



September 2, 2017

Dear Regnery Author,

I am writing to inform you of an important decision we have made here at Regnery Publishing. After many years of using the *New York Times*' bestseller list despite what we believe to be a clear bias against conservative books and authors and an underreporting of the bestseller rankings of those books and authors, we have concluded that we cannot in good conscience endorse this list any longer.

We will therefore immediately cease following, tracking, reporting on, promoting and publicizing the *Times*' list and will henceforth use the *Publishers Weekly* bestseller list instead.

As many of you have experienced personally, it appears the *Times* has gathered book sale data in a manner which prioritizes liberal-themed books over conservative books and authors. The net result has been a bestseller list that has increasingly become less relevant to the Regnery audience, and less reflective of which books are actually selling best in the country, regardless of one's political persuasion.

Books that have clearly outsold those at the top of the *Times*' list based on Nielsen BookScan data are placed lower on the list, or eliminated from the list altogether. That's not to say that conservative books and authors don't appear on the *Times*' list, even in the #1 spot, but too often we see what we saw yet again this week: a conservative book that sold more than 12,000 copies – *more than any other book on the Times' list*—placed at #7, while Al Franken's book, which sold 7,600, listed at #3.

I'm certainly not the first person to accuse the *New York Times* of allowing its liberal bias to influence the way it covers the news. But most people still expect the bestseller list to be driven simply by data. Opinions are one thing, data should be immune to political views. Unfortunately, the *Times*' list does not appear to accurately and fully report on sales; oftentimes it seems to reflect what the editors think Americans *ought* to be reading—or perhaps what the editors themselves are reading.

We realize it may be a bit unsettling to our authors that we will no longer use the “*New York Times* Bestseller” moniker. Let me respond in two ways. First, if your book outsells other books in the country, it should appear on the list. If the *Times* treats you fairly, great! If the *Times* does not accurately report sales of ALL titles, whether liberal or conservative, the list has lost its value and their influence will continue to fade. Secondly, I ask you to consider this: we are often told it's foolish to bite the hand that feeds you. I say it's just as foolish to feed the hand that bites you.

As for the Grey Lady, the time has come to say: “this Emperor has no clothes.”

Thank you for your friendship, your partnership, and your support,

Marji Ross
President and Publisher