

Doctor = Publisher

Financial Aspects

If you publish a free medical textbook, a few number of initiatives may generate the following revenues:

1. You build a website around your book (i.e., HIVMedicine.com) and offer to display logos of pharmaceutical companies. A logo may be worth several thousand Euro per year.
2. You upload the PDF of your textbook to a print-on-demand service such as Lulu.com and make the book available to private customers. For a retail price of 50 Euro, the profit on a 740-page book is in the range of 35 %, assuming that you take responsibility for the shipping costs. That compares favourably with the 5 % to 7.5 % of the retail price normal publishers offer their editors.
3. You agree with an institutional sponsor on a 50 % reduction of the retail price in exchange for buying several hundreds or thousands of copies. In Western Europe, the printing costs for a book such as *HIV Medicine 2007* (800 pages, 24 cm x 15 cm) are 7,000 Euro for 500 books, 10,000 Euro for 1,000 books, and 13,500 Euro for 2,000 books. The table shows the profit depending on the number of books printed and sold at a 50 % discount. The printing costs for 500 to 2,000 copies are stated as deficits in the line "Copies sold = 0".

Profit with different numbers of copies printed and sold

| | Number of copies printed (bold) and profit (in Euro) | | |
|-------------|--|----------|----------|
| | 500 | 1,000 | 2,000 |
| Copies sold | | | |
| 0 | - 7,000 | - 10,000 | - 13,500 |
| 500 | 5,500 | 2,500 | - 1,000 |
| 1,000 | | 15,000 | 11,500 |
| 1,500 | | | 24,000 |
| 2,000 | | | 36,500 |

In 2005, the earnings of HIV Medicine (website logos plus book sales minus printing costs) – about 30,000 Euro – were distributed to the authors according to the number of pages they had contributed. Each author received 43 Euro per book page.

If you need any further information, please contact me at the email address you know.

Bernd Sebastian Kamps, www.bsk1.com – Paris, 13.5.2007