



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.

### 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

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~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

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## 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.

16,000+

CP Daily Newsletter  
Subscribers

~47,000

Avg. Monthly Unique  
Website Visitors For 2022

~213,000

Avg. Monthly Page Views 2022

10,500+

Twitter Followers

Global Reach

Readers in 130+ countries

98%

Renewal Rate

5,000+

LinkedIn Followers

50%

Growth in subscriber base in 2022

20+

Advertiser and Marketing Partners

# Professional Audience

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



DIVERSE AUDIENCE  
OF PROFESSIONALS  
AND  
GROWTH SECTORS

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



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 policies 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)

NAME/ APPEARANCE	SURFACE	DIMENSIONS/ SPECIFICATIONS	PLATFORM	TIMEFRAME	PRICE**
Top Long	Carbon Pulse website – all pages	540 x 110 px (59,400 px)	Multiscreen	Half Month 1 Month	£499/\$649 £799/\$999
Top Square	Carbon Pulse website – home + all article pages	300 x 300 (90,000 px)	Desktop	Half Month 1 Month	£499/\$649 £799/\$999
Mid Square	Carbon Pulse website – home + all article pages	300 x 300 px (90,000 px)	Desktop	Half Month 1 Month	£299/\$399 £499/\$649
CP Daily	Carbon Pulse daily newsletter	540 x 185 px (99,900 px)	Multiscreen	Half Month 1 Month	£499/\$649 £799/\$999
Sponsored Advertorial	Carbon Pulse website – Contributed Content category + CP Daily newsletter	Max. 2,000 words	Multiscreen	Piece published on website and appearing in CP Daily for 3 consecutive days	£1,000/article* (paid subscribers get 1 free per company per year)

\* 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)

**SPONSORED**

**Carbon markets driving price discovery -CME**

Promoted content - Sponsored by CME Group - As organisations make carbon neutral pledges, more are turning to carbon pricing instruments to hedge positions. That includes a suite of futures contracts, writes Russell Blinch.

**Viridios**

Mark-to-market your carbon credit portfolio with our carbon pricing and valuation platform.

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**\*New\* - Tenders**

- [Call for Submissions, Offset Project Development – Volkswagen ClimatePartner](#)

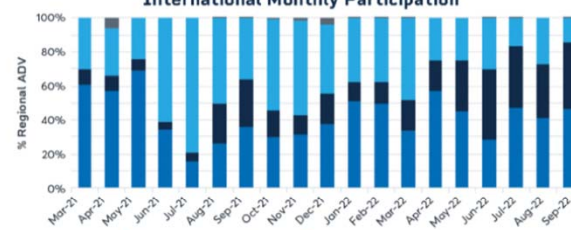
**Premium job listings**

- [Project Manager, BioLite – Nairobi or West Africa](#)

Or [click here](#) to see all listings

Website – Advertorial (tablet view)

3:37 PM



**CME Emissions Offset Futures International Monthly Participation**

% Regional ADV

Source: CME Group

■ North America ■ APAC ■ EMEA ■ Greater LATAM

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.

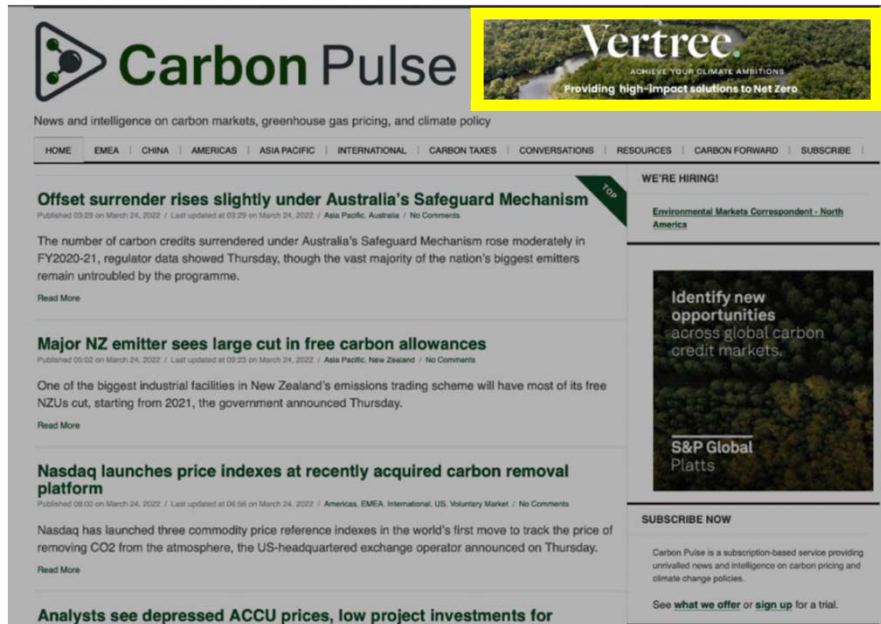
Another challenge, however, for the broader market is the differing standards for the array of companies involved in carbon offsetting.

"Everyone will calculate 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



**Carbon Pulse**  
ACHIEVE YOUR CLIMATE AMBITIONS  
Providing high-impact solutions to Net Zero

News and intelligence on carbon markets, greenhouse gas pricing, and climate policy

HOME | EMEA | CHINA | AMERICAS | ASIA PACIFIC | INTERNATIONAL | CARBON TAXES | CONVERSATIONS | RESOURCES | CARBON FORWARD | SUBSCRIBE

### Offset surrender rises slightly under Australia's Safeguard Mechanism

Published 03:29 on March 24, 2022 / Last updated at 03:29 on March 24, 2022 / Asia Pacific, Australia / No Comments

The number of carbon credits surrendered under Australia's Safeguard Mechanism rose moderately in FY2020-21, regulator data showed Thursday, though the vast majority of the nation's biggest emitters remain untroubled by the programme.

[Read More](#)

### Major NZ emitter sees large cut in free carbon allowances

Published 05:02 on March 24, 2022 / Last updated at 09:23 on March 24, 2022 / Asia Pacific, New Zealand / No Comments

One of the biggest industrial facilities in New Zealand's emissions trading scheme will have most of its free NZUs cut, starting from 2021, the government announced Thursday.

[Read More](#)

### Nasdaq launches price indexes at recently acquired carbon removal platform

Published 08:00 on March 24, 2022 / Last updated at 06:56 on March 24, 2022 / Americas, EMEA, International, US, Voluntary Market / No Comments

Nasdaq has launched three commodity price reference indexes in the world's first move to track the price of removing CO2 from the atmosphere, the US-headquartered exchange operator announced on Thursday.

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### Analysts see depressed ACCU prices, low project investments for

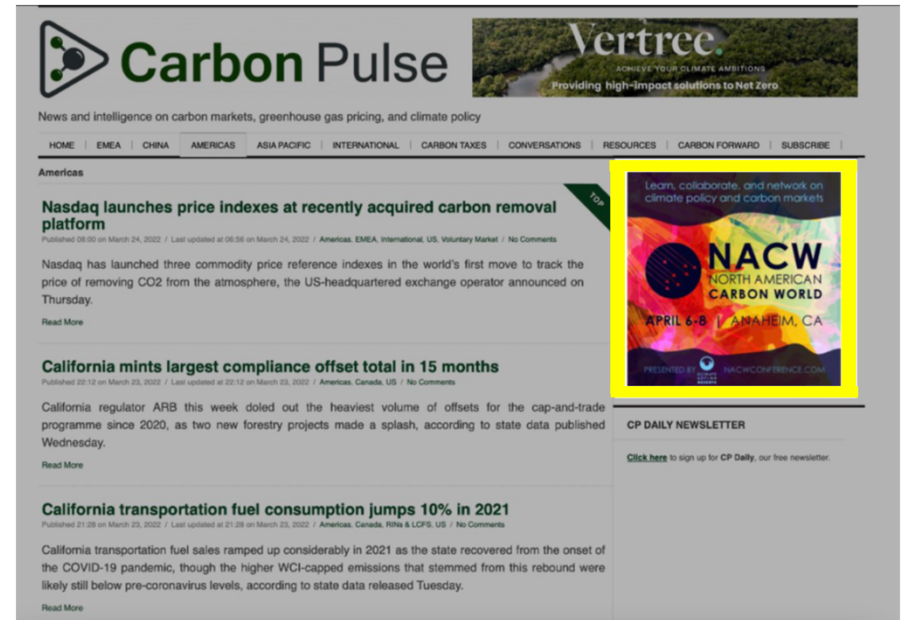
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Environmental Markets Correspondent - North America

**Identify new opportunities across global carbon credit markets.**  
S&P Global Platts

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See [what we offer](#) or [sign up](#) for a trial.

## TOP SQUARE



**Carbon Pulse**  
ACHIEVE YOUR CLIMATE AMBITIONS  
Providing high-impact solutions to Net Zero

News and intelligence on carbon markets, greenhouse gas pricing, and climate policy

HOME | EMEA | CHINA | AMERICAS | ASIA PACIFIC | INTERNATIONAL | CARBON TAXES | CONVERSATIONS | RESOURCES | CARBON FORWARD | SUBSCRIBE

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### California mints largest compliance offset total in 15 months

Published 22:12 on March 23, 2022 / Last updated at 22:12 on March 23, 2022 / Americas, Canada, US / No Comments

California regulator ARB this week doled out the heaviest volume of offsets for the cap-and-trade programme since 2020, as two new forestry projects made a splash, according to state data published Wednesday.

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### California transportation fuel consumption jumps 10% in 2021

Published 21:28 on March 23, 2022 / Last updated at 21:28 on March 23, 2022 / Americas, Canada, India & LCPIS, US / No Comments

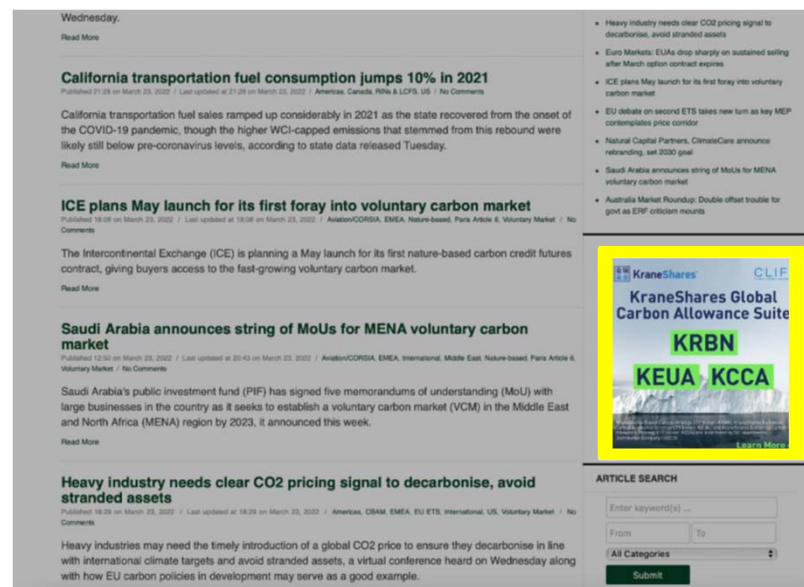
California transportation fuel sales ramped up considerably in 2021 as the state recovered from the onset of the COVID-19 pandemic, though the higher WCI-capped emissions that stemmed from this rebound were likely still below pre-coronavirus levels, according to state data released Tuesday.

[Read More](#)

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NORTH AMERICAN CARBON WORLD  
APRIL 6-8 | ANAHEIM, CA  
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**CP DAILY NEWSLETTER**  
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## MID SQUARE



Wednesday.  
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### California transportation fuel consumption jumps 10% in 2021

Published 21:28 on March 23, 2022 / Last updated at 21:28 on March 23, 2022 / Americas, Canada, India & LCPIS, US / No Comments

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### ICE plans May launch for its first foray into voluntary carbon market

Published 18:08 on March 23, 2022 / Last updated at 18:08 on March 23, 2022 / Aviation/CORSA, EMEA, Nature-based, Paris Article 6, Voluntary Market / No Comments

The Intercontinental Exchange (ICE) is planning a May launch for its first nature-based carbon credit futures contract, giving buyers access to the fast-growing voluntary carbon market.

[Read More](#)

### Saudi Arabia announces string of MoUs for MENA voluntary carbon market

Published 18:00 on March 23, 2022 / Last updated at 20:43 on March 23, 2022 / Aviation/CORSA, EMEA, International, Middle East, Nature-based, Paris Article 6, Voluntary Market / No Comments

Saudi Arabia's public investment fund (PIF) has signed five memorandums of understanding (MoU) with large businesses in the country as it seeks to establish a voluntary carbon market (VCM) in the Middle East and North Africa (MENA) region by 2023, it announced this week.

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### Heavy industry needs clear CO2 pricing signal to decarbonise, avoid stranded assets

Published 18:28 on March 23, 2022 / Last updated at 18:28 on March 23, 2022 / Americas, CBAM, EMEA, EU ETS, International, US, Voluntary Market / No Comments

Heavy industries may need the timely introduction of a global CO2 price to ensure they decarbonise in line with international climate targets and avoid stranded assets, a virtual conference heard on Wednesday along with how EU carbon policies in development may serve as a good example.

[Read More](#)

- Heavy industry needs clear CO2 pricing signal to decarbonise, avoid stranded assets
- Euro Markets: EUAs drop sharply on sustained selling after March option contract expires
- ICE plans May launch for its first foray into voluntary carbon market
- EU debate on second ETS takes new turn as key MEP contemplates price corridor
- Natural Capital Partners, ClimateCare announce rebranding, set 2030 goal
- Saudi Arabia announces string of MoUs for MENA voluntary carbon market
- Australia Market Roundup: Double offset trouble for govt as ERF criticism mounts

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**KEUA KCCA**  
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Enter keyword(s) ...  
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All Categories  
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## Other advertising options

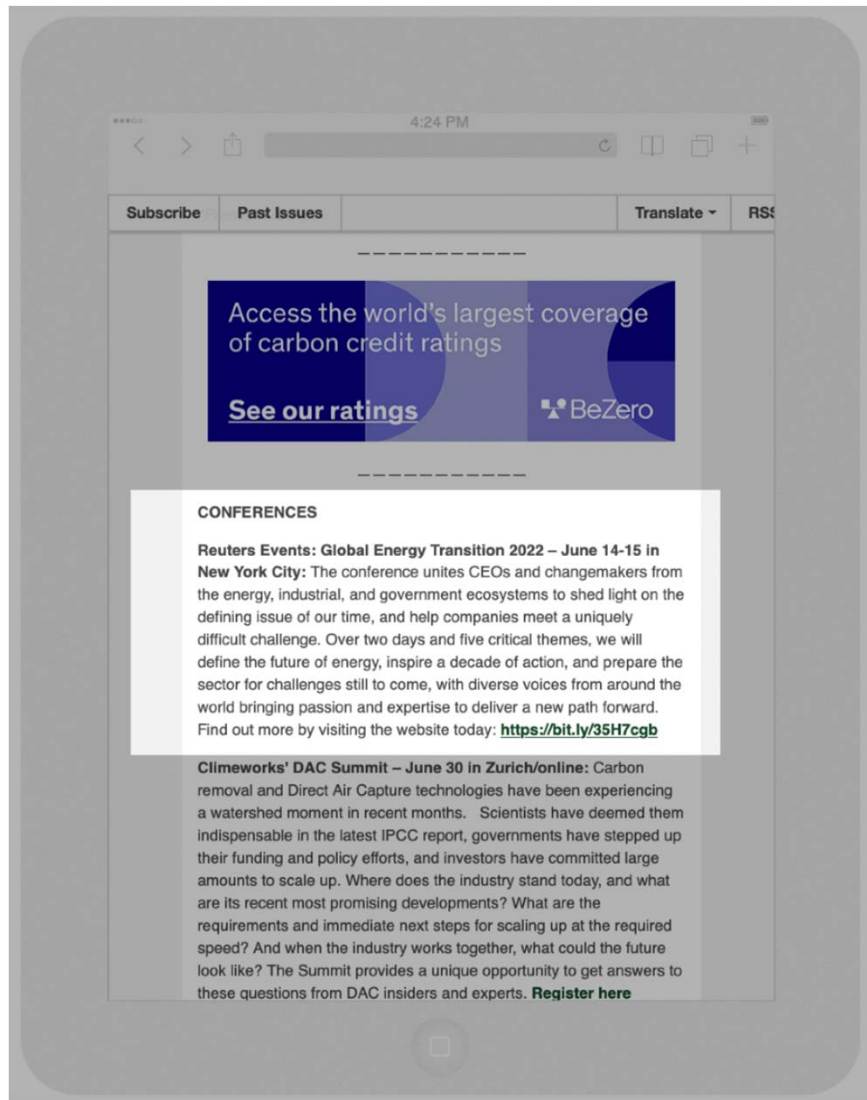
- **CP Daily newsletter announcement** (e.g. conference, tender, etc.) – prices available upon request, with discounts and freebies available to paid Carbon Pulse subscribers.
- **Job Postings** - Listing your vacancies on the Carbon Pulse website is **FREE for 4 weeks**, with the post visible to all 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](#)*

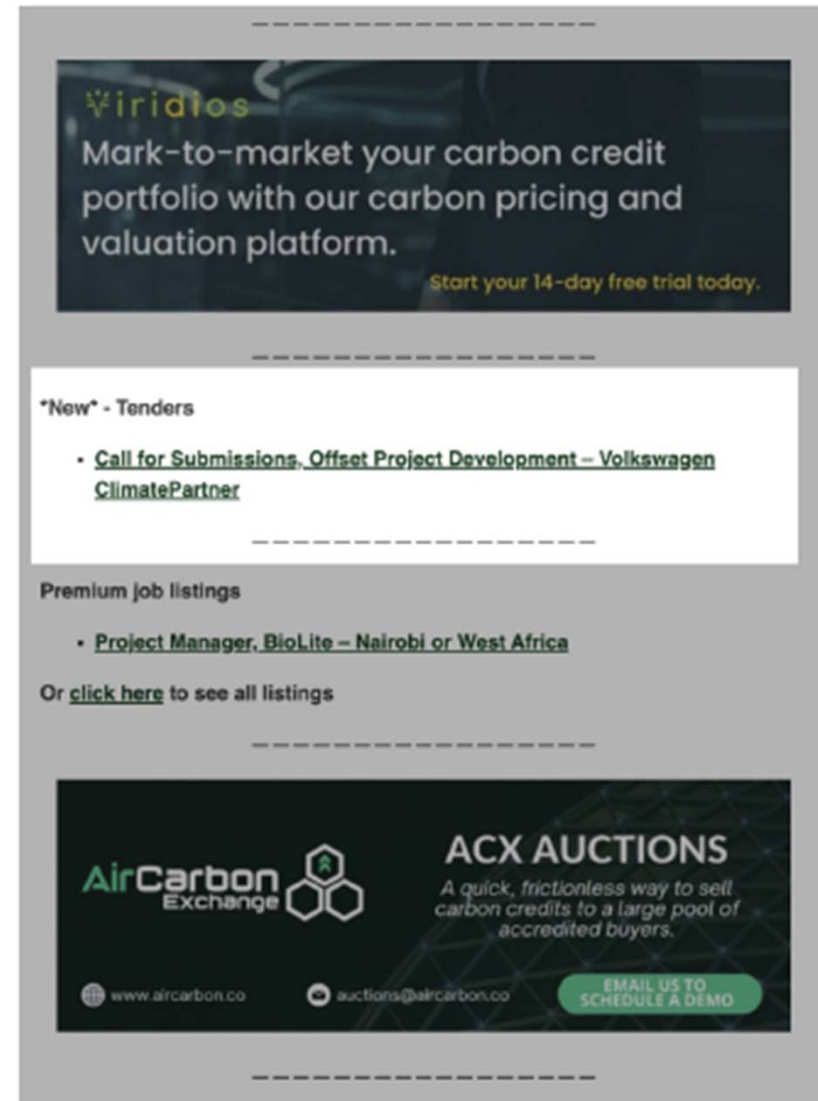
\*\* VAT is applicable for UK-based orders.

# Newsletter announcement examples

## Event

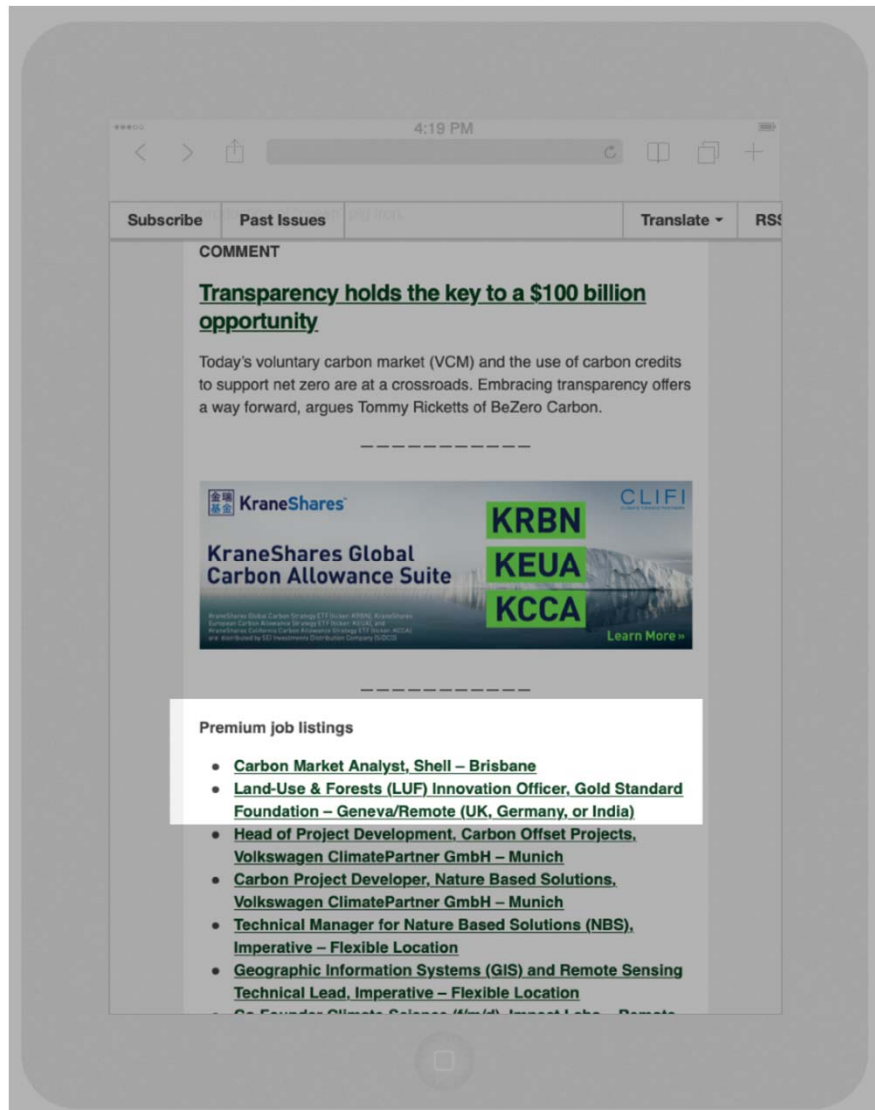


## Tender

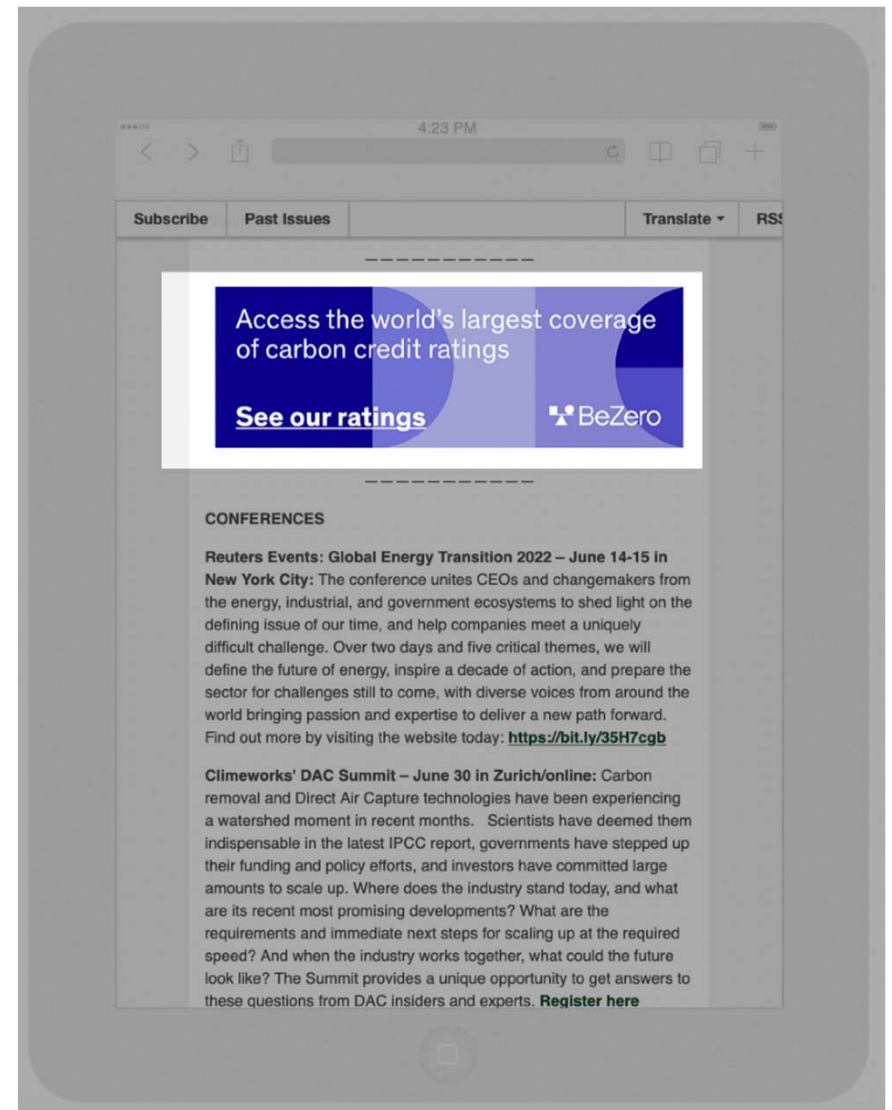


# Other newsletter advertising examples

## 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](mailto:admin@carbon-pulse.com)

