

SELLING ON AMAZON

Whether you're starting a new venture or adding a sales channel to your existing business, Selling on Amazon is an excellent way to boost revenue. When you sell on Amazon.com, your inventory becomes a part of our catalog. That means your products show up in search results and are available to millions of Amazon shoppers.

Two Sell on Amazon programs are available based on your selling needs:

Professional Sellers pay a \$39.99 per month subscription fee and referral fees for products that sell. Products sold in media categories are also subject to the additional variable closing fees shown below. Professional Sellers get access to advanced tools in sellercentral.amazon.com for managing their Amazon business and can add new items to the Amazon catalog. [Sign up](#) for a Professional Seller account if you think you will sell more than 40 items per month.

Individual Sellers pay a \$0.99 per item transaction fee plus referral fees and variable closing fees for products that sell. Products sold in media categories are subject to the variable closing fees shown below. Individual Sellers get access to basic listing tools in their Amazon account settings and can only list items that are already being sold on Amazon.com. [Learn more](#).

FEES FOR MEDIA PRODUCTS (Books, CD and Vinyl, Videos, DVDs, Video Games, Software, and Computer Games)

Selling Fees

When you sell on Amazon, you'll pay a referral fee and a variable closing fee for each media product sold. Media referral fees are based on item price.

Media Category	Referral Fee (% of price)	Variable Closing Fee (Fixed per item)
Books	15%	\$1.35
CD and Vinyl	15%	\$0.80
DVD	15%	\$0.80
Software & Computer Games	15%	\$1.35
Videos VHS	15%	\$0.80
Video Games	15%	\$1.35
Video Game Consoles	8%	\$1.35

Shipping Fees (Fulfilling Orders)

When you fulfill orders yourself, Amazon sets the shipping fees charged to buyers for Books, CD and Vinyl, Video, and DVD products. We charge these shipping fees based on the product category and the shipping service selected by the buyer, and then we pass the amount on to you.

[See shipping credit information](#)

For products that Amazon fulfills for you, we will charge for processing each order, for packing each unit in the order and for the weight of the units in each order. Rates vary based on product type, size, shipping speed and fulfillment channel.

[Learn more about Fulfillment by Amazon](#)

EXAMPLE 1: Professional Seller Media Products

Item Sold: Book
Item Price: \$10
Standard Shipping Credit: \$3.99

	You Fulfill	Amazon Fulfills
Item Price	\$10.00	\$10.00
Shipping Credit	\$3.99	(no shipping credit)
Referral Fee (15% for Books)	(\$1.50)	(\$1.50)
Variable Closing Fee (\$1.35 for Books)	(\$1.35)	(\$1.35)
Shipping Cost/Fulfillment by Amazon Fee	\$0	(\$.73)*
Sale Proceeds	\$11.14**	\$6.42

*Based on standard shipping rates for a book—6.7 x 4 x 1.3 inches, 0.55 pounds

**To determine true sales proceeds, calculate your packing & shipping costs and subtract from this figure.

FEES FOR NON-MEDIA PRODUCTS

Non-media referral fees are based on the total proceeds from sales—product price, shipping and handling, gift-wrap, etc.—excluding taxes and customs duties.

Selling Fees

Category (Non-Media Product)	Referral Fee	Category Availability
Automotive Parts & Accessories	12%	Pre-approval required
Baby Products (excluding Baby Apparel)	15%	Open
Beauty	15%	Open for Professional Sellers only
Camera & Photo	8%	Open
Cell Phones & Accessories	15%	Open for Professional Sellers only
Unlocked Cell Phones	8%	Open for Professional Sellers only
Clothing & Accessories	15%	Pre-approval required ¹
Consumer Electronics	8%	Open
Grocery & Gourmet Food	15%	Open for Professional Sellers only
Health & Personal Care	15%	Open for Professional Sellers only ²
Home & Garden (including Pet Supplies) ³	15%	Open
Industrial & Scientific (including Foodservice)	12%	Pre-approval required ¹
Jewelry	20%	Pre-approval required ¹
Kindle Accessories	25%	Pre-approval required ¹
Kitchen	15%	Open
Motorcycles, ATV & Protective Gear	12%	Pre-approval required ¹
Musical Instruments	12%	Open
Office Products	15%	Open
Personal Computer	6%	Open
Shoes	15%	Pre-approval required ¹
Sports & Outdoors	15%	Open
Tools & Home Improvement	12%	Open
Toys & Games ⁴	15%	Open
Watches	15%	Pre-approval required ¹

Shipping Fees (Fulfilling Orders)

When you fulfill non-media orders as a Pro-Merchant, you determine the shipping fees charged to the customer. Referral fees are based on the total proceeds from the sale, including shipping fees.

EXAMPLE 2: Professional Seller Non-Media Products

Item Sold: Camera
Item Price: \$200
Shipping Credit: \$7.00

	You Fulfill	Amazon Fulfills
Item Price	\$200.00	\$200.00
Shipping Credit	\$7.00	(no shipping credit)
Referral Fee (8% for Camera & Photo)	(\$16.56)	(\$16.00)
Shipping Cost/ Fulfillment by Amazon Fee	\$0	(\$3.23)*
Sale Proceeds	\$190.44**	\$182.37

*Based on standard shipping rates for camera—6.2 x 5.6 x 2.3 inches, 3 pounds

**To determine true sales proceeds, calculate your packing & shipping costs and subtract from this figure.

FULFILLMENT BY AMAZON

Amazon has created one of the most advanced fulfillment networks in the world, and with Fulfillment by Amazon (FBA), your business can benefit from our expertise. Store your products in our fulfillment centers, and we'll pack and ship them to your customers.

Super Saver Shipping & Amazon Prime

FBA Listings on Amazon.com are eligible for FREE Super Saver Shipping & Amazon Prime.

Trusted Customer Service and Returns

Amazon handles all customer services and returns for your FBA listings on Amazon.com.

Competitive Pricing

Amazon assumes FBA products will ship for free when sorting offers, so FBA listings are often displayed ahead of similarly priced offers.

Multi-Channel Fulfillment

Store your inventory at an Amazon fulfillment center and FBA can fulfill your orders from other sales channels.

¹ Categories requiring pre-approval are not available to individual sellers.

² Pre-approval required for Sexual Wellness products.

³ The Home & Garden store includes seasonal Lawn and Garden products such as Pool Supplies, Landscaping Equipment and Supplies, Snow Removal Equipment, and Generators.

⁴ Toys & Games has Holiday Selling Guidelines.