



What Are Artists Like You Charging?

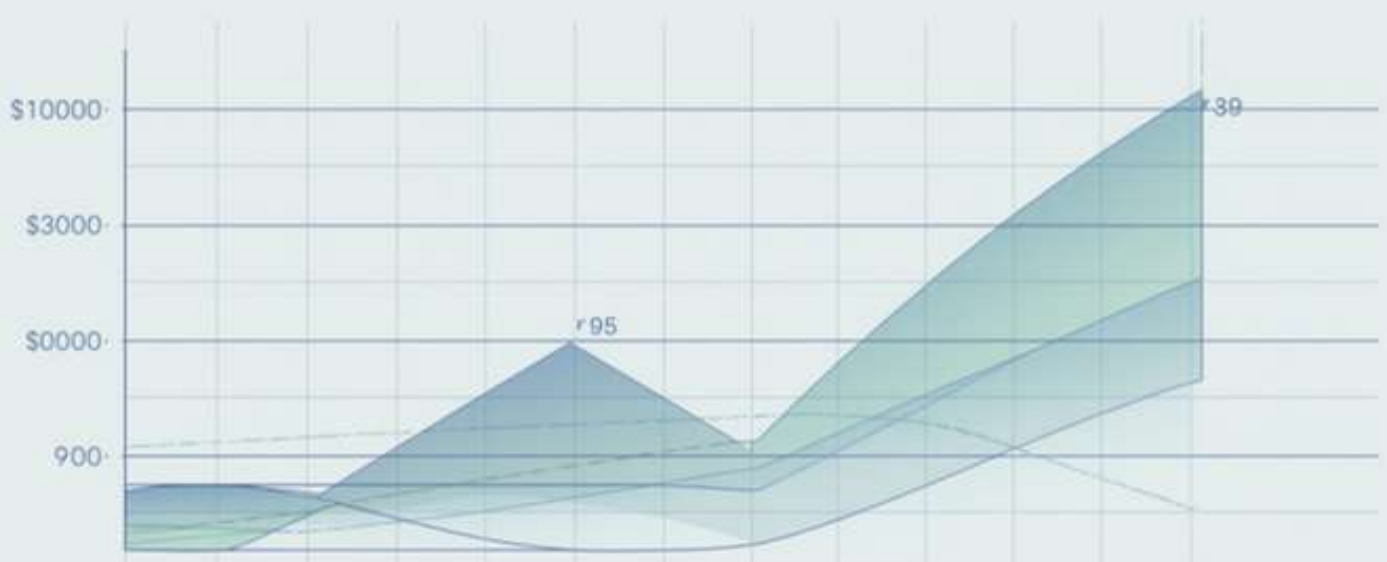


An Independent Artist
Pricing Index

 **Art Marketing News**

Insights into Pricing: A Comprehensive Overview

In this sample, the median asking price is \$1,150. The middle 50% of observed asking prices runs from \$550 to \$2,500, while the full observed span is \$100 to \$20,000.



“Pricing art is as much about perception and emotion as it is about materials and size; formulas cannot capture the full story.”

– Art Pricing Insights

1,150

Median asking price

550–
2,500

Middle 50% range

100–
20,000

Overall price span



Understanding Our Research and Its Implications

We examined the publicly listed asking prices of 250 original artworks in August 2026. All prices are in U.S. dollars. The sample includes varied sizes, media, price points, and selling environments.

Artist stores are controlled by individual artists; curated online galleries select the artists or works they represent; and marketplaces allow many artists to list through a shared platform.

These are asking prices—not confirmed sales. Use the findings as directional context, not as recommended prices or a representation of every artist or market.



Overall Price Range

Examining the span from extremes to the median

The observed asking prices span from \$100 to \$20,000. The sample median is \$1,150, and the middle 50% of observed prices falls between \$550 and \$2,500.

The wide range shows why another artist's price cannot determine yours. Size, selling context, reputation, audience, and the artwork mix all matter. Use the observed \$550–\$2,500 middle range as context—not as a rule or recommended price.

Finding your range

Price Span

The full price spectrum is **\$100 to \$20,000**, showcasing extremes.

Lower Quartile

One quarter of works are priced **below \$550**, indicating entry-level positions.

Median Price

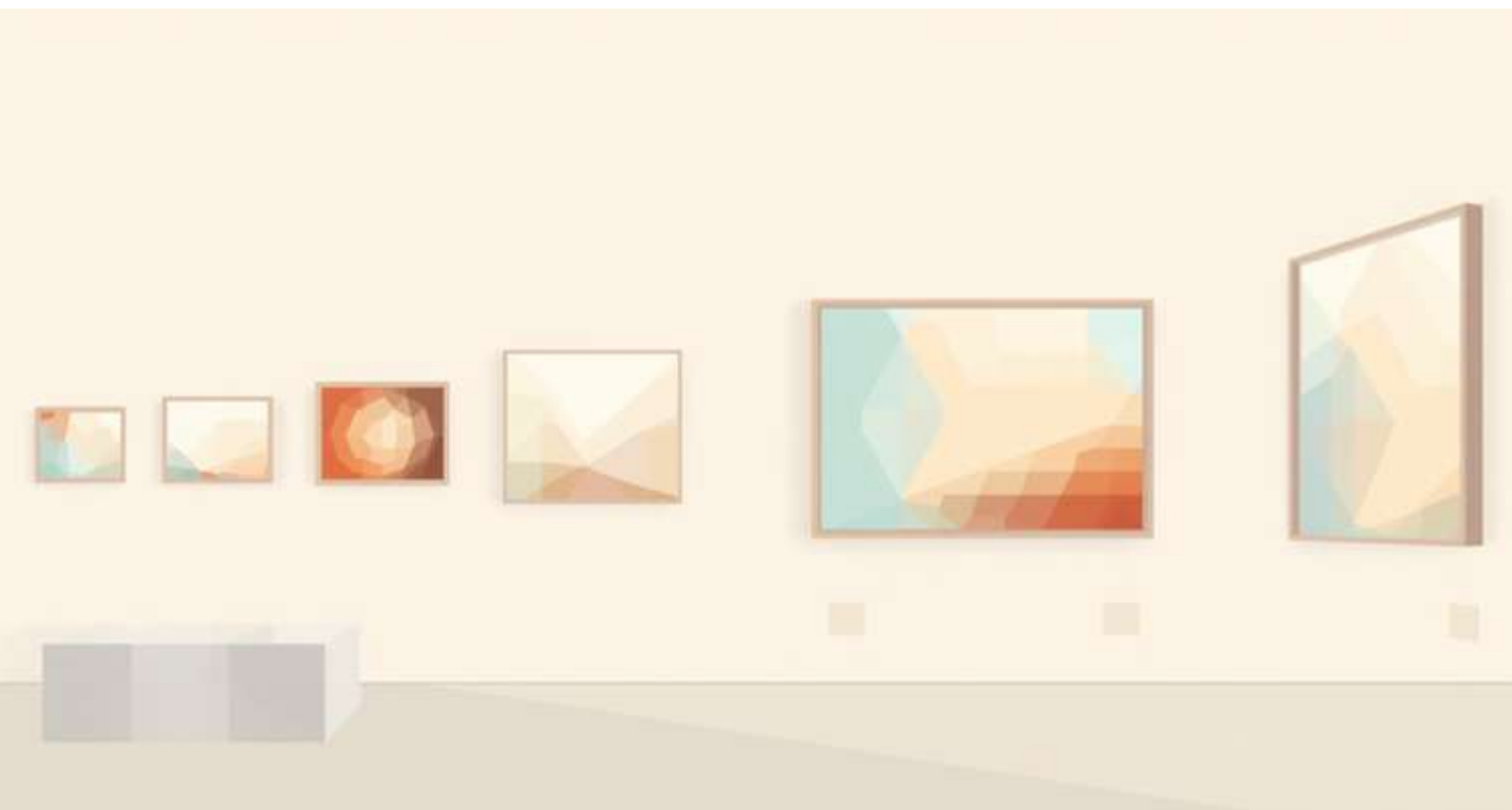
The sample median is \$1,150: half the observed asking prices are lower and half are higher.

Upper Quartile

Conversely, **one quarter** of works exceed **\$2,500**, representing high-end offerings.

The size of artwork strongly influences its pricing structure

Larger works generally command higher prices, reflecting the increased material costs and the artist's investment of time and creativity, enhancing perceived value among buyers.



Size

SMALL

Middle \$375

MEDIUM

Middle \$675

LARGE

Middle \$1,438

OVERSIZE

Middle \$3,300



Financial Summary

\$375

Small Work

\$675

Medium Work

\$1,438

Large Work

Selling Context Matters

Selling context and artwork mix can influence observed asking prices. In this sample, the median was \$890 for artist-controlled stores, \$1,150 for curated online galleries, and \$2,057 for marketplaces.



These figures do not prove that one channel produces better prices. Each group may contain a different mix of artists, sizes, media, and price points. Treat the medians as context—not as a direct channel-performance comparison.

ARTIST STORES

Median \$890

CURATED GALLERIES

Median \$1,150

MARKETPLACES

Median \$2,057

CONTEXT NOTE

**Interpret
carefully**

Different
artwork
mixes—not
a controlled
comparison



Observed Median
Asking Prices
\$890 \$1,150

Artist Stores

Curated Galleries

\$2,057

Marketplaces

Medium Alone Explains Less

The medium used in artwork does not always correlate with pricing. While artists often believe specific materials enhance value, market demand and context frequently overshadow medium choices, leading to varied pricing across similar works.



Artists should focus on the **broader context** of their work, including the audience and market dynamics, rather than fixating solely on the medium. Pricing strategies should reflect the unique aspects of each piece and the artist's relationship with potential buyers, ensuring a fair valuation that resonates with the art community's expectations and standards.

Medium

OIL

Middle \$1,288

ACRYLIC

Middle \$1,700

WATERCOLOR

Middle \$475

MIXED MEDIA

Middle \$1,150



Financial Summary

\$1,288

Oil Middle

\$1,700

Acrylic Middle

\$475

Watercolor Middle

Price Per Square Inch

Understanding its role and limitations in determining artwork value

Price per square inch can provide a rough estimate for comparing artworks. However, this metric is often oversimplified, failing to account for factors like medium, artist reputation, and market demand. It's essential to consider these aspects for a more accurate assessment.

While price per square inch serves as a useful **benchmark**, relying solely on this metric can lead to mispricing. Smaller works may be undervalued while larger pieces can end up overvalued. Artists should use this information as a guide but not a definitive measure of worth.

Use wisely

Oversimplification

Price per square inch can misrepresent the value of artwork.

Context Matters

Consideration of medium and market can change pricing perspectives.

Market Influence

Market demand and artist reputation significantly impact pricing beyond size.

Use as a Guide

Utilize this metric as a starting point for broader pricing discussions.

Artists Have a Pricing Ladder, Not a Single Price

A useful pricing ladder gives buyers more than one way to begin or deepen a relationship with your work.

ENTRY — smaller works or accessible formats

CORE — the work you sell most often

SIGNATURE — larger, rarer, or more ambitious pieces

The levels should feel related, not random. Each one needs a clear role, realistic costs, and a price that supports the rest of your business.



COSTS

Have materials, framing, shipping, fees, or overhead increased?

BUYERS

Are the buyers you want accepting your current price range?

RESULTS

Are actual sales supporting your assumptions—or challenging them?

— A practical pricing check

Good pricing evolves with your work, your market, and what your sales are telling you.

Market trends carry weight, but your own data and insights are more valuable.

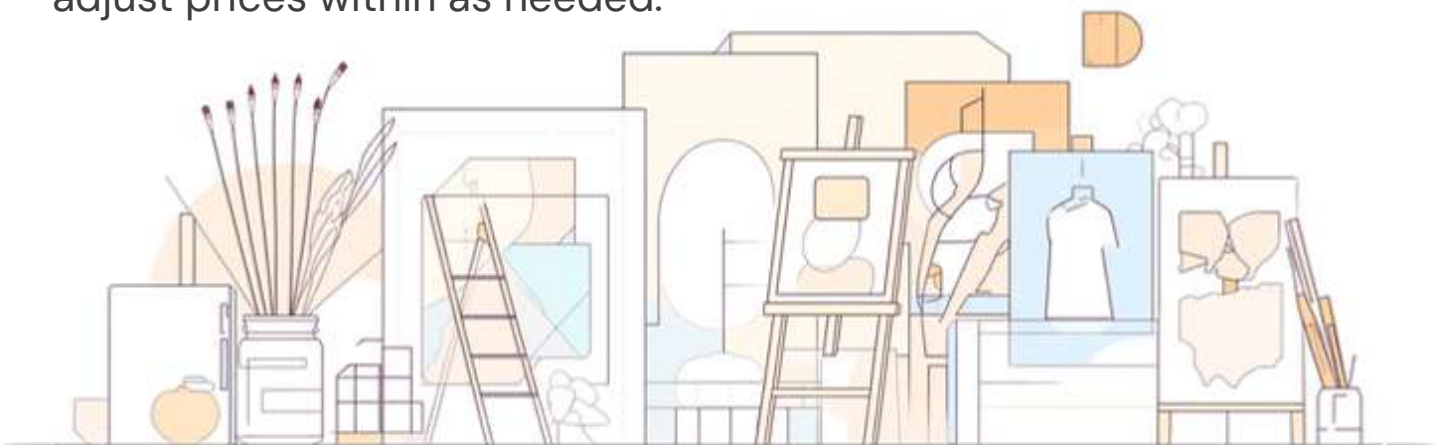


Turn the Benchmark Into a Pricing Decision

Use this report to make a more informed pricing decision.

1. Start with the kind of work you're pricing—its size, medium, and other relevant characteristics.
2. Find the closest comparisons in the report and in your own market.
3. When possible, look for evidence of what buyers actually paid, not just the artist's asking price.
4. Make sure your price covers the costs of creating and selling the work—and leaves you with a reasonable profit.
5. Use what you learn to choose a starting price, then adjust it as you gain real sales experience.

Market benchmarks provide useful context. Your own costs, buyers, and sales results will tell you whether the price works for your business. Develop a system you can rely on, use repeatedly, and adjust prices within as needed.



Introducing the Artist Income & Pricing Forecaster

Because what you keep matters more than what you make.

Artist A makes \$50,000 in gross sales and keeps \$10,000. Artist B makes \$40,000 and keeps \$15,000. It happens all the time.

Understanding your whole financial picture helps you make better decisions about your prices, sales, and expenses—and keep more of what you earn.

The Artist Income & Pricing Forecaster is an easy-to-use workbook. Enter your estimates to see your expected annual and monthly take-home income. Then compare realistic scenarios to see how changes to your prices, sales, and costs could affect the result.

- **Conservative, Realistic, and Stretch forecasts**
- **Side-by-side scenario comparison**
- **Practical companion guide**
- **One-time payment**
- **Lifetime use**
- **Works with Microsoft Excel and compatible spreadsheet apps.**



**GET THE ARTIST
INCOME & PRICING
FORECASTER — \$17**

My goal goes beyond helping artists bring their work to market. I want to help you build a rewarding, sustainable career. Even a modest improvement in what you keep from each sale can add up to thousands of dollars over a long career. The Forecaster helps you see where those improvements may be possible.

Barney Davey