Hybrid Publishing Overview: Publishing Models Compared

Feature	Traditional Publishing	Hybrid Publishing (Spellwings Model)	Vanity / Subsidy Publishing
Who Pays Up Front	Publisher covers all costs	Author and publisher share costs transparently	Author pays all costs, often inflated
Royalty Split	Author 8–15% of *cover price* (or ~25% of net)	Author 60–80% of *net receipts*	Author receives small % (if any) after recoupment
Copyright Ownership	Publisher holds rights for contract term	**Author retains full copyright**	Often requires partial or full transfer of rights
Editorial Selection	Highly selective; publisher invests all capital	Selective; publisher invests time & partial funds	Accepts nearly all submissions to earn fees
Production Quality	Professional	Professional, same industry standards	Variable; often templated or low-quality
Distribution	Publisher handles trade distribution	Publisher handles Ingram, KDP, eBook platforms	Limited; often “available online” only

Marketing Support	Publisher-led; author expected to contribute	Collaborative; optional paid campaigns available	Usually minimal or nonexistent despite promises
Transparency of Costs	Costs are internal, not shown to author	**Fully transparent, itemized cost-sharing**	Costs hidden or misleadingly bundled
Author Creative Control	Limited; publisher has final say	Shared decision-making	Superficial control; author still pays
Rights Reversion	After long term or upon request	**Automatic after 3 years or out-of-print**	Often no reversion clause
ISBN & Publisher of Record	Publisher	**Spellwings Press (registered)**	Vanity company (author often cannot access ISBNs)
Goal	Profit for publisher	Partnership and fair profit-sharing	Revenue from author fees
Ethical Standard (IBPA/ALLi)	Established	**Compliant (Spellwings Press follows IBPA & ALLi)**	**Not compliant**
Typical Example	HarperCollins, Orbit, Tor	**Spellwings Press, She Writes Press, Greenleaf Book Group**	Author Solutions, Page Publishing, Xlibris