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NEWS

Erotic Parody 'Melania: Devourer of Men' Sales Surge on Amazon Amid Documentary Flop

MATTHEW GAULT · JAN 30, 2026 AT 9:30 AM

A Reddit-led protest is trying to push an eight year old erotic thriller to the top of Amazon's sales charts.



IMAGE VIA AMAZON.

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The \$75-million, Amazon-funded Melania Trump documentary is [tanking at the box office](#), but a 2018 erotic thriller that depicts the First Lady as a [sexual monster](#) is rocketing up Amazon's sales charts. *Melania: Devourer of Men* is currently an Amazon bestseller, [sitting at number 3](#) in the "political thrillers & suspense" category in the Kindle store. A general search for "Melania" on Amazon returns a banner ad for the documentary, the First Lady's memoir, and the erotic thriller as the top results.

A [Reddit-led](#) campaign to disrupt the Amazon search results for "Melania" is behind the sudden spike in popularity of the eight year old book. "This weekend, Amazon is premiering its \$75 million Melania Trump documentary. It already seems to be a flop," [a post](#) in r/BoycottUnitedStates explained. "We're going to add insult to injury by messing up Melania's Amazon search results. Specifically, we're going to amplify the paranormal erotic thriller novel *Melania: Devourer of Men* so it ranks higher than her movie."

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Part of the success of the campaign is thanks to author J.D. Boehninger's willingness to give the book away. "A redditor reached out to me last week and asked me if I would make the book free," the pseudonymous Boehninger told 404 Media. "They explained their reasoning, basically said they were going to try to pull this off, and why my book was the right choice. I loved the idea, so I made the book free. But that was the only role I played here."

Melania: Devourer of Men depicts the First Lady as a monster whose life is upended after her husband becomes President and she has to move from New York City to Washington DC. "Now, surrounded by young, strapping Secret Service agents and pursued by the cunning and handsome FBI director James Comey, Melania must work to keep everything from falling apart," reads the book's description. "Because Melania has secrets of her own — deadly secrets — and no one yet knows how far she'll go to protect them."

Boehninger said he wrote the book in 2018 as an experiment. "It was a test of the Kindle store algorithm," he said. "My friend told me that three things did well back then: monster fiction, erotica, and stuff about Trump...so I figured I could write *the* book for the Kindle store: a combo monster fiction/ erotica/ Trump book. I thought it would blow up...but, sadly, it didn't really perform back then. So glad to see people finding it now!"

The Melania documentary is a two hour long film / bribe directed by Brett Ratner and distributed by Amazon. The company paid \$40 million for the rights to it during a bidding war. "This has to be the most expensive documentary ever made that didn't involve music licensing," Ted Hope, a former Amazon film executive, [told The New York Times](#). The expense of the film and the advertising push around its release have some people believing Amazon's support of the movie is a way for the company to get in good with the President.

In the runup to its release, the documentary has become a source of scorn from a public exhausted with all things Trump. Its wide theatrical distribution is something Amazon doesn't do for most of its films, and certainly not its documentaries. [Posting pictures of empty seats in ticket apps and defaced advertisements](#) has become a popular pastime online. The film's distributor in South Africa [stopped its release](#) in the country, citing "recent developments," but would not go into specifics.

"I know blessedly little about that movie! I've seen headlines about empty theaters but I don't know much else," Boehninger said. He thinks it'd be funny if the book sold better than the documentary, but he isn't expecting to make a lot of money. "The ebook is free in the Kindle store, and I think that for a lot of people, giving Amazon money would probably defeat the point of this protest. That said, I've seen that some people are paying money for the paperback version and [for my other book](#). I appreciate that!"

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Matthew Gault is a writer covering weird tech, nuclear war, and video games. He's worked for Reuters, Motherboard, and the New York Times.

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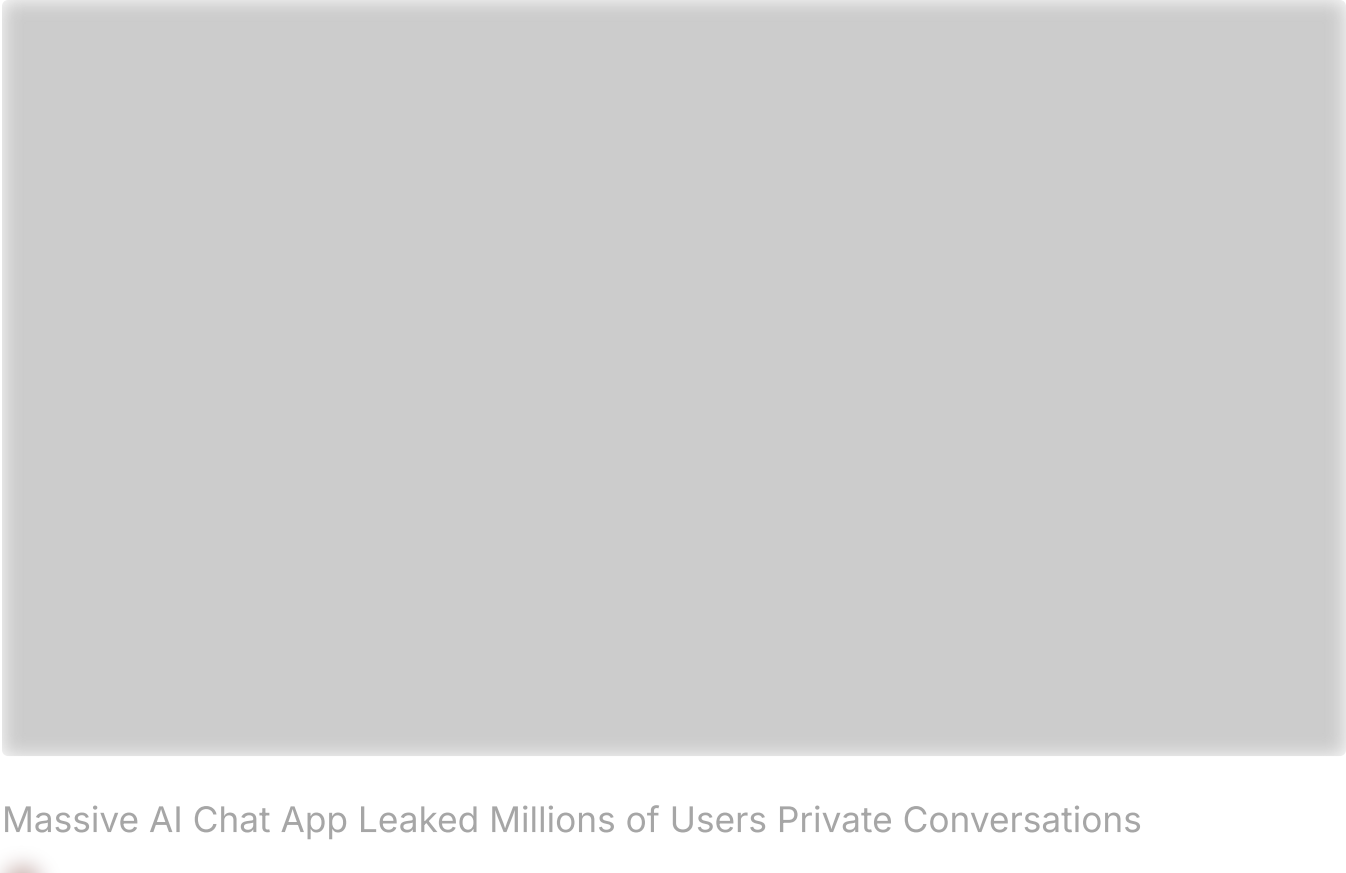
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