

# Should You Choose **Kindle Unlimited** or **Wide** in 2025?

Your quick decision-making checklist for smarter publishing.

Choosing between Kindle Unlimited (KU) and Wide distribution can shape your income, reach, and growth in 2025. Use this framework to make the right choice for YOUR author Career

Feature	Kindle Unlimited (KU)	Wide Distribution (Self-Purchase)
Exclusivity	Required (Amazon only)	Not required (all platforms)
Royalties	\$4.50–\$5.00 / 1,000 pages read	60–70% sales royalties (90%+ direct)
Best For	Romance, Thrillers, Sci-Fi, Mystery	Nonfiction, Niche genres, Global reach
Visibility	High (Amazon algorithm boost)	Slower, requires external marketing
Control	Limited (Amazon rules)	Full control over pricing & promos
Risk	Amazon policy changes	Fragmented sales platforms

## Decision Checklist

Do I write in bingeable genres like romance or thrillers? → **Go KU** Do I want to reach readers outside Amazon (Apple, Kobo, Google Play)? → **Go Wide** Am I comfortable with exclusivity? → **Go KU** Do I want multiple income streams, including direct sales? → **Go Wide** Is fast visibility my priority? → **Go KU** Am I building a long-term global brand? → **Go Wide**

■ Many authors start in KU to build traction, then move Wide after 90 days. This strategy gives you the best of both worlds.

■ Want more publishing guides & free resources?

■ Visit [PassionOnPages.com](https://PassionOnPages.com)