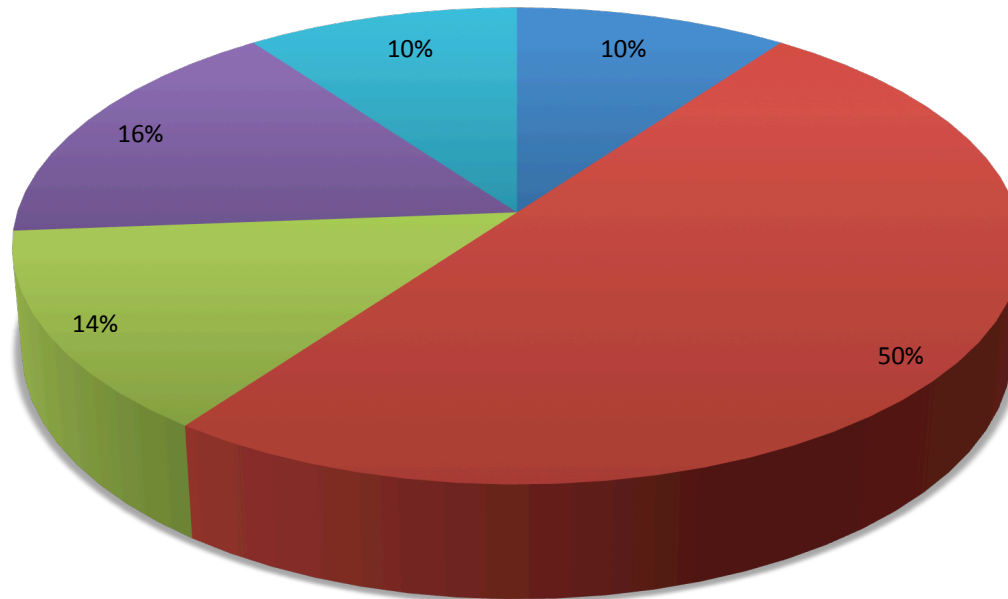


IF A BOOK SELLS FOR \$24.95, WHERE DOES ALL THE MONEY GO?

The first thing to take away is the GST, which leaves \$22.68



- Author royalty \$2.27 Standard 10% RRP minus GST
- Trade discounts \$11.34 Average given to bookshops, libraries etc.
- Distribution costs \$3.12 Payment to national distribution company
- Unit cost \$3.68 Includes editing, proofreading, design, scanning, printing, freight etc.
- O'heads \$2.27 Wages, rent etc.