

Art Pricing Formula Cheat Sheet

Cheat sheet for pricing your art with a clear, repeatable system (UK, GBP)



Mindset shift: you are not pricing the emotion. You are pricing the value: your skill, time and creative vision.

1. Choose your "home base" method (tick one)

- ☐ Cost-Plus (best for commissions and variable time/materials)
- ☐ Square Inch (best for 2D originals and consistent sizing)

Tip: sanity-check one method against the other if numbers feel off.

2. Cost-Plus Formula

(Hourly wage x hours spent) + materials cost = base price

Materials total (track everything): £ _____

Hours worked (track honestly): _____ hours

Hourly wage (set a professional rate): £/hour _____

Base price (your take-home if no gallery): £ _____

Notes:

- Count partial materials fairly (example: half a £20 tube = £10).
- This guarantees you are paid for time and expenses.

5. Market context check

- Compare artists at a similar career stage, medium, and size range.
- If you are far above the ballpark, adjust your rate or multiplier for now.
- If you are suspiciously low, remember low prices can signal low value.
- As you sell consistently, raise prices in small, confident steps.

3. Square Inch Formula (2D standard)

(Height in inches x width in inches) x multiplier = price

Height (in): _____ Width (in): _____

Total sq inches (H x W): _____

Multiplier (£ per sq inch): £ _____

Price: £ _____

Multiplier guide:

- Emerging: £1 to £3
- Mid-career: £4 to £7
- Established: £10+

Note: very large works can justify an uplift beyond the formula, though, be warned - prices can increase exponentially.

4. Gallery Commission Rule

(If a gallery takes commission, price for it from day one.

Typical example: 50% commission

Retail price = your take-home x 2 (for 50%)

Your take-home target: £ _____

Retail price needed: £ _____

Professional rule: keep prices the same everywhere (do not undercut).

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6. Tiered offerings (price points that build collectors)

<u>Tier</u>	<u>What it is</u>	<u>Typical Price Point</u>
Top tier:	Originals (one-of-a-kind)	Typical: £ _____
Mid tier:	Limited edition prints (signed giclee)	Example: around £200
Entry tier:	Open prints and small goods (postcards, totes)	Example: around £25

Final checklist (tick before you publish a price)

- ☐ I included all material costs and tracked hours honestly.
- ☐ My hourly wage or multiplier is professional, not random.
- ☐ If I sell through galleries, I built commission into the retail price.
- ☐ My prices are consistent everywhere (no undercutting).
- ☐ I checked the market ballpark for similar artists and sized work.
- ☐ I will state my price clearly and confidently.

