

# PRINT ON DEMAND

## PROFIT

## CALCULATOR

Sample calculations for

- T-shirts
- Hoodies
- Mugs
- Throw blankets



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***The Print on Demand Series***

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# PROFIT CALCULATOR REFERENCE GUIDE

Quick-reference profit calculations for Etsy + Printful products — formula, 5 worked examples, margin benchmarks, and a blank template to calculate any product.

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## Etsy + Printful Profit Formula

Use this formula to calculate your net profit before setting any retail price. Replace the example figures with your actual platform fees and current supplier costs.

```

Net Profit = Sale Price
            - Production Cost
            - Etsy Transaction Fee (6.5%)
            - Etsy Payment Processing (3% + $0.25)
            - Listing Fee ($0.20, amortised per unit sold)
  
```

## 5 Worked Examples

All calculations use current Etsy fee structure. Production costs are approximate — verify on your chosen Printful pricing page before setting retail prices.

PRODUCT	SALE PRICE	PRODUCTION	ETSY FEES	LISTING	NET PROFIT	MARGIN
T-Shirt	\$24.99	\$11.50	\$2.62	\$0.05	<b>\$10.82</b>	<b>43%</b>
Hoodie	\$59.99	\$28.00	\$5.95	\$0.05	<b>\$25.99</b>	<b>43%</b>
Mug	\$18.99	\$8.25	\$2.05	\$0.05	<b>\$8.64</b>	<b>46%</b>
Canvas Print (12x16)	\$44.99	\$18.00	\$4.52	\$0.05	<b>\$22.42</b>	<b>50%</b>
Throw Blanket	\$64.99	\$28.50	\$6.42	\$0.05	<b>\$30.02</b>	<b>46%</b>

### Production Cost Warning

Production costs vary by supplier, product variant, and location of fulfilment centre. Always verify current pricing directly on Printful's pricing page before setting your retail prices. A cost change of \$1–2 can shift your margin by 5–10 percentage points on lower-priced items.

## Your Blank Calculation Template

Use this template to calculate net profit for any product before you list it. Fill in your actual figures and verify the result before going live.

LINE ITEM	YOUR FIGURE	NOTES
Sale Price (A)	\$ ____ . ____	Your retail price on Etsy
Production Cost (B)	\$ ____ . ____	From Printful pricing page
Etsy Transaction Fee ( $C = A \times 6.5\%$ )	\$ ____ . ____	Multiply sale price by 0.065
Etsy Payment Processing ( $D = A \times 3\% + \$0.25$ )	\$ ____ . ____	Multiply by 0.03, then add \$0.25
Listing Fee (E)	\$0 . 05	Approx. \$0.20 amortised over ~4 sales
<b>NET PROFIT = <math>A - B - C - D - E</math></b>	<b>\$ ____ . ____</b>	Your actual take-home per sale
<b>MARGIN = <math>\text{Net Profit} \div \text{Sale Price} \times 100</math></b>	<b>____ %</b>	Target: 40% minimum

## Margin Benchmarks

Use these as reference points when pricing new products.

MARGIN	STATUS	WHAT TO DO
<b>Below 30%</b>	<b>⚠ Too thin</b>	Raise the price or find a lower-cost supplier. Thin margins leave no room for promotions or returns.
<b>30–40%</b>	<b>✓ Acceptable</b>	Workable, but leaves limited room. Monitor supplier costs closely and look for bundle opportunities.
<b>40–50%</b>	<b>✓✓ Healthy</b>	The target range for most POD products. Enough margin to run occasional discounts without losing money.
<b>50%+</b>	<b>✓✓✓ Excellent</b>	Strong pricing power. Can support paid promotion, bundle discounts, and return costs without eroding profit.

### Pricing Strategy Tip

The worked examples above all land in the 43–50% margin range — which is why these product types are recommended starting points for POD sellers. When in doubt, aim for 45%+ margin before listing. It gives you room to run a 10–15% launch discount without going below your minimum acceptable profit.

## **Know your numbers before you list.**

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