



PUBLISHING WIDE v AMAZON EXCLUSIVE



Exclusive = ebooks sold only through Amazon and available in Kindle Unlimited programme

amazon **kindleunlimited**

Wide = ebooks distributed and sold through a wide range of retailers including:

amazon  **Apple Books**

kobo **BARNES & NOBLE**

 **Google Play**

If you sign up to KDP Select programme (ie go Amazon Exclusive):

- ◆ You will be published exclusively with KDP for a 90 day period (you can tick the box to remain automatically enrolled after this initial period)
- ◆ Your books will be in the Kindle Unlimited (KU) programme, so you earn revenue from sales and from KU page reads
- ◆ Exclusivity applies to ebooks only—you can continue to sell your paperbacks anywhere

If you decide to publish “wide”:

- ◆ Publish directly to Amazon KDP yourself but don’t tick the “Select” box
- ◆ Use an aggregator to reach other stores like Apple Books, Nook, Kobo etc—we use Draft2Digital
- ◆ If you have a Mac you can publish direct to Apple Books; NZers can now also publish direct to Kobo and Barnes & Noble (Nook)