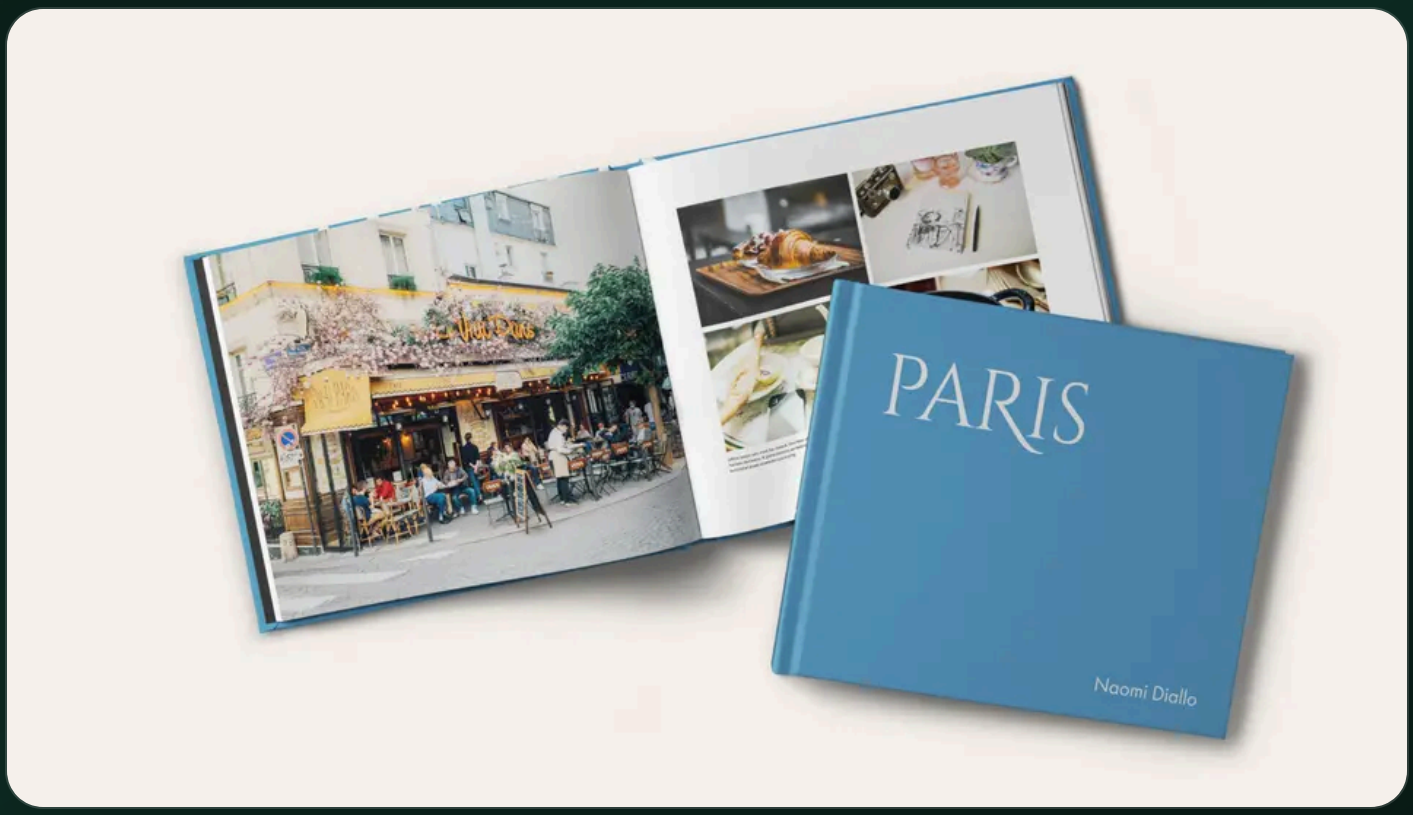
ToolGPA

NOVEMBER 2026

Blurb

The Insider's Guide

Print-on-demand photo books, books, magazines and wall art



Every plan, grade, refund rule and rival among print-on-demand and dropshipping services, read from Blurb's own pages.

Made by Blurb · checked Nov 12, 2026 · toolgpa.com

2.4
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Blurb's own pages, its app-store listings and our grades. Every fact in it is on Blurb's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 11 of the 30 other print-on-demand and dropshipping services we grade

Blurb prints custom photo books, paperbacks, hardcovers, magazines, notebooks and wall art, one copy at a time or in bulk. Creators design with Blurb's own tools or upload a PDF, then buy copies or sell them through an Instant Store, the Blurb Bookstore, retail distribution to Amazon and Ingram, or Blurb's print API. There is no subscription; you pay per printed product.

To get you started, here are **8 things to know about Blurb**, taken from its own pages and our grades.

> "
>
> **Retail listing does not cover every format.**
>
> From our report card of Blurb

1 **Best for printing your own photo books and paperbacks**

Blurb prints photo books, paperbacks, hardcovers and magazines on demand, with design tools in a browser, BookWright and Adobe plug-ins.

2 **It is free**

Blurb has no paid plan at all. No subscription. Blurb says there are no upfront costs; you pay per printed product, with books from US $8.99 and photo books from US $12.00.

3 **It runs on 3 platforms**

Web, macOS and Windows.

4 **Book design tools**

BookWright is a desktop app for Mac and Windows, and there is an online editor, a PDF uploader, and plugins for Adobe InDesign, Lightroom Classic and Photoshop.

5 **Wide range of formats**

Photo books in six sizes, paperback and hardcover books, magazines, notebooks and journals, and wall art, each with its own paper options.

6 **Instant Store**

A hosted product page for selling a book directly, which Blurb says has no subscription or extra fees. Blurb prints and ships each order.

7 **A 2.4 GPA, above 11 of 30**

That is against the other print-on-demand and dropshipping services we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

Blurb is free, so making your own would save you nothing.

Blurb at a glance

PRICING Free	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web, macOS, Windows
MADE BY Blurb	CATEGORY Print on Demand & Dropshipping
OUR GRADE 2.4 GPA, fair	

The report card

Best for printing your own photo books and paperbacks

Blurb prints photo books, paperbacks, hardcovers and magazines on demand, with design tools in a browser, BookWright and Adobe plug-ins. There is no subscription, but every copy is paid for: books start at $8.99, and a 12 by 12 inch hardcover photo book starts at $67. Retail listing does not cover every format.

TOOLGPA REPORT CARD **Blurb** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No subscription. Books start at US $8.99 and photo books at US $12.00, rising with size and pages, and the pricing page shows a 12 by 12 inch hardcover at US $67.00.
Free plan and trial	B	No setup fee or subscription, and the design tools cost nothing. But every printed copy is paid, so nothing leaves the building free.
Features	C	Design tools, many formats, an Instant Store, retail distribution, bulk printing and a print API. Not every format can go to retail, and there is no hosted storefront on that route.
Ease of use	C	No store rating on record. You design the book yourself, in a browser, BookWright or an Adobe app.
Platforms and integrations	B	Web, Mac and Windows, with Amazon, Ingram and Adobe links, plus a print API. No phone app is listed.

Grade point average Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Blurb is for

- ✓ Fits if you want a few printed copies of a book with no setup fee
- ✓ Works for authors who sell through Amazon or Ingram retail distribution

Who it is not for

- ✗ Pricey if you want large formats: a 12 by 12 inch hardcover photo book starts at $67
- ✗ Skip it if you want every format in retail, as not all can go to distribution and retail fees vary
- ✗ Watch out: BookWright runs on Mac and Windows only
- ✗ Watch out: retail distribution lists the book on the retailer's page, with no Blurb storefront on that route

Good to know

Good for

- ✓ Photographers and artists making photo books and wall art
- ✓ Authors who want a book on Amazon and Ingram without paying a subscription
- ✓ Teams or clients that need a run of 10 or more copies

Worth knowing

- ⓘ Prices are per product and rise with size and page count: a 12 x 12 inch hardcover photo book with an image wrap starts at US $67.00 on the pricing page.
- ⓘ Not every format can go to retail distribution, and retail fees vary by retailer.
- ⓘ Retail Distribution lists the book on the retailer's own page; there is no hosted storefront from Blurb on that path.
- ⓘ BookWright runs on Mac and Windows only; the other design tools run in a browser or inside Adobe apps.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Free

No paid plan at all

Blurb is free to use.

> **No setup fee or subscription, and the design tools cost nothing.**
>
> From our grade for free plan and trial

PAY PER PRODUCT

$0

No subscription or setup fee. The pricing page lists starting prices per product: paperback and hardcover books from US $8.99, photo books from US $12.00, magazines from US $7.00.

The free plan

No subscription. Blurb says there are no upfront costs; you pay per printed product, with books from US $8.99 and photo books from US $12.00.

Read from blurb.com on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

Volume discounts from 10 copies

Blurb says volume discounts on printing start at 10 copies, and bulk printing services cover 100 or more copies with custom quotes.

Stated on blurb.com

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, macOS and Windows

Print-on-demand photo books, books, magazines and wall art. Here is what it does, as its own site describes it, and what it covers: public API, online store, print on demand.

> **Design tools, many formats, an Instant Store, retail distribution, bulk printing and a print API.**
>
> From our grade for features

Book design tools

BookWright is a desktop app for Mac and Windows, and there is an online editor, a PDF uploader, and plugins for Adobe InDesign, Lightroom Classic and Photoshop.

Wide range of formats

Photo books in six sizes, paperback and hardcover books, magazines, notebooks and journals, and wall art, each with its own paper options.

Instant Store

A hosted product page for selling a book directly, which Blurb says has no subscription or extra fees. Blurb prints and ships each order.

Retail distribution

Books can be listed on Amazon, through Ingram's network to bookstores and libraries, or on the Blurb Bookstore, with ISBN support included.

Bulk printing

Volume discounts start at 10 copies on printing, and bulk services with custom quotes and dropshipping to several addresses are offered for 100 or more copies.

Print API

Blurb says its RPI Print API has no fees or minimums and white-label packaging, for developers who want to connect a store or app.

Where it runs

Web · macOS · Windows

What it works with

Amazon · Ingram · Adobe InDesign · Adobe Lightroom Classic · Adobe Photoshop

Blurb is made by Blurb.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

11/30

Other print-on-demand and dropshipping services it is graded above

Blurb's GPA of 2.4 is higher than 11 of the 30 other print-on-demand and dropshipping services we grade, and level with 5.

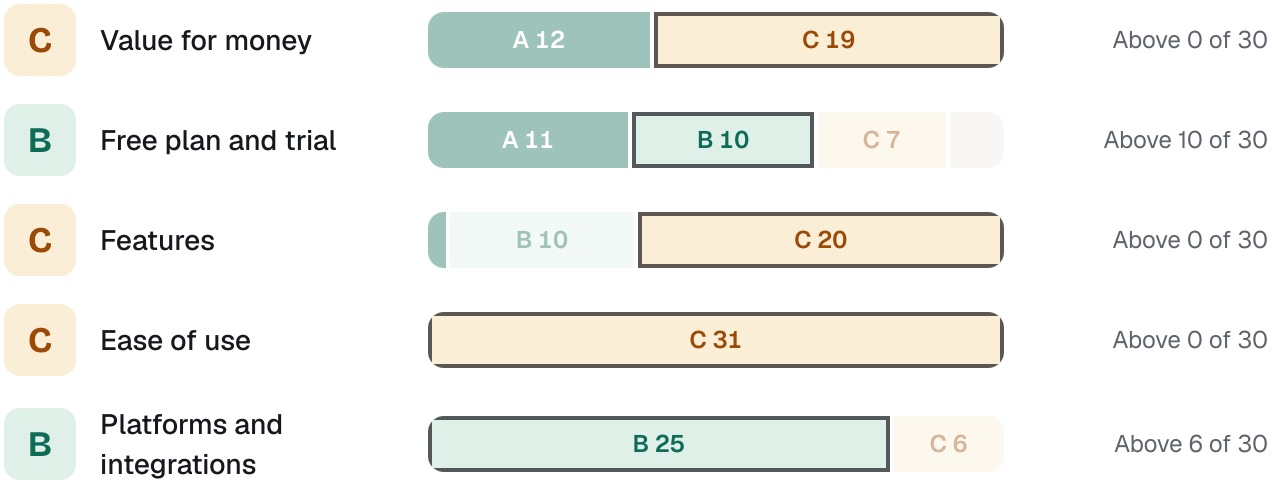
It stands best on free plan and trial (B, above 10 of 30) and worst on value for money (C, above 0).

Blurb has no paid plan.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

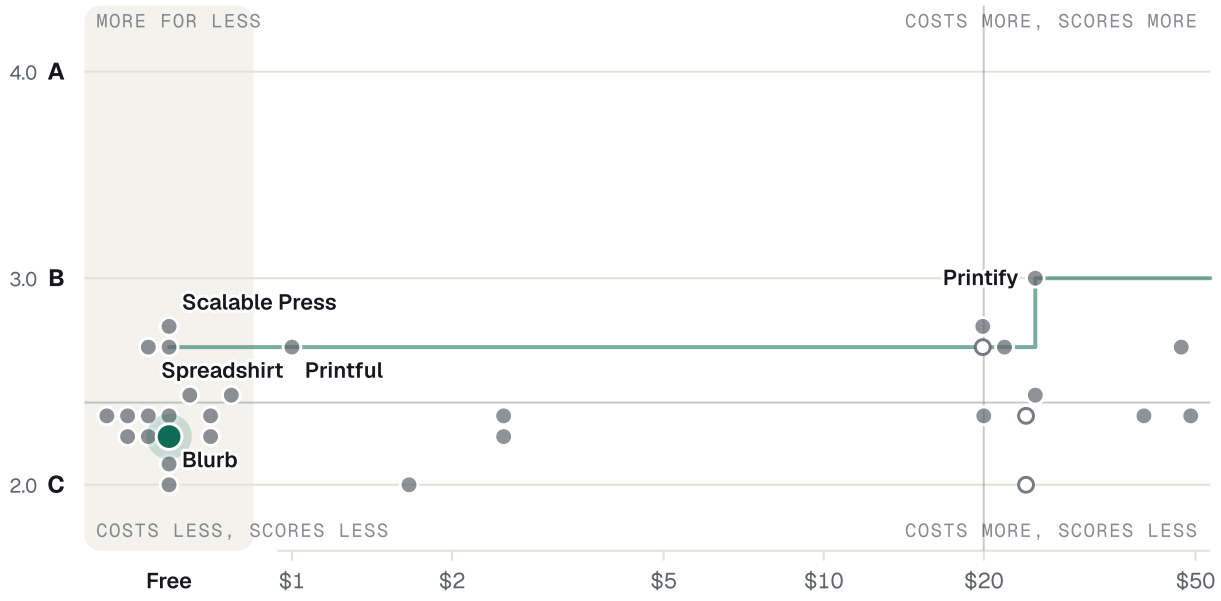
Each grade against the category

Every bar is all 31 print-on-demand and dropshipping services we grade, cut by the letter each got. Blurb's own letter is outlined.



Price against what you get

Each dot is one of 31 print-on-demand and dropshipping services. Further left costs less; higher up scores better on features, ease of use and platforms. Blurb is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

Blurb is free, so making your own would save you nothing.

And it is not the kind of software a weekend replaces.

What you could not

- ✕ Printers that make and ship each order.
- ✕ Checkout, card payments and sales tax handled for you.
- ✕ A real app for macOS and Windows. Something home-made would be a web page.

- ✕ It plugs into other products, Amazon, Ingram and Adobe InDesign among them, and has an API.

What this rests on. Blurb's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Lulu Direct, Amazon KDP, IngramSpark and Fine Art America

The 4 tools Blurb is most often weighed against, with where each one differs from it.

2.2 GPA

Lulu Direct

Free

Print API that prints and ships books to your customers.

- Only Blurb lists macOS and Windows apps.
- Lulu Direct also covers shipping labels.

Blurb and Lulu Direct compared in full

A

2.4 GPA

Amazon KDP

Free

Amazon's free self-publishing for ebooks and print-on-demand books.

- Only Blurb lists macOS and Windows apps.
- Blurb also covers online store.
- Amazon KDP also covers digital downloads and amazon selling.

Blurb and Amazon KDP compared in full

2.2
GPA

IngramSpark

Free

Print-on-demand and wholesale distribution for self-published books.

- Only Blurb lists macOS and Windows apps.
- Blurb also covers online store.
- IngramSpark also covers digital downloads.

Blurb and IngramSpark compared in full

2.8
GPA

Fine Art America

Free plan · from $30/yr

Art marketplace where artists sell prints and products made on demand.

- Only Blurb lists macOS and Windows apps.
- Only Fine Art America lists iOS and Android apps.
- Fine Art America also covers digital downloads.

Blurb and Fine Art America compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Blurb free?

Yes. Blurb is free to use.

How much does Blurb cost?

Blurb lists one plan. Pay per product: $0.

What platforms does Blurb work on?

Blurb is available on Web, macOS and Windows.

Does Blurb offer any discounts?

Blurb publicly lists the following: Volume discounts from 10 copies.

Does Blurb have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Blurb is listed for Web, macOS and Windows.

Does Blurb have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Blurb is listed for Web, macOS and Windows.

Is Blurb open source?

Blurb is not described as open source on its own site, as read on Nov 12, 2026.

Does Blurb have an API?

Yes. Blurb offers a public API, according to its own site.

What does Blurb integrate with?

Blurb's listing names Amazon, Ingram, Adobe InDesign, Adobe Lightroom Classic and Adobe Photoshop.

Who makes Blurb?

Blurb is made by a company of the same name.

What are the alternatives to Blurb?

The closest alternatives to Blurb in our directory are Lulu Direct, Amazon KDP, IngramSpark and Fine Art America.

How does Blurb compare with other print-on-demand and dropshipping services?

Blurb's GPA of 2.4 is higher than 11 of the 30 other print-on-demand and dropshipping services we grade, and level with 5.

Is Blurb good value for money?

ToolGPA grades Blurb C for value for money. Blurb has no paid plan.

Could I make my own version of Blurb?

Blurb is free, so making your own would save you nothing. And it is not the kind of software a weekend replaces.

Where this guide comes from

The prices, plans, platforms and features were read from Blurb's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Blurb's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Blurb. Prices change, so check blurb.com before you buy.

blurb.com/
blurb.com/sell
blurb.com/pricing
blurb.com/bookmaking-tools

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Blurb, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/blurb

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Blurb: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/blurb
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Know someone choosing between print-on-demand and dropshipping services?

Send them this guide: toolgpa.com/tools/blurb/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded print-on-demand and dropshipping services after Blurb, each with an Insider's Guide of its own.

Print on Demand & Dropshipping Insider's Guide

Every one of the 31 print-on-demand and dropshipping services we grade, compared

Printify Insider's Guide

Print-on-demand marketplace with 2,000+ products and 70+ printers

3.4 GPA

CJdropshipping Insider's Guide

Dropshipping supplier and sourcing agent with factory-price products

3.2 GPA

Printful Insider's Guide

Print-on-demand company that makes and ships orders in-house

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Blurb's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Blurb is a trademark of its owner, and this guide is not made, paid for or approved by Blurb. Prices and plans change: check blurb.com before you buy.