

CHARLATAN

The Exposé of Politics & Style

2026
MEDIA KIT



The Charlatan by Giovanni Domenico Tiepolo



CHARLATAN

The Exposé of Politics & Style

In 17th-century France... A man named Tabarin played the Royal Court and Place Dauphine, otherwise improvising his role as the first and most famous Parisian Charlatan. Though he performed exclusively for the House of Bourbon by day, it was by night that he took to the streets—digesting what he’d learned and seen at court with a clever disguise of artifice, social satire, and performance art. Though political gatherings were considered unlawful in the middle ages, his audiences were believed by some to be the ‘Whispers to the French Revolution.’

At that very crossroad, Punch Magazine was keeping Victorians abreast of parliament during the Industrial Era (1841-2002), extending its brand and inspiration to Charlatan Magazine (2008-present). In the spirit of its predecessor, Charlatan was conceived as a political exposé coterminous with advent of the iPhone, and wider Social Data Revolution. For a republic cannot exist without a responsible press who vets: What are the utmost concerns in our world this week — and why?



The Charlatan by Giovanni Battista Tiepolo

Charlatan Magazine transformed from its original print glossy and digital magazine into a signature newsletter written by a consortium of journalists who believe: “News and information is a public trust; that citizen journalist is the steward of that trust; and entrusted to report from his and her culture to the common welfare.”

Their collective voice has underwritten independent journalism for nearly a quarter century by delivering a free newsletter that grew its readership to over a quarter million subscribers. “All the World’s a Stage” is delivered each Sunday morning at 5am to the inboxes of a distinguished readership. Among them: Members of the United States Congress; State Legislators; Civic and Community leaders; Members of Parliament; National Assemblies; Academic Institutions; Trade and Labor Unions; and Public Television and Radio’s various managing editors, newscasters, and anchors — who by rights are educated, high-income and globally mobile.

Charlatan became the #1 Most Read Newsletter by the e-mail service provider Constant Contact in 2023, before acquiring its own servers, e-mail platform, and cloud storage to become an independent publisher. In 2026, Charlatan nears a quarter century with over a quarter million weekly encounters across 26 countries, territories, and markets. From Western Europe, Latin America, Asia Pacific and beyond, Charlatan’s weekly global news briefing is delivered to Charlatan’s Constant Readers with no respect of persons, and with a promise and point of view that speaks to and respects them all.

Institutional sponsorship will enable Charlatan to grow and empower an even larger global readership — projected one million subscribers by 2027 — with a non-partisan, fact-based pursuit of Truth.



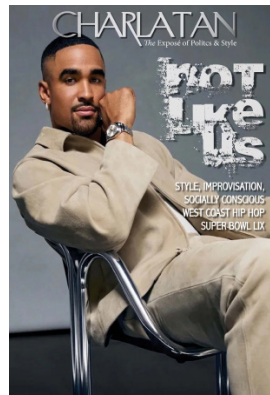
Newsletter delivery **232,343**
 All Opens within 72 hours: **185,136** / All Opens Rate: **81.80%**
 Unique Opens: **139,060** / Unique Opens Rate: **61.44%**
 Unique Opens Clicks: **63.48%**
 OR / UOC Surpass Industry Standard Benchmarks
 Pristine domain reputation across 20 years of continuous publication..
March Madness / April 12, 2026



Newsletter delivery **237,822**
 All Opens within 72 hours: **175,232** / All Opens Rate: **73.68%**
 Unique Opens: **121,318** / Unique Open Rate: **51.01%**
 Unique Opens Clicks: **75.47%**
 OR / UOC Surpass Industry Standard Benchmarks
 Pristine domain reputation across 20 years of continuous publication..
Showdown / April 19, 2026



Newsletter delivery: **237,071**
 All Opens within 72 hours: **181,029** / All Open Rate: **79.39%**
 Unique Opens: **137,526** / Unique Opens Rate: **60.31%**
 Unique Opens Clicks: **60.93%** Click-to-Open Rate **13.52%**
 OR / UOC / CTOR Surpass Industry Standard Benchmarks
 Pristine domain reputation across 20 years of continuous publication.
The A.I. Afterlife / April 5, 2026

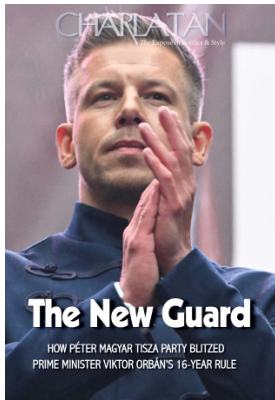


Newsletter delivery: **222,079**
 All Opens within 72 hours: **161,480** All Opens Rate: **72.71%**
 Unique Opens: **122,373** / Unique Opens Rate: **55.10%**
 Unique Opens Clicks: **55.41%**
 OR / UOC Surpass Industry Standard Benchmarks
 Pristine domain reputation across 20 years of continuous publication.
The Patriot's Way / February 28, 2026



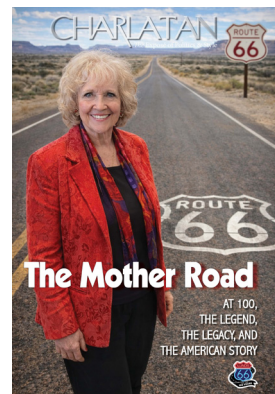
Newsletter Delivery: **217,836**
All Opens @ 72 hours: **164,586** / All Opens Rate: **75.99%**
Unique Opens @ 72 hours: **118,250** / Unique Opens Rate: **54.59%**
Click-to-Opens Rate: **55.17%**
OR / CTOR Surpass Industry Standard Benchmarks
Pristine domain reputation across 20 years of continuous publication.

The Year of the Lord / 12 December 2025



Newsletter delivery: **172,775**
All Opens @ 72 hours: **166,286** / All Opens Rate: **97.25%**
Unique Opens: **127,523** / Unique Opens Rate: **74.58%**
Unique Opens Clicks: **127,917** / Unique Opens Clicks Rate: **74.81%**
OR / CTOR Surpass Industry Standard Benchmarks
Pristine domain reputation across 20 years of continuous publication.

"NOW OR NEVER" / 10 April 2026



Newsletter delivery: **232,257**
All Opens within 72 hours: **167,166** / All Opens Rate: **75.34%**
Unique Opens: **120,344** / Unique Opens Rate: **51.92%**
Unique Opens Clicks: **51.92%**
OR / UOC Surpass Industry Standard Benchmarks
Pristine domain reputation across 20 years of continuous publication.

The Mother Road / 26 April 2026



Newsletter delivery: **175,586**
All Opens within 72 hours: **171,438**; All Opens Rate: **99.12%**
Unique Opens: **130,986** / Unique Open Rate: **75.27%**
Unique Opens Clicks: **75.47%**
OR / UOC Surpass Industry Standard Benchmarks
Pristine domain reputation across 20 years of continuous publication.

True Colors / May 3, 2026

Charlatan’s PLACES section follows the geography of power, culture, and experience mapping the cities, institutions, and environments where history and identity converge; POWERBROKERS follows the people behind the headlines—those who shape events, command institutions, and move markets; PERSPECTIVES features long-form essays of 1000-5000 word and analysis on politics, global affairs, technology, economics, and culture; and crescendos in POLITICO which examines the architecture of power amongst world leaders, governments, and policies shaping global affairs.

EDITORIALS



U.S.-Iran Nuclear Crisis

2026 Iran War

American and Israeli strikes on Iran will not end the nuclear question. It will transform it into a dangerous nuclear proliferation crusade. Charlatan follows global leaders to the World Economic Forum as they gather to realign and reassess the West.



Showdown

POTUS v The Pope

The terse back and forth between an American pope and president reflects a movement. Charlatan follows an unlikely skiff reshaping the American moment.



Deathcare in America

U.S. Funeral Home Industry

Corporations are converting family owned funeral homes into A.I. transactions. Charlatan follows the old guard to the new Ambassadors to the Afterlife.



The Super Models

The Epstein Files

The Supermodel’s allegations of sexual misconduct and rape evince in the latest release of the Epstein Files renewed focus on modeling industry abuse and the cost-benefit of beauty.



SPONSORSHIP

Institutional Sponsorship enables organizations to set their name and brand next to nearly a quarter century independent journalism; before a quarter million educated, politically engaged subscribers across 26 countries; and in doing so expand Charlatan’s organization and mission beyond its own Constant Readers — including Members of Congress, Members of Parliament, Academic Institutions, and Managing Editors — to reach an even larger global readership of one million subscribers by 2027 with a non-partisan, fact-based pursuit of Truth.

NEWSLETTER SPONSORSHIP

\$2,500 per issue

One Sunday. One Sponsor. One acknowledgment before over a quarter million subscribers. Acknowledgment at the top of the newsletter: “This week’s Charlatan is supported by [Name];” Logo and acknowledgment on charlatanmagazine.com for the sponsored week; Inclusion in Charlatan’s 2026 Media Kit as a founding sponsor.

MONTHLY SPONSORSHIP

\$8,500 per month

Four consecutive Sundays. One Sponsor. One brand before our subscribers each week. Acknowledgment at the top of every newsletter for the sponsored month: “This month’s Charlatan is supported by [Name];” Logo and acknowledgment on charlatanmagazine.com for the duration of the sponsorship; Inclusion in Charlatan’s 2026 Media Kit as a founding sponsor; and Recognition in Charlatan’s annual press summary.

SEASONAL SPONSORSHIP

\$22,500 per quarter

Thirteen consecutive Sundays. One Sponsor. One acknowledgment before over 230,000 subscribers each week. Acknowledgment at the top of every newsletter for the sponsored quarter: “This quarter’s Charlatan is supported by [Name];” Logo and acknowledgment on charlatanmagazine.com for the duration of the sponsorship; Inclusion in Charlatan’s 2026 Media Kit as a founding sponsor; and recognition in Charlatan’s annual press summary.

ANNUAL PRESENTING SPONSORSHIP

\$52,000

Fifty-two Sundays. One Sponsor. One acknowledgment to our subscribers every week of the year. Acknowledgment at the top of every newsletter for the full year: “Charlatan is supported by [Name].” Logo and acknowledgment on charlatanmagazine.com for the full year; inclusion in Charlatan’s 2026 Media Kit as a Founding Annual Sponsor; recognition in Charlatan’s annual press summary; and personal acknowledgment in the “Editor’s Letter.”



Charlatan's [PLACES](#) section follows the geography of power, culture, and politics by trekking the cities, institutions, and enclaves where national identities emerge. Cuba and Communism; Thailand's Coup; Hungary's Nationalism and Russia's personalist dictatorship juxtapose Morocco's Arab Spring, a Prince in Prague, and Istanbul's gateway to the portraits of a city's character, claim on history, and calling card to the world. Among Charlatan's 237,000 subscribers are politicians, civic leaders, academics, journalists, and professionals across 26 countries who travel and spend with intention, thereby fusing the global marketplace into an egalitarian global community.

EDITORIAL FEATURE

\$5,000

One Sunday morning. One destination. One Charlatan editorial portrait delivered to over 230,000 subscribers across 26 countries. Charlatan does not review destinations. We tell their story — the politics, the culture, the architecture of influence that makes a place worth the journey.

Editorial Feature + Web

\$8,500

The Sunday newsletter feature plus permanent placement on charlatanmagazine.com/places — where Charlatan's archive of destination portraits draws millions of unique and return visits year-round. *Web analytics provided.

Seasonal Destination Partnership

\$22,500 per quarter

Thirteen consecutive Sundays. One destination. Quarterly acknowledgment before over 230,000 subscribers weekly plus permanent web placement. First right of renewal for the following quarter.

Annual Destination Partnership

\$52,000

Four editorial features. Fifty-two Sundays. One destination partner anchoring Charlatan's Places section for the full year. The association between your destination and Charlatan's editorial authority — sustained, consistent, and exclusive.

Attention Hoteliers: In the tradition of independent travel journalism, Charlatan accepts a press rate of two complimentary nights, meals, and a private tour from luxury hotels in exchange for a 1,000-1,500 word editorial feature hosted at charlatanmagazine.com/places. However, Charlatan does not otherwise accept sponsorship from the properties we feature. Charlatan's PLACES is considered an exclusive reporting venue.



The Editorial Board

We believe news and information is a public trust. Charlatan brings a unique voice, point of view, and a duty of care to that cause.

Charlatan is an independent publication focused on power, policy, and consequence. It is shaped by a small editorial board responsible for its direction, standards, and judgment — convening to determine coverage priorities, themes, and the direction of each edition. Its work is not organized around headlines alone, but around the underlying dynamics that drive the politics of power.

Editorial Approach

Since 2008, Charlatan has covered the events shaping politics, economics, and global affairs with a single aim: to interpret developments in a way that reveals structure, motive, and consequence.

Charlatan draws on publicly available information, historical context, and informed analysis. Its editorial voice emphasizes clarity, continuity, and perspective — not a comprehensive record of sources, but a sustained reading of how things unfold. When reporting touches contested ground, editorial judgment is applied rigorously: claims are weighed, context is established, and conclusions are earned rather than asserted.

All work is reviewed and approved by the editor prior to publication, with contributing editors advising on subject matter and interpretation. Accuracy is essential; when errors occur, they are corrected promptly and transparently. Charlatan maintains full editorial independence — its judgments formed without influence from advertisers, sponsors, or external interests. Contributors are expected to disclose relevant conflicts of interest. Readers may submit corrections or inquiries directly to the editorial team.

Drew Gowing *Editor-in-Chief*

Drew Gowing is the editor-in-chief of Charlatan. A former Press Secretary on Capitol Hill, Gowing wrote daily news briefings for Members of Congress, forging early insight to how publishing shapes, supports and serves the world of politics. With a BA in Philosophy, and JD/MPP in Public Policy, Gowing sits with those who shape their times: Rep. Barney Frank during the 2008 Financial Crisis; Foreign Minister Martin Lidegaard during the Green Transition; and King Frederik X of Denmark on “The King’s Word.” At Charlatan, Gowing holds elected representatives accountable to the republic; authoritarian governments accountable to their idealized concepts of national destiny; and the liberties of all people everywhere accountable to the exquisite audacity of a fair, truthful, and free press.

Judge Heather Ferguson *Managing Editor*

Heather Ferguson is managing editor of Charlatan. A graduate of the University of North Carolina at Chapel Hill and William & Mary Law School, she presides over the Roanoke Valley’s District Juvenile and Domestic Relations Court, where questions of law, family, and institutional authority are decided at the human scale. Her work informs Charlatan’s examination of how legal and governmental structures operate in practice — not as written, but as applied.



David Record *Publisher*

David Record is the publisher of *Charlatan*. He began his career at the Boston Stock Exchange; established the first computer network at Oechsle International Advisors; and raised funds for the Wachovia Foundation. In 2008, Record turned a career built at the intersection of finance, technology, and fundraising to a new independent publication — developing digital architecture, acquiring proprietary servers, and creating distribution systems that today deliver *Charlatan* to a quarter of a million readers across 26 countries each Sunday.

Brenda Wensil *Contributing Editor, Public Policy*

Brenda Wensil is a contributing editor at *Charlatan*. A Senior Fellow of the American Leadership Forum, Wensil established the first customer experience strategy in the federal government as Chief Customer Experience Officer at the U.S. Department of Education's Office of Federal Student Aid — the single largest provider of post-secondary funding in the United States. As a Senior Vice President, Wensil was at Wachovia's senior table when the institution failed; segueing to Barclays Bank in London; contributing to the *Harvard Business Review* along the way; co-authoring "I Wish I'd Known This: 6 Career-Accelerating Secrets for Women Leaders;" and writing the 5,000-word literary overture for *Charlatan*'s inaugural issue, "The Wachovia Meltdown."

David Landy *Contributing Editor, Finance & Economics*

David Landy is a contributing editor at *Charlatan*. As Director of Investments Technology at Evergreen Investments — among the 25 largest mutual fund families in the United States — Landy had a front-row seat to the 2008 Global Financial Crisis and was among the first journalists to report on Washington's complicity in it, earning an exclusive with Rep. Barney Frank. He subsequently served as CTO of the Massachusetts Pension Reserves Investment Management board, overseeing the fund as it cleared \$100 billion for the first time, and as Chief Information Officer of the Denver Public Schools, where he led the effort to provide internet access to nearly 100,000 students. He holds a BS in Finance and Economics from Bryant University and an MBA from Babson College.

Melissa St. Jean *Contributing Editor, Health & Human Behavior*

Melissa St. Jean is a contributing editor at *Charlatan*. A Licensed Clinical Professional Counselor, board-certified Dance/Movement Therapist, and Laban Movement Analyst, she holds a BS/BFA from the University of Massachusetts Amherst and an MA in Dance/Movement Therapy and Counseling from Columbia College Chicago. Her work at the intersection of trauma, somatic practice, and public life informs *Charlatan*'s examination of how political decisions and crises register in human behavior — and how communities find resilience when institutions fail.

Dylan Ashton Smith *Poet in Residence*

A graduate of the University of Nevada, Smith's fiction and essays appear in *Chestnut Review*, *X-R-A-Y*, *Farewell Transmission*, and *Vol. 1 Brooklyn*, earning Pushcart and Best of the Net nominations. With *Charlatan* since 2017, his profiles of *Newsweek*'s Janine di Giovanni; White House National Security Council's Victor Cha; environmental theorist Michael Shellenberger; and Nevada Governor Brian Sandoval proffer insight to the corridors of power and provide an eloquent third space in which to process the hope and promise of justice, liberty, and freedom.



CONTACT

“In the spirit of the Federalist Papers, Charlatan’s “All the World’s a Stage” is among the few political newsletters that reads as though it operates outside the cash nexus, and therefore above and beyond partisan politics, to deliver on its own mission and the republic’s that News and Information is a Public Trust.”

The Hon. Heather P. Ferguson
The 23rd District’s Juvenile and
Domestic Relations Court of Virginia
(and Charlatan Editor-at-Large)

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A republic cannot function without a free press, nor without the support of Foundations; Think Tanks and Policy Institutes; Trade & Labor Unions; Universities and Academic Institutions; Financial Corporations; and Embassies & Tourism Boards like yours who support this crusade.

Thank You.