: \$23,000 Median: \$26,500 Range: \$12,000 - \$35,000	
Baker/Revell	9
Average advance: \$8400 Median: \$8500	
Advance range: \$6700 - \$10,000	
Standard royalty percentage: 8-17% (of net)	
Average earn-out: n/a	
Bantam/Dell	13
Average advance: \$16,000 Median: \$15,000	
Advance range: \$7500 - \$25,000	
Standard royalty percentage: 8%	
Average earn-out: n/a	
Barbour & Co. (Heartsong Presents)	11
Average advance: \$2650 Median: \$2550	
Advance range: \$2500 - \$3500	
Standard royalty percentage: 8%	
Average earn-out: \$3700 Median: \$3600 Range: \$2500 - \$3900	
Barbour & Co. (Novellas)	12
Average advance: \$1000 Median: \$1000	
Standard royalty percentage: 2.5%	
Average earn-out: n/a	

Berkley/Jove 58

Average advance (first book): \$7800 Median: \$6000
Average advance (subsequent books): \$10,200 Median: \$7500
Advance range: \$1700 - \$40,000
Standard royalty percentage: 4% - 8%
Average earn-out: \$16,400 Median: \$5500 Range: \$5000 - \$50,000

Berkley (novellas) 3

Average advance: \$5800 Median: \$5000
Standard royalty percentage: 2%
Average earn-out: n/a

Cerridwen 9

Average advance: none
Standard royalty percentage: 37.5% (digital)
Average earn-out: \$400 Median: \$100

Cobblestone 8

Average advance: none
Standard royalty percentage: 35% (digital) 10% (print)
Average earn-out: \$300 Median: \$185

Dorchester/Leisure 75

Average advance (first book): \$2400 Median: \$2000
Average advance (subsequent books): \$9600 Median: \$3750
Advance range: \$1000 - \$60,000
Standard royalty percentage: 4% - 8%
Average earn-out: \$5500 Median: \$4600 Range: \$2,000 - \$16,000

Dutton/Signet/NAL 21

Average advance (first book): \$9000 Median: \$9250
Average advance (subsequent books): \$29,000 Median: \$15,000
Advance range: \$7500 - \$85,000
Standard royalty percentage: 7.5 - 8%
Average earn-out: n/a

Ellora's Cave 123

Average advance: none
Standard royalty percentage: 37.5% digital / 7.5% print
Average earn-out: \$3050 Median: \$2400 Range: \$250 - \$11,600

Ellora's Cave (anthologies/novellas) 34

Average advance: none
Standard royalty percentage: varies by number of authors
Average earn-out: \$2100 Median: \$1900 Range: \$430 - \$7100

Five Star/Thorndike (hardcover) 8

Average advance: \$1150 Median: \$1000
Advance range: \$750 - \$2000
Standard royalty percentage: 10%
Average earn-out: \$1850 Median: \$850 Range: \$750 - \$4000

Grand Central Publishing (Warner/Hachette)	54
Average advance (first book): \$7000 Median: \$6000	
Average advance (subsequent books): \$17,500 Median: \$10,000	
Advance range: \$5000 - \$75,000	
Standard royalty percentage: 8%	
Average earn-out: \$38,500 Median: \$31,500 Range: \$8300 - \$100,000	
Harlequin American	17
Average advance (first book): \$4300 Median: \$4000	
Average advance (subsequent books): \$5100 Median: \$5000	
Advance range: \$4000 - \$5500	
Standard royalty percentage: 6%	
Average earn-out: \$8150 Median: \$7600 Range: \$7300 - \$10,100	
Harlequin Blaze	31
Average advance (first book): \$4350 Median: \$4000	
Average advance (subsequent books): \$5500 Median: \$5300	
Advance range: \$4000 - \$10,500	
Standard royalty percentage: 6%	
Average earn-out: \$12,500 Median: \$12,300 Range: \$10,500 - \$15,000	
Harlequin Historical	38
Average advance (first book): \$4300 Median: \$5000	
Average advance (subsequent books): \$6700 Median: \$5500	
Advance range: \$2500 - \$15,000	
Standard royalty percentage: 6%	
Average earn-out: \$12,000 Median: \$12,000 Range: \$6700 - \$19,000	
Harlequin Intrigue	27
Average advance (first book): \$3900 Median: \$4000	
Average advance (subsequent books): \$5000 Median: \$4500	
Advance range: \$3500 - \$7500	
Standard royalty percentage: 6%	
Average earn-out: \$14,500 Median: \$12,600 Range: \$10,000 - \$26,000	
Harlequin Mills & Boon	13
Average advance (first book): \$3400 Median: \$3250	
Average advance (subsequent books): \$3900 Median: \$4000	
Advance range: \$2000 - \$5000	
Standard royalty percentage: 4-6%	
Average earn-out: n/a	
Harlequin Romance	8
Average advance (first book): \$2600 Median: \$2600	
Average advance (subsequent books): \$2800 Median: \$2600	
Advance range: \$2600 - \$3000	
Standard royalty percentage: 6%	
Average earn-out: n/a	
Harlequin Superromance	59
Average advance (first book): \$5000 Median: \$5000	
Average advance (subsequent books): \$5600 Median: \$5500	
Advance range: \$5000 - \$7000	
Standard royalty percentage: 6%	
Average earn-out: \$18,500 Median: \$16,500 Range: \$10,000 - \$40,000	

HQN Average advance: \$22,700 Median: \$21,000 Advance range: \$8500 - \$55,000 Standard royalty percentage: 8% Average earn-out: n/a	10
Kensington/Zebra Average advance (first book): \$3500 Median: \$3000 Average advance (subsequent books): \$7000 Median: \$3700 Advance range: \$1750 - \$60,000 Standard royalty percentage: 6 - 8.5% Average earn-out: \$6200 Median: \$3800 Range: \$2500 - \$17,800	140
Kensington (novellas) Average advance: \$2750 Median: \$1350 Advance range: \$750 - \$9000 Standard royalty percentage: 2 - 2.67% Average earn-out: n/a	28
Liquid Silver Average advance: none Standard royalty percentage: 40% elec. Average earn-out: \$1250 Median: \$980 Range: \$100 - \$3400	8
Loose Id Average advance: none Standard royalty percentage: 35% elec. 7% print Average earn-out: \$1450 Median: \$1300 Range: \$1000 - \$2400	6
Medallion Press Average advance: \$1200 Median: \$1000 Advance range: \$1000 - \$2000 Standard royalty percentage: 10% Average earn-out: n/a	6
New Concepts Publishing Average advance: none Standard royalty percentage: 9.5% - 40% elec. 4% - 11% print Average earn-out: \$690 Median: \$270 Range: \$90 - \$2900	12
Pocket Average advance (first book): \$12,000 Median: \$8500 Average advance (subsequent books): \$19,000 Median: \$15,000 Advance range: \$5000 - \$50,000 Standard royalty percentage: 8 - 10% Average earn-out: n/a	22
Red Dress Ink Average advance: \$12,000 Median: \$15,000 Standard royalty percentage: 7 - 7.5% Average earn-out: n/a	3

Red Sage (novellas)	10
Average advance: \$650 Median: \$750	
Advance range: \$50 - \$1000	
Standard royalty percentage: 1.5 - 6%	
Average earn-out: \$2300 Median: \$2250 Range: \$1000 - \$3600	
St. Martin's Press	23
Average advance (first book): \$6600 Median: \$6750	
Average advance (subsequent books): \$40,500 Median: \$17,500	
Advance range: \$4500 - \$200,000	
Standard royalty percentage: 8%	
Average earn-out: n/a	
Samhain	11
Average advance: \$90 Median: \$100	
Advance range: \$0 - \$100	
Standard royalty percentage: 30 - 40% elec. 8 - 10% print	
Average earn-out: \$1050 Median: \$900 Range: \$300 - \$1750	
Silhouette Desire	14
Average advance (first book): \$4500 Median: \$4000	
Average advance (subsequent books): \$5850 Median: \$5750	
Advance range: \$4000 - \$8,000	
Standard royalty percentage: 6%	
Average earn-out: \$16,500 Median: \$16,500 Range: \$12,000 - \$23,000	
Silhouette Nocturne	3
Average advance: \$6300 Median: \$6400	
Advance range: \$6000 - \$6500	
Standard royalty percentage: 6%	
Average earn-out: n/a	
Silhouette Romantic Suspense	12
Average advance (first book): n/a	
Average advance (subsequent books): \$5800 Median: \$5500	
Advance range: \$4000 - \$7500	
Standard royalty percentage: 6%	
Average earn-out: \$12,000 Median: \$12,000 Range: \$9500 - \$13,500	
Silhouette Special Edition	23
Average advance (first book): \$4000 Median: \$4000	
Average advance (subsequent books): \$8000 Median: \$8500	
Advance range: \$4000 - \$13,000	
Standard royalty percentage: 6%	
Average earn-out: \$17,500 Median: \$17,000 Range: \$12,000 - \$23,000	
Siren Publishing	6
Average advance: none	
Standard royalty percentage: 40% elec.	
Average earn-out: \$300 Median: \$200 Range: \$100 - \$400	

Sourcebooks (Casablanca)	7
Average advance: \$2200 Median: \$1700	
Advance range: \$1000 - \$3750	
Standard royalty percentage: 6%	
Average earn-out: n/a	
Steeple Hill (Love Inspired)	78
Average advance (first book): \$4000 Median: \$3750	
Average advance (subsequent books): \$5400 Median: \$5000	
Advance range: \$3500 - \$9500	
Standard royalty percentage: 6%	
Average earn-out: \$10,900 Median: \$10,400 Range: \$6500 - \$18,000	
Tor/Forge	22
Average advance (first book): \$11,000 Median: \$10,000	
Average advance (subsequent books): \$14,000 Median: \$14,000	
Advance range: \$7500 - \$20,000	
Standard royalty percentage: 8%	
Average earn-out: n/a	
Wild Rose Press	5
Average advance: none	
Standard royalty percentage: 30-35% digital / 7% print	
Average earn-out: \$160 Median: \$135 Range: \$50 - 300	

NOTE: I'd very much like to keep this information current for future reference. Anyone willing to share their info (anonymously--I never save names!) please e-mail me at brendahb@aol.com. The latest version of this list is available on my website www.brendahiatt.com. Thank you again to all of the authors who were willing to share their own, private financial data for the benefit of all romance writers!!