The definitive source of news and intelligence on global carbon markets

Advertising Brochure & Media Pack

2023
About Carbon Pulse

The premier trade publication for carbon markets

Carbon Pulse was launched by three ex-Reuters/Point Carbon journalists in 2015, and it has since grown to become the premier B2B publication dedicated to covering compliance and voluntary carbon markets around the world.

Carbon Pulse’s unrivalled news and in-depth analysis is the **definitive online source of intelligence** for the sector, catering to tens of thousands of readers spanning every continent, including executives, investors, traders, brokers, analysts, consultants, government officials, and other industry professionals.

Carbon Pulse draws from a ~20-member strong team of talented staff, including exceptional reporters scattered around the globe and hailing from major media outlets including Bloomberg, The Economist, ICIS, S&P Global/Platts, Energy Intelligence, Forbes, and Dow Jones.

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### Our Mission

Carbon Pulse’s mission is to bring **clarity, context, and insight** to carbon markets and other greenhouse gas pricing initiatives, helping market participants and other stakeholders **efficiently navigate** the complex, ever-shifting regulatory and policy landscapes.

### Our Values

As a privately held, independent news organisation, Carbon Pulse’s daily reporting displays **high journalistic standards and codes of conduct**, showcasing unbiased coverage and **maximizing value** for its legions of loyal readers.

### Our News

Carbon Pulse’s expert news coverage brings **transparency, integrity, and accountability** to help facilitate **well-functioning carbon markets and environmental policies** deemed critical for meeting the world’s climate change goals.
Robust Offerings & Extensive Reach

Expansive Markets & Policy Coverage
• Dozens of compliance carbon markets and carbon tax regimes around the world
• 200+ climate policies implemented at all levels of government, including low-carbon fuel standards and carbon border adjustment mechanisms
• Corporate climate policies, including net zero, CCS, the low-carbon energy transition, and other decarbonisation technologies
• Voluntary carbon markets, including nature-based solutions
• Biodiversity markets
• Industry mergers, acquisitions, and personnel moves

Comprehensive Offering of News & Analysis
• An average of 15-25 articles published daily
• Daily and weekly market reports
• Special events coverage (e.g. COP27)
• CP Daily – Carbon Pulse’s free daily newsletter
• Carbon Project & Ratings Portal (coming soon)
• Voluntary Carbon Market Portal (coming soon)
• Policy trackers (e.g. ITMOs, NDCs)
• Email alerts
• Job listings
• Sponsored content

~20 reporters, editors, and freelancers scattered around the globe
300+ articles published monthly
100+ years of journalistic experience
Reporting by an expert team of veteran reporters

Premier Industry Events
Carbon Pulse is a co-owner and producer of Carbon Forward, Europe’s leading and largest environmental markets conference.

Strategic Collaborations
Carbon Pulse has forged strategic news-sharing partnerships with key industry players, including CME Group – operator of the world's largest financial derivatives exchange.
## A Loyal and Rapidly Growing Readership

Since launching in 2015, Carbon Pulse has recorded exceptionally strong growth in its subscriber base amid an accelerating expansion of the multi-billion-dollar industry sector.

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<tbody>
<tr>
<td>16,000+</td>
<td>~47,000</td>
<td>~213,000</td>
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<tr>
<td>Twitter Followers</td>
<td>Global Reach</td>
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<tr>
<td>10,500+</td>
<td>Readers in 130+ countries</td>
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<td>LinkedIn Followers</td>
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<tr>
<td>5,000+</td>
<td>Growth in subscriber base in 2022</td>
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<tr>
<td></td>
<td></td>
<td>98% Renewal Rate</td>
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<td></td>
<td></td>
<td>20+ Advertiser and Marketing Partners</td>
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Professional Audience

Carbon Pulse serves a sophisticated, diversified, and high-value base of customers engaged in carbon markets and climate policy.

- Company executives
- Traders & brokers
- Exchange & platform operators
- Project developers
- Consultants & analysts
- Government officials
- NGOs
- Think-tanks & academia

DIVERSE AUDIENCE OF PROFESSIONALS AND GROWTH SECTORS

SUBSCRIBER BASE CONCENTRATED AMONG MAJOR ECONOMIES

- US
- UK
- Netherlands
- Australia
- Germany
- Canada
- France
- Spain
- Italy
- China
- Japan
Why Carbon Pulse?

✓ **Loyal readership**, with exceptionally high renewal rates

✓ **Global reach**, covering markets and polices in over 200 countries spanning across the Americas, Europe, Asia Pacific, and Africa

✓ **Definitive, must-have source** of news and intelligence on carbon markets and policies

✓ **Diverse readership**, including corporates, NGOs, financial services, government, law firms

✓ **Targeted subscriber base**, united by an interest in reducing carbon emissions and sustainable growth

✓ **Inspiring, critical mission** to bring transparency and integrity to environmental markets needed for tackling climate change

✓ **Massive markets**, with voluntary and compliance programmes projected to top $1 trillion in value within the next decade.

✓ **Rapidly expanding sector**, with the voluntary market alone forecast to grow by 100x over next decade
Advertise with us

A number of variable and flexible options to both broaden your reach and hit your target audience. All advertising content is visible to both subscribers and non-subscribers (it appears in front of the website paywall)

<table>
<thead>
<tr>
<th>NAME/APPEARANCE</th>
<th>SURFACE</th>
<th>DIMENSIONS/SPECIFICATIONS</th>
<th>PLATFORM</th>
<th>TIMEFRAME</th>
<th>PRICE**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Long</td>
<td>Carbon Pulse website – all pages</td>
<td>540 x 110 px (59,400 px)</td>
<td>Multiscreen</td>
<td>Half Month 1 Month</td>
<td>£499/$649 £799/$999</td>
</tr>
<tr>
<td>Top Square</td>
<td>Carbon Pulse website – home + all article pages</td>
<td>300 x 300 (90,000 px)</td>
<td>Desktop</td>
<td>Half Month 1 Month</td>
<td>£499/$649 £799/$999</td>
</tr>
<tr>
<td>Mid Square</td>
<td>Carbon Pulse website – home + all article pages</td>
<td>300 x 300 px (90,000 px)</td>
<td>Desktop</td>
<td>Half Month 1 Month</td>
<td>£299/$399 £499/$649</td>
</tr>
<tr>
<td>CP Daily</td>
<td>Carbon Pulse daily newsletter</td>
<td>540 x 185 px (99,900 px)</td>
<td>Multiscreen</td>
<td>Half Month 1 Month</td>
<td>£499/$649 £799/$999</td>
</tr>
<tr>
<td>Sponsored Advertorial</td>
<td>Carbon Pulse website – Contributed Content category + CP Daily newsletter</td>
<td>Max. 2,000 words</td>
<td>Multiscreen</td>
<td>Piece published on website and appearing in CP Daily for 3 consecutive days</td>
<td>£1,000/article* (paid subscribers get 1 free per company per year)</td>
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* Limit one per company per month. Subscriber companies get 1 free post per year.
** VAT is applicable for UK-based orders.
Platform Examples

CP Daily newsletter – Advertorial and clickable banner ad (desktop view)

*New* - Tenders

- Call for Submissions, Offset Project Development – Volkswagen ClimatePartner

Premium job listings

- Project Manager, BioLite – Nairobi or West Africa

Or click here to see all listings

Website – Advertorial (tablet view)

As a sign of the growing maturity, carbon markets are also attracting speculators, which help to grease the wheels of a growing market. “They play an important role, and help make a liquid market,” Masters said.

Another challenge, however, is the growing maturity of the market. For the broader market, carbon offsets are now a part of the “new normal.”

“Everyone has their exposure to carbon a bit differently and that’s a bit of a challenge,” said Kane. “There’s not necessarily industry standards that people can say ‘here’s how I calculate my carbon exposure.’ Therefore, when it comes to offsetting and potentially proprietary trading around that position, it becomes more difficult.”

Pricing Offsets
Online clickable banner examples

TOP LONG

TOP SQUARE

MID SQUARE
**VAT is applicable for UK-based orders.**

Other advertising options

- **CP Daily newsletter announcement** (e.g. conference, tender, etc.) – prices available upon request, with discounts and freebies available to paid Carbon Pulse subscribers.

- **Job Postings** - Listing your vacancies on the Carbon Pulse website is **FREE for 4 weeks**, with the post visible to all readers (subscribers and non-subscribers). A link to the listing will also appear in CP Daily.
  - **Standard** *(free)* **service**: Vacancy appears on the website below Premium listings.
  - Standard listings are featured **ONCE** in CP Daily (on the Monday or Tuesday after posting).
  - **Premium** *(paid)* **service**: Premium listings are given priority positioning on the website above Standard listings.
  - Premium listings are featured in CP Daily **EVERY DAY**, reaching professionals’ email inboxes more than 80,000 times per week.

- **Job Posting costs**
  - for Carbon Pulse paid Subscribers: £100/$125 per week** – representing a 50% discount on our standard price.
  - for non-subscribers: £200/$250 per week**

- Minimum 2-week term, though this can be waived in the case of multiple listings purchased.

More details available [here](#)

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Newsletter announcement examples

Event

Access the world’s largest coverage of carbon credit ratings
See our ratings

CONFERENCES
Reuters Events: Global Energy Transition 2022 — June 14-15 in New York City: The conference unites CEOs and changemakers from the energy, industrial, and government ecosystems to shed light on the defining issue of our time, and help companies meet a uniquely difficult challenge. Over two days and five critical themes, we will define the future of energy, inspire a decade of action, and prepare the sector for challenges still to come, with diverse voices from around the world bringing passion and expertise to deliver a new path forward. Find out more by visiting the website today: https://bit.ly/35H7ogb

Climeworks’ DAC Summit — June 30 in Zurich: Online: Carbon removal and Direct Air Capture technologies have been experiencing a watershed moment in recent months. Scientists have deemed them indispensable in the latest IPCC report, governments have stepped up their funding and policy efforts, and investors have committed large amounts to scale up. Where does the industry stand today, and what are its recent most promising developments? What are the requirements and immediate next steps for scaling up at the required speed? And when the industry works together, what could the future look like? The Summit provides a unique opportunity to get answers to these questions from DAC insiders and experts. Register here

Tender

viridios
Mark-to-market your carbon credit portfolio with our carbon pricing and valuation platform.
Start your 14-day free trial today.

“New” - Tenders

- Call for Submissions: Offset Project Development – Volkswagen ClimatePartner

Premium job listings

- Project Manager, BioLite – Nairobi or West Africa

Or click here to see all listings

ACX AUCTIONS
A quick, frictionless way to sell carbon credits to a large pool of accredited buyers.
Other newsletter advertising examples

**Job listing**

**Clickable banner ad**
Plan your campaign with us!

If you’re interested in advertising with Carbon Pulse or have any questions, email us at admin@carbon-pulse.com