

Comparison of Smashwords and Draft2Digital - Which One Is Right For Me?



PUBLISHED BY:

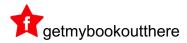
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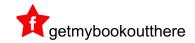


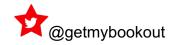




Not sure which way to go? Smashwords or Draft2Digital? Here is our handy comparison of these two great services.

Benefits	Smashwords est 2008	Draft2Digital est 2012
Distribution	iBooks, B&N, Overdrive, Kobo, Scribd, Flipkart, WHSmith, Oyster, Aldiko, 'txtr, Baker & Taylor's Blio, Axis 360, Inktera, Smashwords	iBooks, B&N, Kobo, Inktera, Scribd, Oyster, Tolino (Germany), CreateSpace
Choice of Distribution	You choose which stores you distribute through.	You choose which stores you distribute through.
Author Earnings	85% NET from Smashwords store 60% of list price from major ebook retailers	90% of the retail price / 85% of NET royalties
Speed of publishing	Within hours	Within hours
	Premium Catalog review system makes it easier to publish to Apple	Notified by email when book is published on each store
		Doesn't notify when book rejected by Apple
Categories	Arbitrary categories on B&N and Apple?	Better placement
Price Changes	Within hours	Within hours
	Free	Free
Speed of Payments	Quarterly	Monthly
	Minimum threshold \$75 checks, \$10 Paypal	Minimum threshold \$25 checks, \$10 digital payments
	Check, PayPal	Check, PayPal, Direct Deposit
Sales Reports	Detailed & Daily	Detailed & Daily
On-site Promotions	Yes	No

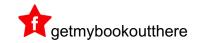


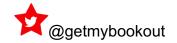






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Storefront	Yes	No
Retailers	Clout with retailers	
Pricing	Can list your books for free Change price at all your stores by changing price on your book's publishing page	Can list your books for free Change price at all your stores by changing price on your book's publishing page
Pricing - Territorial	Territorial - you control the price of your book in various currencies	Territorial - you control the price of your book in various currencies
Exclusivity	No exclusivity required	No exclusivity required
Pre-orders	Yes – up to 1 year With and without assets Must upload book no less than 10 days out from release	Yes – 90 days to 1 year out With and without assets Must upload book no less than 10 days out from release
Publicity	Smashword exclusive promotions Mark Coker promotes Smashwords authors publicly	









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