

The response to *EARTH* has affirmed that superior quality, exquisitely produced books—even in this current economic climate—are still in demand from discerning book lovers and collectors. Interestingly, many of the buyers purchasing *EARTH* are merchant bankers, lawyers and physicians. Distinguished libraries, museums and universities, along with prominent companies are also using the *EARTH* collection as gifts and boardroom adornment.

Bart Rademakey, from Borders Bondi Junction, Australia says, “*EARTH* has been a real eye-catcher here in the store. People are amazed by the beautiful images in the book, particularly the gatefold pages that spread out to show the Earth’s night sky. We are really lucky to have one here on display. Its unique size and selection of images makes it like nothing customers have ever seen before”.

With only 3,000 copies of *EARTH* printed in 2 collections, it is an exquisite time capsule of our world as it stands today, and is likely to be the last atlas of this grandeur to ever be produced. Beautifully presented in a leather-bound case, this hand-bound, hand-numbered, 576-page atlas, weighing 20 kilo (44 pounds), is a statement both in taste and design. The exceedingly high levels of demand for *EARTH* are a testament to its quality and detail.

For media enquiries, images and interviews, please contact Michelle Di Stefano at Millennium House on 02 9970 6850 or [editor@millenniumhouse.com.au](mailto:editor@millenniumhouse.com.au)



**MILLENNIUM HOUSE**

52 Balwarra Road, Elanora Heights NSW 2101 Australia Tel 612 9970 6850 Fax 612 9913 3500 [www.millenniumhouse.com.au](http://www.millenniumhouse.com.au)

# EARTH

## NOT EVERYTHING GOES ON SALE

**Wednesday January 7th 2009**

*EARTH*, the world's most detailed atlas of our time, increased in price by 20% on the 1st January, 2009. The Australian publishing company Millennium House has increased the Australian RRP of *EARTH* from \$5,000 to \$6,000.

It is a move that has come after extremely high levels of demand for *EARTH across the globe*, exceeding all original expectations and supply. Across the globe, customers have desired the intricate detail and exclusivity that *EARTH* provides.

In October of last year, the first atlas ever printed sold at auction in London for 2.1 million pounds, proving the value of an atlas has never been greater. The price increase of *EARTH* is minute in comparison to its value and the value it will have over years to come. As a time capsule of our current world, not only does *EARTH* provide the most detailed information of our planet, it is a collector's item that can be passed down from generation to generation.

The planned allocation of 200 copies of *EARTH* for the Australian market had to be reduced to 100 copies due to the tremendous levels of demand seen overseas. Whilst there are still a few copies of the atlas available in Australia the current world allocation means that some countries will miss out on receiving copies. *EARTH* will not be available in some nations, like China and India, due to disputed borders and the risk of embargo is too high.



**MILLENNIUM HOUSE**

52 Balwarra Road, Elanora Heights NSW 2101 Australia Tel 612 9970 6850 Fax 612 9913 3500 [www.millenniumhouse.com.au](http://www.millenniumhouse.com.au)