

# CHARLATAN

*The Exposé of Politics & Style*

2026  
MEDIA KIT



The Charlatan by Giovanni Domenico Tiepolo



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*The Exposé of Politics & Style*

**I**n 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

**C**harlatan 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.”

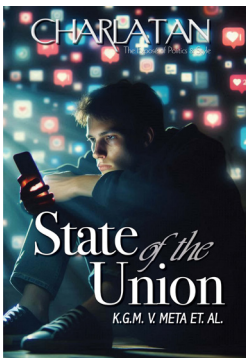
Their collective voice has underwritten independent journalism for nearly a quarter century by delivering a free newsletter that grew its readership to over a quarter million subscribers. “All the World’s a Stage” is delivered each Sunday morning at 5am to the inboxes of a distinguished readership. Among 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.

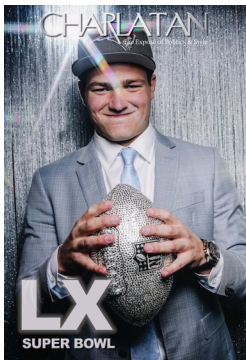
Institutional sponsorship will enable Charlatan to grow and empower an even larger global readership — projected one million subscribers by 2027 — with a non-partisan, fact-based pursuit of Truth.



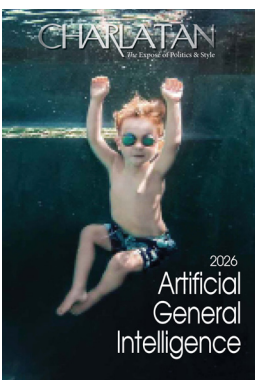
Newsletter delivery: **237,071**  
 All Opens within 72 hours: **180,027**  
 Unique Opens: **138,754**  
 All Open rate: **78.95%** / Unique Opens rate: **60.85%**  
 Click-to-Open Rate **13.62%** nearly triple the industry standard.  
 Pristine domain maintained across 18 years of continuous publication.  
**5 April 2026**



Newsletter delivery **232,343**  
 All Opens within 72 hours : **178,183**  
 Unique Opens: **142,640**  
 All Opens Rate: **60.98%** Unique Open Rate: **63.02%**  
 Pristine domain reputation maintained across 18 years of continuous publication.  
**12 APRIL 2026**



Newsletter delivery: **222,079**  
 All Opens within 72 hours: **161,398**  
 Unique Opens: **123,044**  
 All Opens rate: **72.68%** / Unique Open Rate: **55.41%**  
 Pristine domain maintained across 18 years of continuous publication.  
**28 February 2026**



Newsletter delivery **197,039**  
 All Opens within 72 hours: **137,110**  
 Unique Opens: **99,380**  
 Unique Open Rate: **50.44%**  
 Pristine domain reputation maintained across 18 years of continuous publication.  
**November 15, 2025**

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.

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## 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.



### I Have a Dream

#### Labor Day in the USA

Anarchy, protests, and algorithms wave goodbye to American Pie and the end of summer. Charlatan follows AI to private credit lenders, global energy and financial markets, and an Affordability Crisis across the world.



### 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.



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## 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.

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### 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.

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### **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.

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### **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.*



**MISSION** We believe all citizens of the world sit in a proverbial chapel of democracy. Be they nations, institutions, or places of work, Charlatan Magazine exists to present clear, fact-based public interest journalism on the utmost concerns in our world to enable them to govern those democracies. Through political commentary, investigative journalism, and cultural criticism, we pursue and deliver the news with a singular conviction: that an informed citizen is democracy's last and best defense.

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**Principles** Charlatan is built on four editorial principles that follow, fact-check, and editorialize power wherever it leads — into government, culture, commerce, and the corridors of influence that shape the world. **Commentary** speaks truth to power, holding elected representatives accountable for injustice, corruption, and policies that run afoul of the public interest. **Investigative Journalism** is grounded in sources, documents, and verifiable evidence. **Culture & Style** follows the ideas, aesthetics, and social forces shaping politics and contemporary life. **Advocacy Journalism** adopts a subjective viewpoint to promote a specific social, political, or environmental cause — evidence-based reporting that gives voice to the everyday stories of real people, drives public awareness, and deserves to be told.

**Editorial Independence** Charlatan Magazine is independently owned and accepts no advertising, paid placements, or sponsored content of any kind. Institutional sponsorship is accepted solely as acknowledged financial support — with no influence, access, or editorial consideration of any kind extended to sponsors. Charlatan is free to every reader. What we publish is determined solely by our editors and contributors, without deference to commercial, political, or institutional interests.

**Our Newsroom** Charlatan is produced by a distinguished consortium of journalists, editors, and contributors whose collective voice has underwritten independent journalism for nearly a quarter century. Every contributor is identified by name. We do not publish anonymous work.

**Sources / Attribution** Charlatan names its sources. When confidentiality is required, we explain why anonymity was granted and how the information was independently verified. We do not fabricate sources, invent quotations, or composite characters in reported work. The public trust demands no less.

**Accuracy / Corrections** Charlatan holds itself to the same standard it applies to others. When we get something wrong, we fix it — promptly, transparently, and on the record. Corrections appear directly on the affected piece with a clear explanation of what changed and why. We do not silently alter published work. If you believe something we have published contains a factual error, contact us at [editorial@charlatanmagazine.com](mailto:editorial@charlatanmagazine.com).



**Native Advertising** Charlatan does not publish sponsored content, native advertising, or paid placements of any kind. Every word published in Charlatan is editorially produced — written, edited, and published solely at the discretion of our editors. Institutional sponsors are acknowledged, never accommodated.

**Conflicts of Interest** Charlatan’s contributors are expected to disclose any personal, financial, or professional relationship with the subjects they cover. Editors review every disclosure before publication. Undisclosed conflicts are grounds for retraction — no exceptions.

**Right of Reply** Individuals who are the subject of critical reporting or commentary are offered a reasonable opportunity to respond before publication. Responses are included in the original piece or published as a follow-up — at editorial discretion, always in the interest of the record.

**The Standard** The name Charlatan is deliberate. It is a reminder — to our editors, our contributors, and our readers — that the greatest threat to public discourse is not ignorance but confident deception. We exist to call it out.



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## 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.*