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'Fire and Fury' First Week's Sales Sets Record for Publisher Henry Holt
Michael Wolff's Account of the Trump White House is an Instant
No. 1 New York Times Nonfiction Best Seller

NEW YORK, Jan. 11, 2018 – “Fire and Fury: Inside the Trump White House,” by journalist Michael Wolff, has set a new record for the publisher Henry Holt, an imprint of Macmillan Publishers, with an historic rate of sales velocity driven by consumer demand for books across all formats, including physical hardcovers, eBooks and audiobooks, it was announced today by Stephen Rubin, Holt’s president and publisher. The book is already in its eleventh printing in less than one week of publication, with more printings scheduled. A significant number of books will be arriving in stores by the end of the week. The company has 1.4 million hardcover books on order and will have shipped more than 700,000 copies to date. “Fire and Fury” debuts on The New York Times Best Sellers list as the No. 1 nonfiction title on Jan. 21, based on only two days of sales since its release on Jan. 5. It will also be the No. 1 title on the Combined Print and E-Book list.

“The magnitude of demand for ‘Fire and Fury’ was so unprecedented that we felt the only thing to do was break from our planned publication date, which Macmillan has never done in our memory, and make this book available as soon as possible to accounts and readers,” said Don Weisberg, president of Macmillan Publishers. “We have worked with our suppliers and customers to ensure everybody has books as fast as humanly possible, and expect all accounts to have additional stock within the next few days.” Weisberg added, “This could not have happened without the help of the entire community involved in the print and distribution process that we rely on to replenish stock, including the printers, paper manufacturers, our warehouse, truckers, booksellers and our sales force. It has been a thrilling experience to be a part of this.”

“Michael Wolff has written a brave book, one that has resonated with readers and started a national conversation,” said Rubin. “This is a book for the ages that people will read years from now. I feel privileged to be involved with Michael and this book.”

Originally set to publish on Jan. 9, the book was released into the marketplace four days early. The author’s look at the first months of the inner workings of President Trump’s White House drew heavy criticism that sparked an unconventional formal statement from the president’s office, and subsequently a letter from his attorney to cease and desist publication, an action refused by Macmillan, the parent company of Holt. Despite the challenges, the company has worked feverishly with its partners in the bookselling and printing communities to satisfy the consumer demand.

Rubin acquired the book from Andrew Wylie, and negotiated for rights to North America. The Wylie Agency, LLC, in New York and London, holds the foreign rights. John Sterling, editor at large for

Macmillan, edited “Fire and Fury.”

Michael Wolff has received numerous awards for his work, including two National Magazine Awards. He has been a regular columnist for *Vanity Fair*, *New York Magazine*, *The Hollywood Reporter*, *British GQ*, *USA Today* and *The Guardian*. He is the author of six prior books, including the best-selling “Burn Rate” and “The Man Who Owns the News.”

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