

RealClearPolitics to Launch Innovative Book Imprint

Custom publishing program will expand opportunities for independent thinkers in the marketplace of ideas

WASHINGTON, D.C., June 10, 2019 — RealClear Media Group, parent company of RealClearPolitics, today announced the launch of its latest content expansion: a new-model book publishing imprint that aims to diversify and disrupt the existing market for political books.

RealClearBooks is a joint venture with Gotham Ghostwriters and Amplify Publishing—the country’s premier ghostwriting agency and a leading hybrid publisher based in Washington, respectively—that fills a market need for timely, high-quality content while providing authors typically ignored by major trade publishers with access to world-class book editorial, production, distribution, and marketing services.

With the 2020 political season fast approaching, RealClearBooks will give thought leaders from across the political and ideological spectrum an opportunity to constructively add to national debates, benefit from the knowledge and reach of the venture’s three experienced partners, and get direct access to RCP’s large, dedicated audience of political readers.

“Today’s political book landscape too often caters to the loudest, most partisan voices,” says Carl Cannon, executive editor of RealClear Media Group. “With our model, RealClearBooks will help bring a greater array of thought-provoking titles and reasoned argument to the national conversation.”

RealClearBooks’ kickoff title will be *Contract to Unite America* by Neal Simon, the most successful independent candidate to run for U.S. Senate in 2018. Simon based his campaign on ending the partisan duopoly and creating a government that puts people over partisanship. Slated for publication in November 2019, *Contract to Unite America* will be a definitive guide to making these goals a reality.

The new imprint will start off using a custom publishing approach powered by one of the world’s top hybrid publishers, with authors financing the creation and publication of their work while retaining ownership of their intellectual property and capturing most of the sales revenue. “But we will have the flexibility over time to partner with authors in different ways,” Cannon adds, “from traditional acquisitions to joint ventures.”

[RealClearPolitics](#) is a trusted source of political news and original commentary, providing cutting-edge analysis of the day’s biggest stories across multiple industries and discourses. For media inquiries, please contact Erin Waters at ewaters@realclearpolitics.com.

[Gotham Ghostwriters](#) is the nation’s leading ghostwriting agency, featuring a network of more than 2,000 accomplished editorial pros who have helped nurture and produce hundreds of best-selling and conversation-shaping books for top political leaders, policy experts, and issue advocates. For media inquiries, please contact Dan Gerstein at dan@gothamghostwriters.com.

[Amplify Publishing](#), an imprint of Mascot Books, is the culmination of more than 15 years of experience acquiring, producing, and promoting books that start conversations. For media inquiries, please contact Naren Aryal at naren@mascotbooks.com.