

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 eight 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
<p>Avalon Average advance: \$1015 Median: \$1000 Advance range: \$1000 - \$1200 Standard royalty percentage: 10% Average earn-out: \$1170 Median: \$1000 Range: \$1000 - \$2100</p>	14
<p>Avon/HarperCollins 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</p>	46
<p>Baker/Revell Average advance: \$9250 Median: \$9250 Advance range: \$8500 - \$10,000 Standard royalty percentage: 8-17% (of net) Average earn-out: n/a</p>	6
<p>Bantam/Dell Average advance: \$16,000 Median: \$15,000 Advance range: \$7500 - \$25,000 Standard royalty percentage: 8% Average earn-out: n/a</p>	13
<p>Barbour & Co. (Heartsong Presents) Average advance: \$2650 Median: \$2550 Advance range: \$2500 - \$3500 Standard royalty percentage: 8% Average earn-out: \$3700 Median: \$3600 Range: \$2500 - \$3900</p>	11
<p>Barbour & Co. (Novellas) Average advance: \$1000 Median: \$1000 Standard royalty percentage: 2.5% Average earn-out: n/a</p>	12

Berkley/Jove	44
Average advance (first book): \$7200 Median: \$5000	
Average advance (subsequent books): \$8100 Median: \$6750	
Advance range: \$1700 - \$30,000	
Standard royalty percentage: 4% - 8%	
Average earn-out: \$8400 Median: \$5000 Range: \$4000 - \$32,000	
Cerridwen	8
Average advance: none	
Standard royalty percentage: 37.5% (digital)	
Average earn-out: \$450 Median: \$130	
Cobblestone	7
Average advance: none	
Standard royalty percentage: 35% (digital) 10% (print)	
Average earn-out: \$200 Median: \$185	
Dorchester/Leisure	51
Average advance (first book): \$2300 Median: \$2000	
Average advance (subsequent books): \$13,000 Median: \$3250	
Advance range: \$1000 - \$60,000	
Standard royalty percentage: 4% - 8%	
Average earn-out: \$3100 Median: \$2300 Range: \$2,000 - \$5800	
Dutton/Signet/NAL	19
Average advance (first book): \$9200 Median: \$10,000	
Average advance (subsequent books): \$30,000 Median: \$15,000	
Advance range: \$7500 - \$85,000	
Standard royalty percentage: 7.5 - 8%	
Average earn-out: n/a	
Ellora's Cave	121
Average advance: none	
Standard royalty percentage: 37.5% digital / 7.5% print	
Average earn-out: \$3050 Median: \$2400 Range: \$460 - \$11,600	
Ellora's Cave (anthologies/novellas)	31
Average advance: none	
Standard royalty percentage: varies by number of authors	
Average earn-out: \$2150 Median: \$1950 Range: \$430 - \$7100	
Five Star/Thorndike (hardcover)	7
Average advance: \$1150 Median: \$1000	
Advance range: \$750 - \$2000	
Standard royalty percentage: 10%	
Average earn-out: \$1300 Median: \$850 Range: \$750 - \$2700	
Grand Central Publishing (Warner/Hachette)	48
Average advance (first book): \$6500 Median: \$6000	
Average advance (subsequent books): \$13,000 Median: \$7500	
Advance range: \$5000 - \$34,000	
Standard royalty percentage: 8%	
Average earn-out: n/a	

Harlequin American	16
Average advance (first book): \$4300 Median: \$4000	
Average advance (subsequent books): \$4800 Median: \$5000	
Advance range: \$4000 - \$5500	
Standard royalty percentage: 6%	
Average earn-out: \$8150 Median: \$7600 Range: \$7300 - \$10,100	
Harlequin Blaze	30
Average advance (first book): \$4350 Median: \$4000	
Average advance (subsequent books): \$5500 Median: \$5500	
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	23
Average advance (first book): \$3900 Median: \$4000	
Average advance (subsequent books): \$5100 Median: \$4500	
Advance range: \$3500 - \$7500	
Standard royalty percentage: 6%	
Average earn-out: \$15,100 Median: \$13,000 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	
HQN	9
Average advance (first book): \$8500 Median: \$8500	
Average advance (subsequent books): \$20,500 Median: \$21,000	
Advance range: \$8500 - \$25,000	
Standard royalty percentage: 8%	
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	55
Average advance (first book): \$5000 Median: \$5000	
Average advance (subsequent books): \$5700 Median: \$5500	
Advance range: \$5000 - \$7000	
Standard royalty percentage: 6%	
Average earn-out: \$18,500 Median: \$16,500 Range: \$10,000 - \$41,000	

Imajinn Average advance: \$25 Median: \$25 Standard royalty percentage: 8 -10% Average earn-out: n/a	4
Kensington/Zebra Average advance (first book): \$3600 Median: \$3000 Average advance (subsequent books): \$7100 Median: \$3700 Advance range: \$1750 - \$60,000 Standard royalty percentage: 6 - 8.5% Average earn-out: \$6200 Median: \$3800 Range: \$2500 - \$17,800	133
Kensington (novellas) Average advance: \$2850 Median: \$1550 Advance range: \$750 - \$9000 Standard royalty percentage: 2 - 2.67% Average earn-out: n/a	21
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) Average advance: \$600 Median: \$750 Advance range: \$50 - \$1000 Standard royalty percentage: 1.5 - 6% Average earn-out: \$2500 Median: \$2250 Range: \$1000 - \$3600	9
St. Martin's Press 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	23

Samhain Average advance: \$75 Median: \$100 Advance range: \$750 - \$2000 Standard royalty percentage: 40% elec. 10% print Average earn-out: \$600 Median: \$550 Range: \$160 - \$1160	4
Silhouette Desire 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	14
Silhouette Nocturne Average advance: \$6300 Median: \$6400 Advance range: \$6000 - \$6500 Standard royalty percentage: 6% Average earn-out: n/a	3
Silhouette Romantic Suspense 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	12
Silhouette Special Edition 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	23
Sourcebooks (Casablanca) Average advance: \$2600 Median: \$2600 Advance range: \$1000 - \$3750 Standard royalty percentage: 6% Average earn-out: n/a	4
Steeple Hill (Love Inspired) 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	78
Tor/Forge 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	22

Wild Rose Press

3

Average advance: none

Standard royalty percentage: 30-35% digital / 7% print

Average earn-out: \$135 Median: \$135

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 RWA members!!

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