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Macmillan Publishers Enters into a Sales & Distribution Agreement with Apollo Publishers

New York, NY (January 21, 2026) – Macmillan Publishers announced today that it has entered into a sales and distribution agreement with Apollo Publishers, a boutique publishing house known for its high-end narrative and illustrated adult nonfiction, distinctive packaging, and conversation-driving content.

Founded and led by New York City–based publishing veteran Julia Abramoff, Apollo publishes across three verticals. Its Joie de Vivre list enhances daily living through cookbooks, humor books, and lifestyle titles supporting health and happiness. Its Conversation Drivers vertical spurs new ideas and discussion, publishing sociology, history, memoir, art, and science books. Its Ethical Publishing vertical promotes a better world through titles addressing environmental, social, and global needs.

“We are delighted for our titles to be sold and distributed by Macmillan,” said Publisher Julia Abramoff. “They are a passionate, results-oriented team who value high-quality books and are a powerhouse seller. We immediately saw eye to eye, and this partnership will significantly increase our reach.”

“We are thrilled to partner with Apollo Publishers and look forward to bringing their compelling titles to a wider audience,” said Liz Tzetzso, vice president of Publisher Services and Distribution for Macmillan Publishers.

Under the agreement, Macmillan will handle sales and distribution for Apollo titles in the United States and abroad, including upcoming releases such as *Making Rent* by the Broadway show *Rent*’s music director and featuring a foreword by Neil Patrick Harris, *The Actually Autistic Guide* coauthored by influencer Elora Dodd, and the highly anticipated *Literary Catfights*. The partnership also includes Apollo’s backlist with category best-sellers such as *The World Beneath*, *Mapping America*, *You’ve Goat This*, *Single at Heart*, and *Fire Islands*.

About Apollo Publishers

Defined by titles that are impeccably written, chicly packaged, and tastefully curated, Apollo Publishers's list is exclusively nonfiction and approximately half narrative and half illustrated. Apollo believes that nonfiction can be cool—that intellectually stimulating content masterfully edited and stylishly presented *is* cool, and the brand has pulled inspiration from music, fashion, and beauty industries on its path to becoming a literary maison. The result is a one-stop shop for sophisticated content enhancing lives and conversations. Apollo titles have won multiple awards, received extensive media coverage, and earned praise from booksellers, librarians, reviewers, influencers, and readers alike.

For more information, visit apollopublishers.com.

About Macmillan Publishers

Macmillan Publishers is the U.S. trade company that is part of the Holtzbrinck Publishing Group, a large family-owned group of media companies headquartered in Stuttgart, Germany. Holtzbrinck Publishing Group's publishing companies include prominent imprints around the world that publish a broad range of award-winning books for children and adults in all categories and formats.

U.S. publishers include Celadon Books, Farrar, Straus and Giroux, Flatiron Books, Henry Holt & Company, Macmillan Audio, Macmillan Children's Publishing Group, The St. Martin's Publishing Group, and Tor Publishing Group. In the UK, Australia, India, and South Africa, companies in the Holtzbrinck Publishing Group publish under the Pan Macmillan name. The German publishing company, Holtzbrinck Deutsche Buchverlage, includes among its imprints S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knauer.

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