

Fresh Winds, New Seasons Carrying Charisma to New Heights

Since its debut at Number 1 on the New York Times Bestsellers list, the Number 1 overall ranking on Amazon, and the Number 1 position in Publisher's Weekly, Charisma Media's latest Jonathan Cahn blockbuster, *The Dragon's Prophecy*, has roared off the launchpad grabbing attention and headlines far and wide. The strong initial traction the new book has enjoyed in its first two weeks also is a testament to early, modest signs of progress inside the publisher.

One might say it's an amazing 'harbinger' of positive things to come.

Charisma Media is the publishing home of beloved and venerable *Charisma* magazine, celebrating its 50th anniversary next summer in 2025. The magazine has provided the Pentecostal community a reliable home over the decades, covering everything from the Jesus Movement of the early 70s to the political rumblings of the early 2020s, and pretty much everything in between.

Some Tremendous News & Thanks From Jonathan Cahn

Charisma has faced the same gathering headwinds the rest of the media economy has encountered through the recent past including the rise of the internet, the expansion of digital communication and the explosion of powerful mobile computing in smartphones seen in the most extreme cases in the social media revolution of the previous decade. In other words, more people are consuming more content faster than ever before—but not exactly in familiar nor usefully predictable patterns. The ongoing phenomenon has resulted in the shuttering of whole segments of the retail book-selling industry, owing in

virtually all cases to the more efficient retail machine known as .

Charisma has addressed these challenges, as have other Christian media houses in similar segments. The new season underway in Lake Mary, Florida, is grounded in synergy opportunities. But first, it was necessary to be able to realize legacy content from the preceding half a century was no mere asset, but a strongly valuable goldmine, what could be called a once-in-a-lifetime advantage.

“There is something new happening,” Chad Dunlap, Chief Operating Officer, who joined the Charisma team in May 2022, says. “Some of the old ways are broken and done,” Dunlap says, “we’re building a structure of purpose that honors God in all products and channels.”



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The now nine-time best-selling author Jonathan Cahn observed moments of the new season as *The Dragon's Prophecy* was nearing publication. "*The Dragon's Prophecy* surprised us from the beginning. Before I even finished writing it, it became a global bestseller on Amazon—and it wasn't even written! Then the presales for the book were something like three times higher than previous bestsellers." And all of this with the sequel to 2023 bestseller *The Return of the Gods* expected at some point, as it was pre-empted so Cahn could pivot to creating *The Dragon's Prophecy*, plus the groundbreaking new graphic novel version of his first bestseller, 2012's *The Harbinger* due in Spring 2025.

Says Charisma's Dunlap, "The team is hungry to connect new voices and new messages, and amplify them to a world starving for the Good News of the Gospel in the power of the Holy Spirit."

Prepared by Charisma Media Staff.