



# NEWSmaxMEDIA

## THE PERSEUS BOOKS GROUP

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### **NEWSMAX MEDIA AND PERSEUS BOOKS GROUP INK DISTRIBUTION DEAL FOR HUMANIX BOOKS**

**New York, NY (10/5/15)** —Perseus Distribution, a business unit of The Perseus Books Group, and Newsmax Media announced today that they have entered into agreement to distribute Humanix Books for print sales and distribution in the U.S. and Canada, and e-book distribution globally.

Humanix Books is a subsidiary of Newsmax Media, an online and multimedia company that includes Newsmax TV. Newsmax TV reaches 42 million homes, and the Newsmax Feed Network, a syndicated headline service, reaches more than 52 million unique visitors monthly, according to comScore. Newsmax's own websites deliver timely and compelling news content that touch the lives of more than 10 million unique visitors each month. The company also publishes an award-winning monthly magazine and 16 monthly online/print newsletters focusing on current news, finance, health, politics, and lifestyle content.

“Perseus’s track record as an innovator in the rapidly evolving publishing industry is a great asset for Humanix Books,” Newsmax Media, Inc. CEO Christopher Ruddy said. “Their expertise in the book distribution business, combined with our commitment to use Newsmax’s TV, online and other assets will ensure that Humanix books and authors reach the broadest audience possible.”

“We are gratified that Humanix has chosen to join the Perseus family for their distribution needs,” said David Steinberger, CEO of Perseus Books Group. “Newsmax Media is an extraordinary multi-platform media organization and Humanix is a growing and vital book publishing arm.”

Following on the success of the No. 1 *New York Times* bestseller, *The ObamaCare Survival Guide*, Humanix Books will release nine titles on the Spring 2016 list including *Lessons My Father Taught Me* by Michael Reagan, *30-Minute Millionaire* by investing gurus Peter Tanous and Jeff Cox, and *Cancer Survival Guide* by award-winning medical writer, Charlotte Libov.

## **ABOUT THE PERSEUS BOOKS GROUP**

**The Perseus Books Group** is an independent company committed to enabling independent book publishers to reach their potential, whether those publishers are Perseus-owned, joint ventures or owned by third parties. Perseus publishing imprints include Avalon Travel, Basic Books, Basic Civitas, Da Capo Press, Da Capo Lifelong Books, PublicAffairs, Running Press, Seal Press, and Westview Press, as well as partnerships with The Daily Beast, The Nation Institute, and The Weinstein Company. Through Consortium Book Sales & Distribution, Perseus Distribution, Perseus Academic, Publishers Group West, and Legato Publishers Group, as well as through its Constellation digital service offering which also supports Argo Navis Author Services and Faber Factory Powered by Constellation, The Perseus Books Group is the leading provider of sales, marketing, distribution, and digital services, serving 600 independent publishers. For more information, visit our websites at [www.perseusbooks.com](http://www.perseusbooks.com), <http://www.constellationdigital.com>.

## **About Humanix Books**

Humanix Books, a division of Newsmax Media, specializes in books for independent thinkers from acclaimed experts in health & wellness, finance & investing, and politics & history. Humanix Books is a trade publisher with a unique difference: our unparalleled ability to speak to consumers directly.

## **About Newsmax Media, Inc.**

Founded in 1998 and based in West Palm Beach and Boca Raton Florida, Newsmax Media is a privately held television and online media organization. In addition to being the parent company that is launching Newsmax TV, its media holdings and products include Humanix Books, The Newsmax Feed Network, Newsmax.com, Newsmax Finance, Newsmaxhealth.com, Newsmax Magazine and more than a dozen health and financial online and print newsletters. Newsmax.com is acknowledged as one of the most trafficked politics focused websites reaching more than 10 million unique visitors monthly. Newsmax.com has more than 4 million email subscribers as well as a syndicated news feed network that reaches close to 50 million baby boomers monthly, according to comScore. Newsmax TV's approach has been to offer independent news from a heartland perspective, giving viewers not only the latest on politics and current events, but practical information on health, money and lifestyle.