

Carbon Pulse

Advertising Brochure & Media Pack

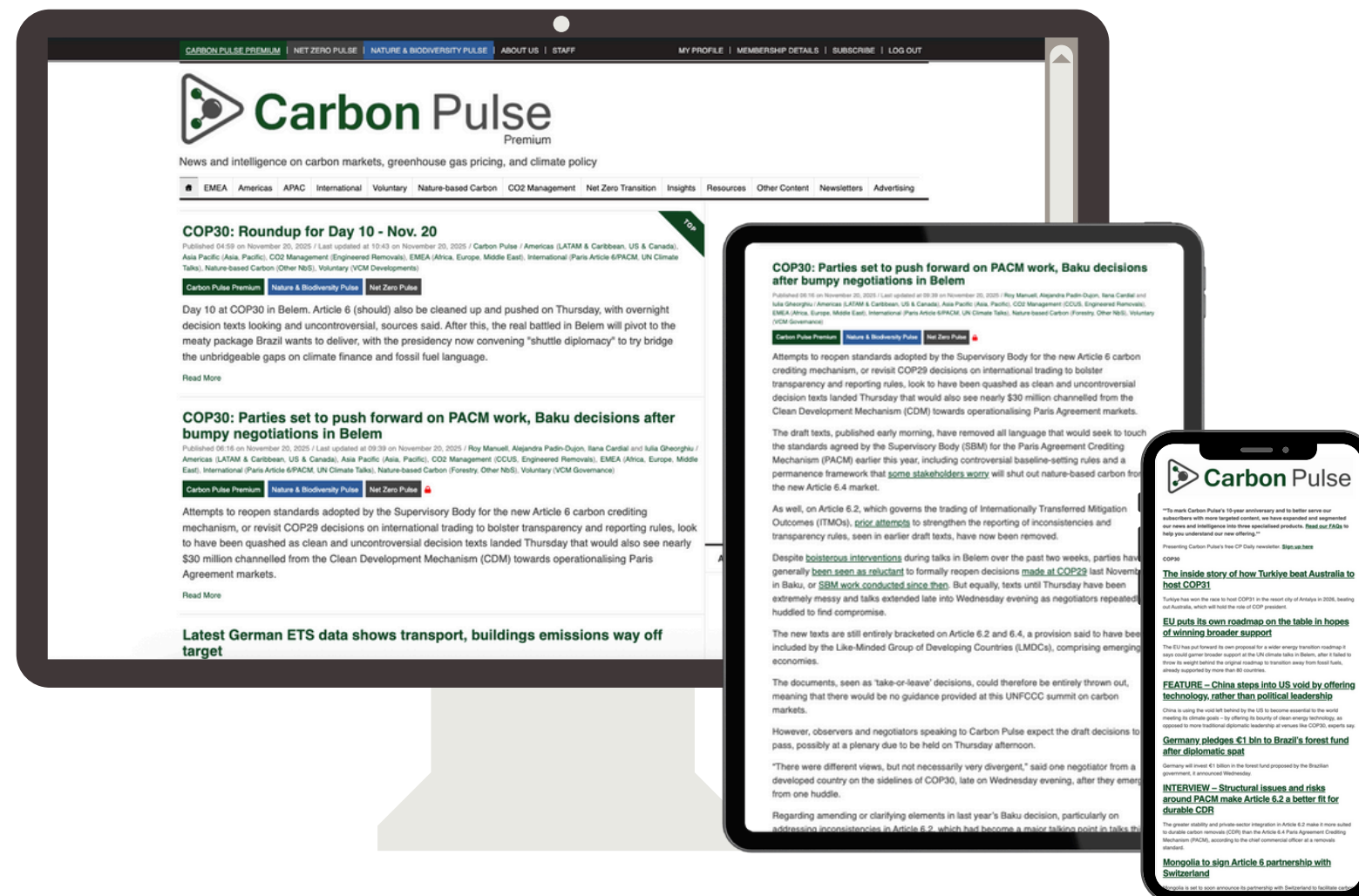
2026

www.carbon-pulse.com

The definitive source of news and intelligence on carbon markets, net zero, and biodiversity



Carbon Pulse is an online, subscription-based B2B service that delivers news and intelligence about carbon pricing initiatives, net zero policies, and emerging nature and biodiversity markets around the world.



CARBON PULSE AT A GLANCE

31,000

Newsletter
Subscribers

408,500

Average Monthly
Page Views

76,900

Average Monthly
Unique Users

35-45

Average Daily
Articles Published

Our Reporting

DAILY NEWS TICKER

A running list of all our climate and carbon news updated in real-time throughout the day.

DAILY NEWS + MARKET REPORTS

Daily, weekly, and monthly market reports that explain what is moving prices and why.

Timely, accurate, and often exclusive policy, market, and corporate news and analysis.

EVENTS COVERAGE

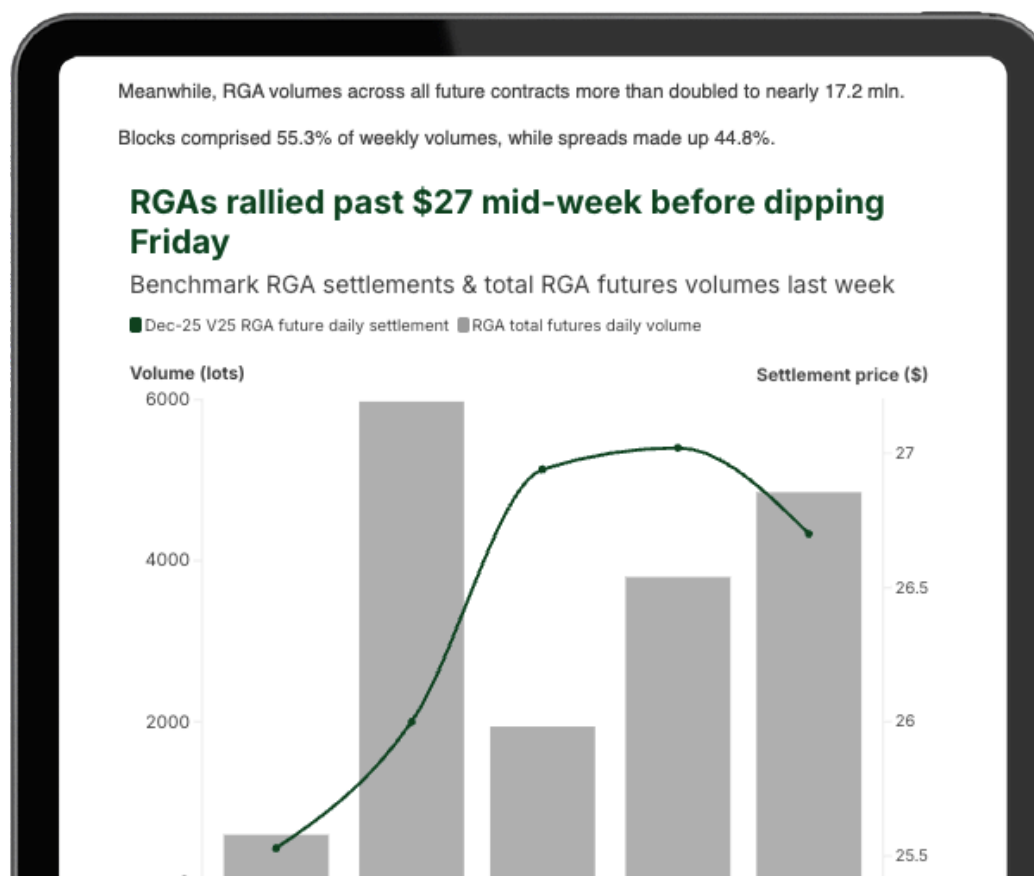
We send large teams to cover important events like:

- UN climate & biodiversity talks (COPs);
- Regional market conferences & climate weeks;
- Carbon Forward events (co-organised by Carbon Pulse).

DATA JOURNALISM + INFO PORTALS

We dive deep into large datasets to analyse the figures, identify the trends, and create visualisations that help deliver compelling news and analysis.

We also host a series of thematic intelligence portals, including for Paris Article 6, NDCs, and the VCM.



COP30: Parties set to push forward on PACM work, Baku decisions after bumpy negotiations in Belem

Published 06:16 on November 20, 2025 / Last updated at 09:39 on November 20, 2025 / Roy Manuelli, Alejandra Padin-Dujon, Iana Cardal and Iulia Gheorghiu / Americas (LATAM & Caribbean, US & Canada), Asia Pacific (Asia, Pacific), CO2 Management (CCUS, Engineered Removals), EMEA (Africa, Europe, Middle East), International (Paris Article 6/PACM, UN Climate Talks), Nature-based Carbon (Forestry, Other NbS), Voluntary (VCM Governance)

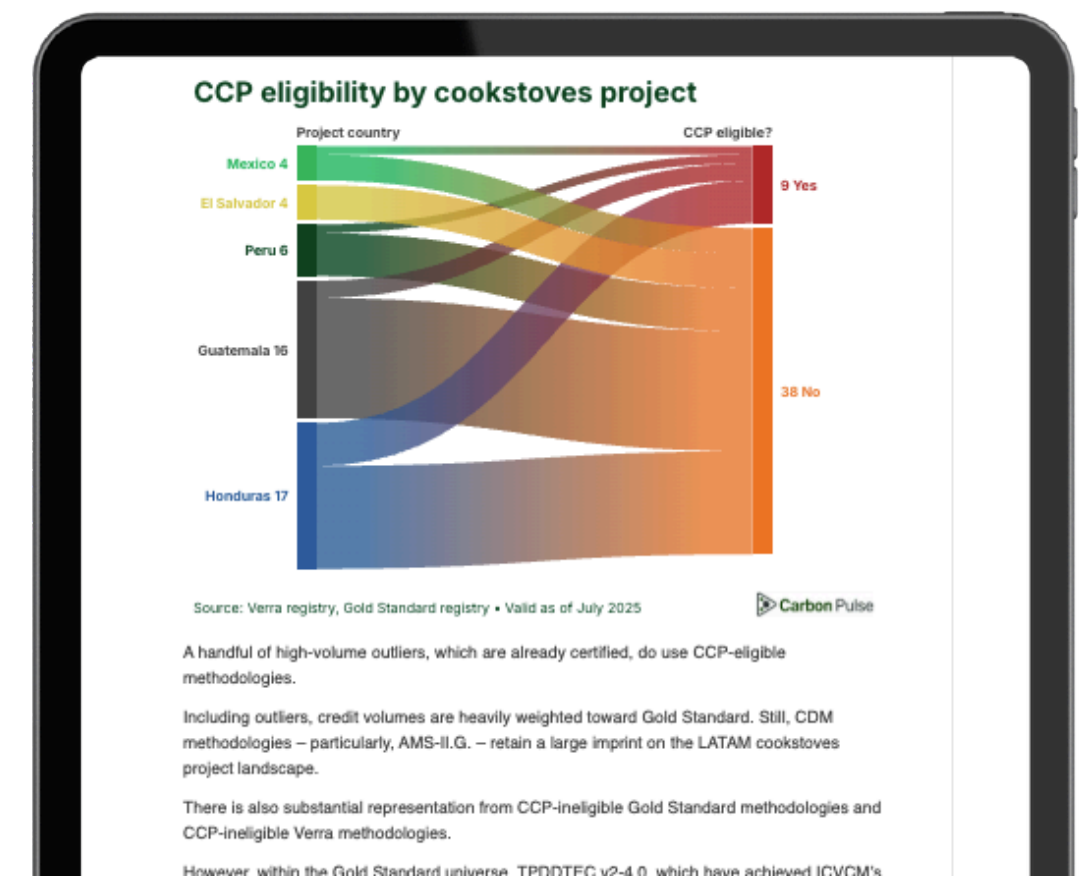
Carbon Pulse Premium Nature & Biodiversity Pulse Net Zero Pulse

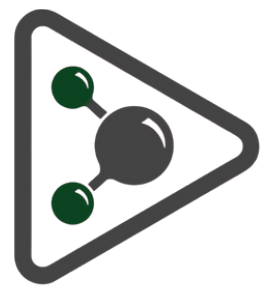
Attempts to reopen standards adopted by the Supervisory Body for the new Article 6 carbon crediting mechanism, or revisit COP29 decisions on international trading to bolster transparency and reporting rules, look to have been quashed as clean and uncontroversial decision texts landed Thursday that would also see nearly \$30 million channelled from the Clean Development Mechanism (CDM) towards operationalising Paris Agreement markets.

The draft texts, published early morning, have removed all language that would seek to touch the standards agreed by the Supervisory Body (SBM) for the Paris Agreement Crediting Mechanism (PACM) earlier this year, including controversial baseline-setting rules and a permanence framework that some stakeholders worry will shut out nature-based carbon from the new Article 6.4 market.

As well, on Article 6.2, which governs the trading of Internationally Transferred Mitigation Outcomes (ITMOs), prior attempts to strengthen the reporting of inconsistencies and transparency rules, seen in earlier draft texts, have now been removed.

Despite boisterous interventions during talks in Belem over the past two weeks, parties have generally been seen as reluctant to formally reopen decisions made at COP29 last November in Baku, or SBM work conducted since then. But equally, texts until Thursday have been extremely messy and talks extended late into Wednesday evening as negotiators repeatedly huddled to find compromise.





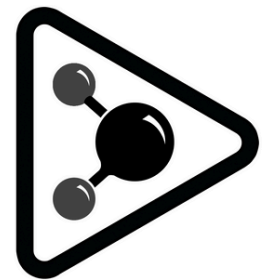
Carbon Pulse Premium

Carbon Pulse Premium (CPP) is our flagship product, offering news and intelligence on carbon markets, greenhouse gas pricing, and climate policy.



CPP provides independent reporting on dozens of compliance carbon markets (e.g. EU ETS, WCI, China ETS), carbon tax regimes (e.g. CBAM), and other market-based mechanisms to cut GHG emissions worldwide.

Overall, we cover 200+ climate policies implemented at all levels of government. CPP subscriptions require a minimum of three user licences.



Net Zero Pulse

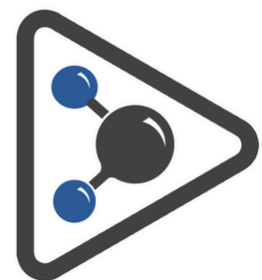
Net Zero Pulse (NZN) is focused on the voluntary carbon market and corporate journey to net zero.



NZP offers a sub-section of CPP's coverage to readers interested in the voluntary carbon market and broader net zero agenda.

Coverage includes UN climate talks, Paris Article 6, aviation/CORSIA, shipping, carbon removals, nature-based solutions, CCUS, clean fuels, and renewables.

NZP excludes compliance market reporting.



Nature & Biodiversity Pulse

Nature & Biodiversity Pulse (NBP) provides news and intelligence on biodiversity credits, nature-based carbon, and other emerging environmental credits.



NBP coverage includes developments in nature-based markets and policies, including carbon and biodiversity credits, and related instruments such as emerging plastics credits and other nature certificates.

Covering global, UN-governed markets and national and regional compliance and voluntary schemes.

NBP is available as an add-on to either CPP or NZP.

Subscription Products

COVERAGE AREAS	*Carbon Pulse Premium (CPP)	Net Zero Pulse (NZZ)	Nature & Biodiversity Pulse (NBP)
Compliance Carbon Markets (eg. EU ETS, UK ETS, CCA, RGGI, NZ ETS, etc)	★		
CO2 Taxes, Tariffs, and CBAM	★		
UN Climate Talks	★	★	
Paris Article 6/PACM	★	★	
Aviation/CORSIA	★	★	
Shipping	★	★	
Voluntary Carbon Markets	★	★	
Nature-based Carbon	★	★	★
CCUS & Engineered Removals	★	★	
Net Zero Transition	★	★	
Nature and Biodiversity Policy, Markets, and Corporate			★
UN Nature & Biodiversity Talks			★
Other Environmental Credits			★



Add Nature & Biodiversity Pulse to any subscription

*A Carbon Pulse Premium subscription requires a minimum of 3 logins

CP Newsletters

Carbon Pulse offers two free newsletters: CP Daily, which goes out every day with the latest CPP and NZP stories, and Nature & Biodiversity Pulse, a twice-weekly newsletter with the latest NBP stories.

Our newsletters feature the headlines and ledes of our latest stories plus relevant reports, events, and jobs.

	readers	open rate	click through rate	click to open rate
CP Daily Newsletter	~24,000	 32%	6.9%	29%
Nature & Biodiversity Pulse Newsletter	~7,000	 38%	6.6%	21%

NEWSLETTER READERS

- Access to free newsletter
- Access to article headlines & ledes
- Access to all Contributed Content

REGISTERED ACCOUNTS

- Newsletter access
- + Access to some Resource and Portal pages
- + Access to our [Daily News Ticker](#)

PAID SUBSCRIBERS

- Registered account access
- + Access to all Resource and Portal pages
- + Full article access

Newsletters Advertising

	PLACEMENT	SIZE	TWO-WEEK RATE	MONTHLY RATE
CP DAILY TEXT AD	Text ad in Carbon Pulse's daily newsletter	~100 words + link	£699 €799 \$949	£999 €1149 \$1349
CP DAILY BANNER AD	Banner ad in Carbon Pulse's daily newsletter	540 x 185 px	£699 €799 \$949	£999 €1149 \$1349
BIODIVERSITY TEXT AD	Text ad in NBP's twice-weekly newsletter	~100 words + link	£149 €179 \$209	£249 €299 \$349
BIODIVERSITY BANNER AD	Banner ad in NBP's twice-weekly newsletter	540 x 185 px	£149 €179 \$209	£249 €299 \$349

Prices subject to change | VAT is applicable for UK-based orders

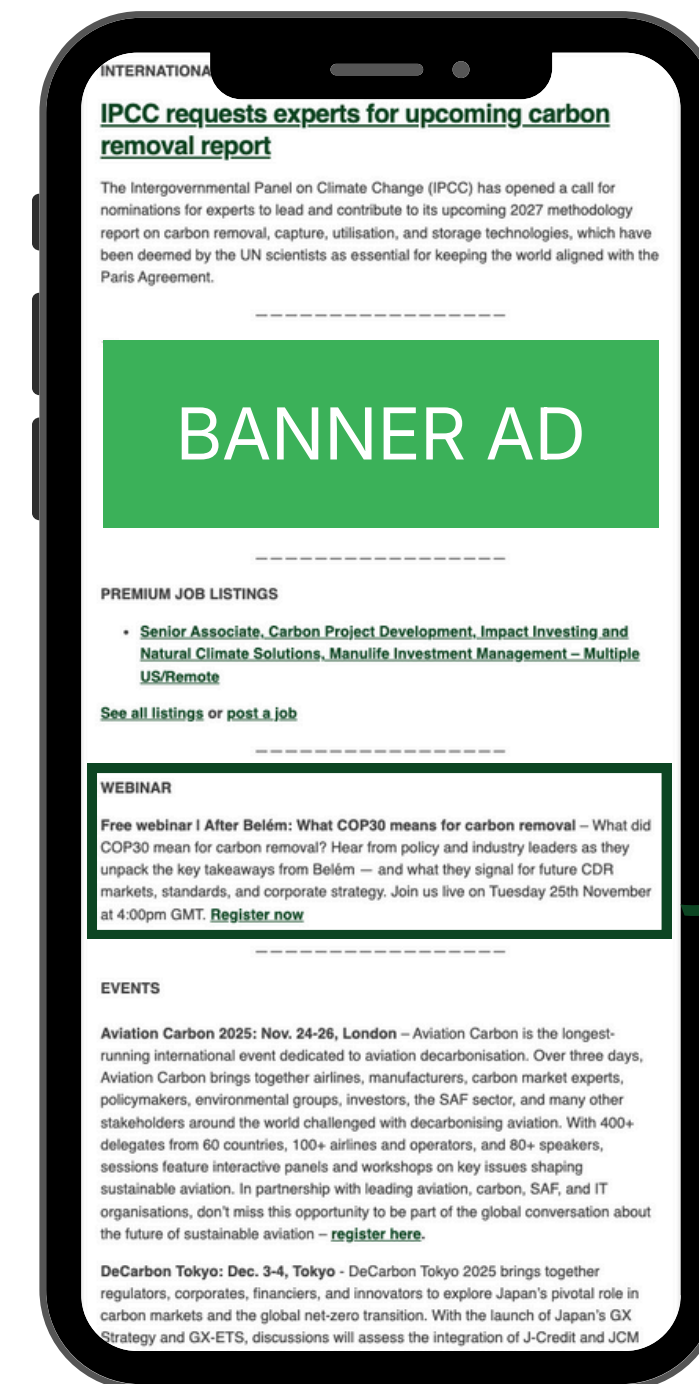
Overall Monthly Newsletter Stats

130k+

OPENED

520+

CLICKS



TEXT AD

CPP Advertising Rates

Carbon Pulse Premium (CPP) is our flagship product and currently attracts the greatest number of readers, while Net Zero Pulse (NZZP) and Nature & Biodiversity Pulse (NBP) allow you to reach more targeted audiences. Rates, reach, and placement details are below and in the slides that follow.

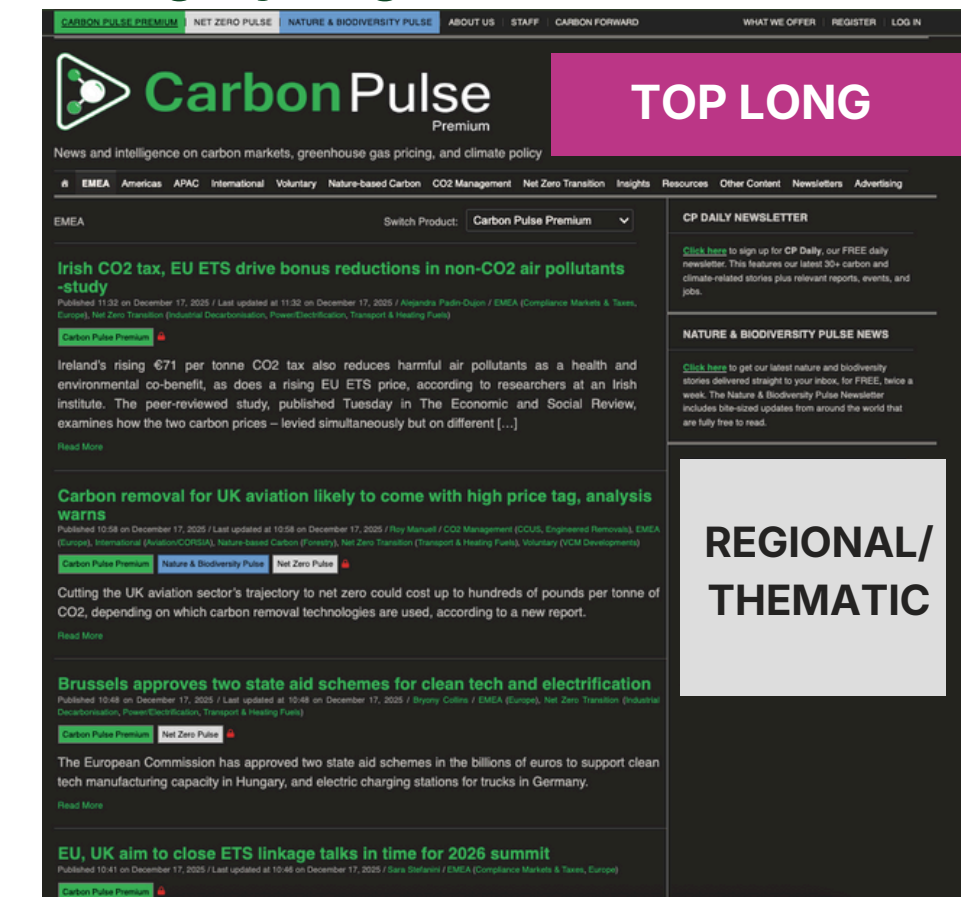
	PLACEMENT	SIZE	TWO-WEEK RATE	MONTHLY RATE
TOP LONG	Top of every CPP page website-wide, including all article, category, and Resource and Portal pages	540 x 110 px	£699 €799 \$949	£999 €1149 \$1349
TOP SQUARE	Side of the homepage, and all article, and Resource and Portal pages	300 x 300 px	£629 €719 \$859	£899 €1039 \$1219
MID SQUARE	Side of the homepage, article, and Resource and Portal pages	300 x 300 px	£499 €579 \$679	£699 €799 \$949
REGIONAL/ THEMATIC	Side of a chosen regional or thematic page	300 x 300 px	£249 €299 \$349	£399 €459 \$549

VAT is applicable for UK-based orders

Main Homepage



Category Pages



CPP Ads



Carbon Pulse

Premium

VAT is applicable for UK-based orders

TOP LONG ADS:

2 WEEKS: £699 | €799 | \$949

1 MONTH: £999 | €1149 | \$1349

Your 540 x 110 px ad appears at the top of every CPP page website-wide, including all article, category, and Resource and Portal pages.

523k
views/month

TOP SQUARE ADS:

2 WEEKS: £629 | €719 | \$859

1 MONTH: £899 | €1039 | \$1219

Your 300 x 300 px ad appears on the side of the homepage, and all article, and Resource and Portal pages.

326k
views/month



Both Top Long and Top Square spots are exclusive to a single banner across the entire CPP website for the time purchased.

CPP Ads



Carbon Pulse

Premium

MID SQUARE

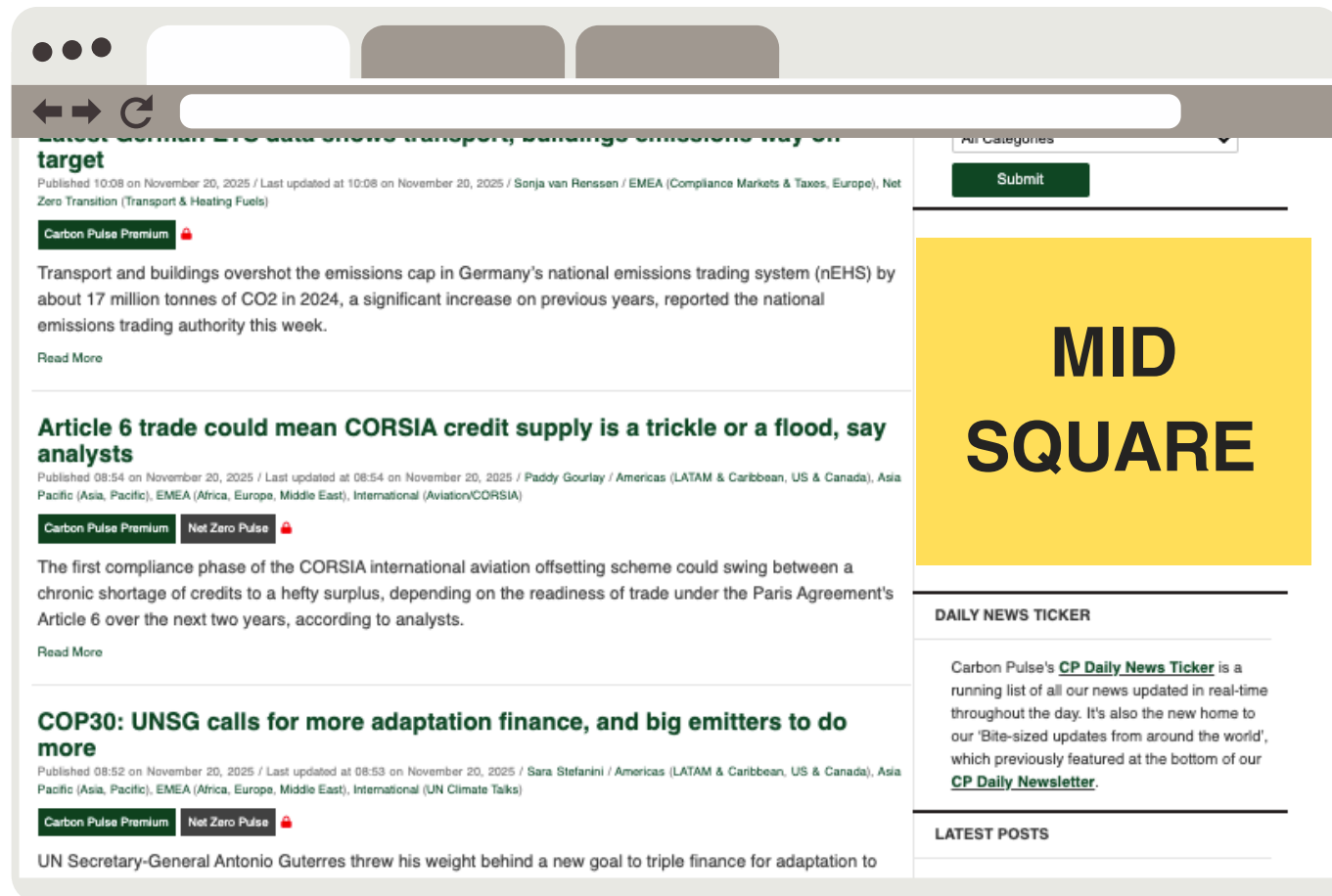
2 WEEKS: £499 | €579 | \$679

1 MONTH: £699 | €799 | \$949

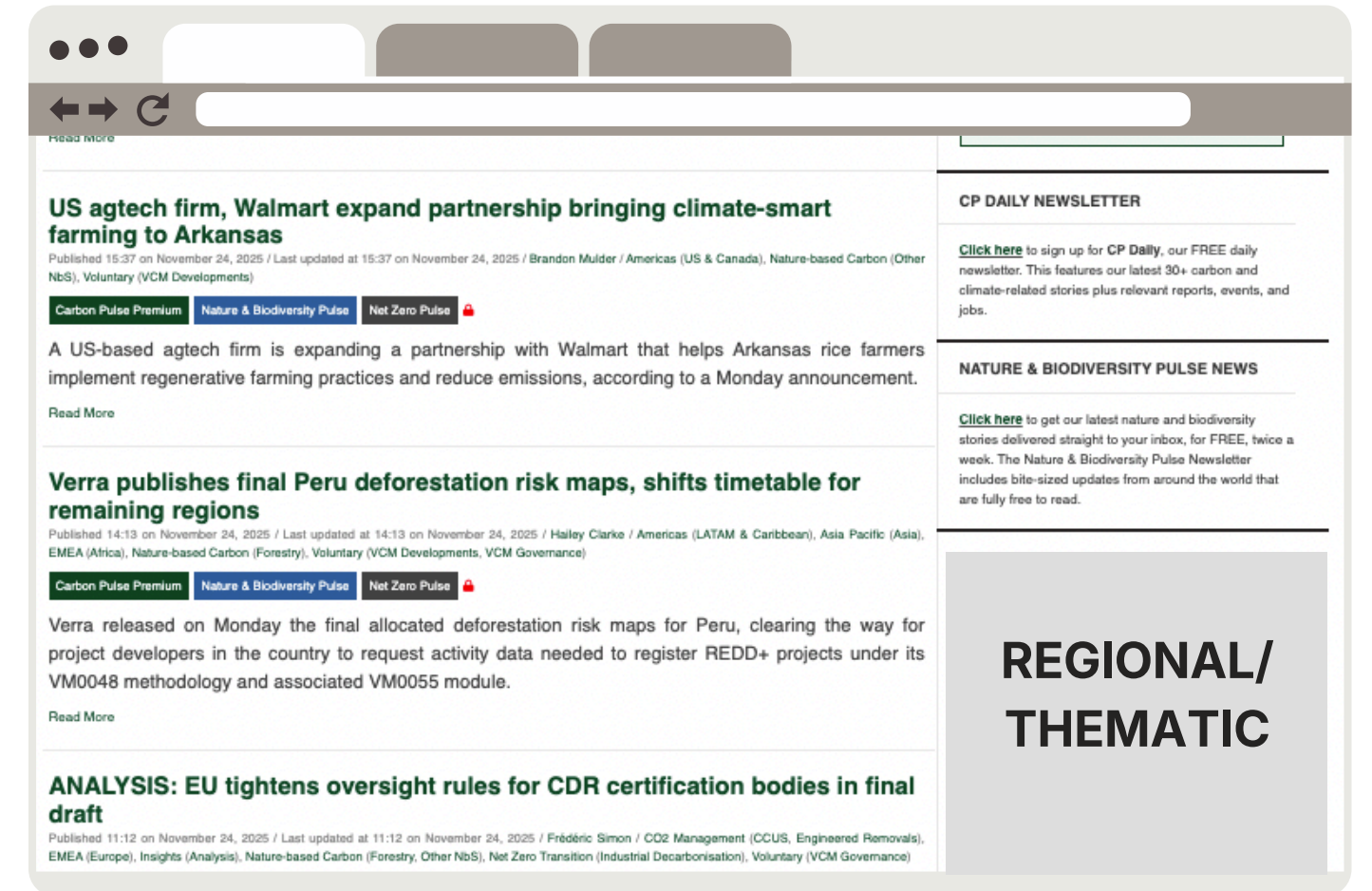
Your 300 x 300 px ad appears on the side of the homepage, article, and Resource and Portal pages.

256k

views/month



VAT is applicable for UK-based orders



REGIONAL/THEMATIC

2 WEEKS: £249 | €299 | \$349

1 MONTH: £399 | €459 | \$549

Your 300 x 300 px ad appears on the side of any specific regional or thematic page.

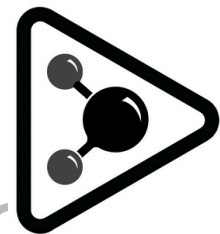
Regions: EMEA, Americas, APAC, etc

up to

70k

views/month

Targeted Audience Ads



Net Zero Pulse **AD BUNDLE**

For an audience focused on the corporate journey to net zero.

NZP TOP LONG

+

NZP TOP SQUARE

+

THEMATIC

Your ad will appear at the top and side of the Net Zero Pulse product homepage, and all article, category, and Resource and Portal pages.

It will also appear on the side of **all relevant CPP thematic category and sub-category pages.**

Thematic Categories: International, Voluntary, Nature-based Carbon, CO2 Management, Net Zero Transition.

TWO-WEEK RATE*

£139 | €179 | \$189

MONTHLY RATE*

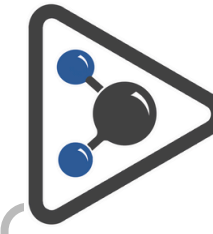
£199 | €229 | \$269

SIZE

540 x 110 px

+

300 x 300 px



Nature & Biodiversity Pulse **AD BUNDLE**

For an audience focused on emerging nature and biodiversity markets.

NBP TOP LONG

+

NBP TOP SQUARE

+

THEMATIC

Your ad will appear at the top and side of the Nature & Biodiversity Pulse product homepage, and all category and article pages.

It will also appear on the side of the **Nature-based Carbon category across CPP and NZP.**

TWO-WEEK RATE*

£139 | €179 | \$189

MONTHLY RATE*

£199 | €229 | \$269

SIZE

540 x 110 px

+

300 x 300 px

*Prices subject to change | VAT is applicable for UK-based orders

Ad Specifications

All ad sizes MAX 300 KB. A minimum font size of 18 is recommended for all ads.

540 x 100 px | Top Long

Size 24 Font Size 18 Font Size 12 Font

Size 36 Font

Size 24 Font

Size 18 Font

Size 12 Font

540 x 185 px | Banner

Size 36 Font

Size 18 Font

Size 24 Font

Size 12 Font

300 x 300 px | Square

Include a call to action like "click here" or "register now" to tell viewers the ad is a clickable button if your goal is to drive them to a specific page versus more general awareness-raising/brand recognition.

Non-Editorial Content

JOB LISTINGS

Free Job Posting

- List a job on our website for free for 4 weeks
- The post will be visible to all readers
- Free listings appear below Premium listings on the website
- Listings are featured once in our free newsletter

Premium Job Posting

- Priority positioning on the website
- The post will be visible to all readers
- Minimum two-week term unless multiple listings are purchased
- Listings are featured every day in our free newsletter

Paid subscriber weekly rate: £125 | €150 | \$175

Non-subscriber weekly rate: £250 | €300 | \$350

VAT is applicable for UK-based orders

CONTRIBUTED CONTENT

We host thought pieces, op-eds, tenders/RFPs, advertorials, and other content from our subscribers, strategic partners, and other leading industry players.

Paid subscriber firms get one free Contributed Content post per company per subscription year.

Non-subscriber or additional Sponsored Content posts can be purchased for £999 | €1149 | \$1349.

Contributed Content posts will feature once in our free newsletter, while Sponsored Content will feature for three days.

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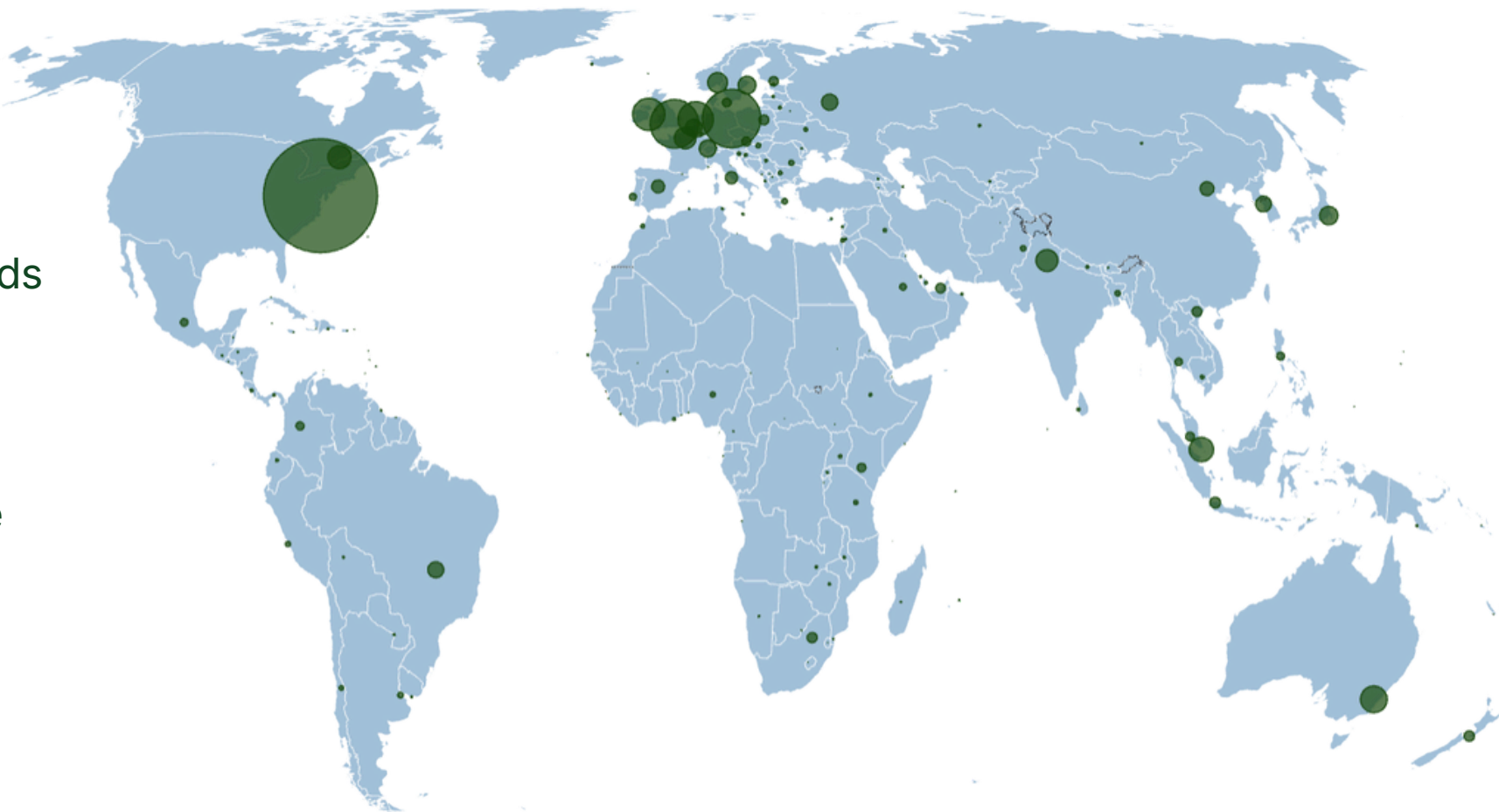
Audience Breakdown

A Global Reach

Top 10 Readership Countries 2025

130+ Countries with Active Readership

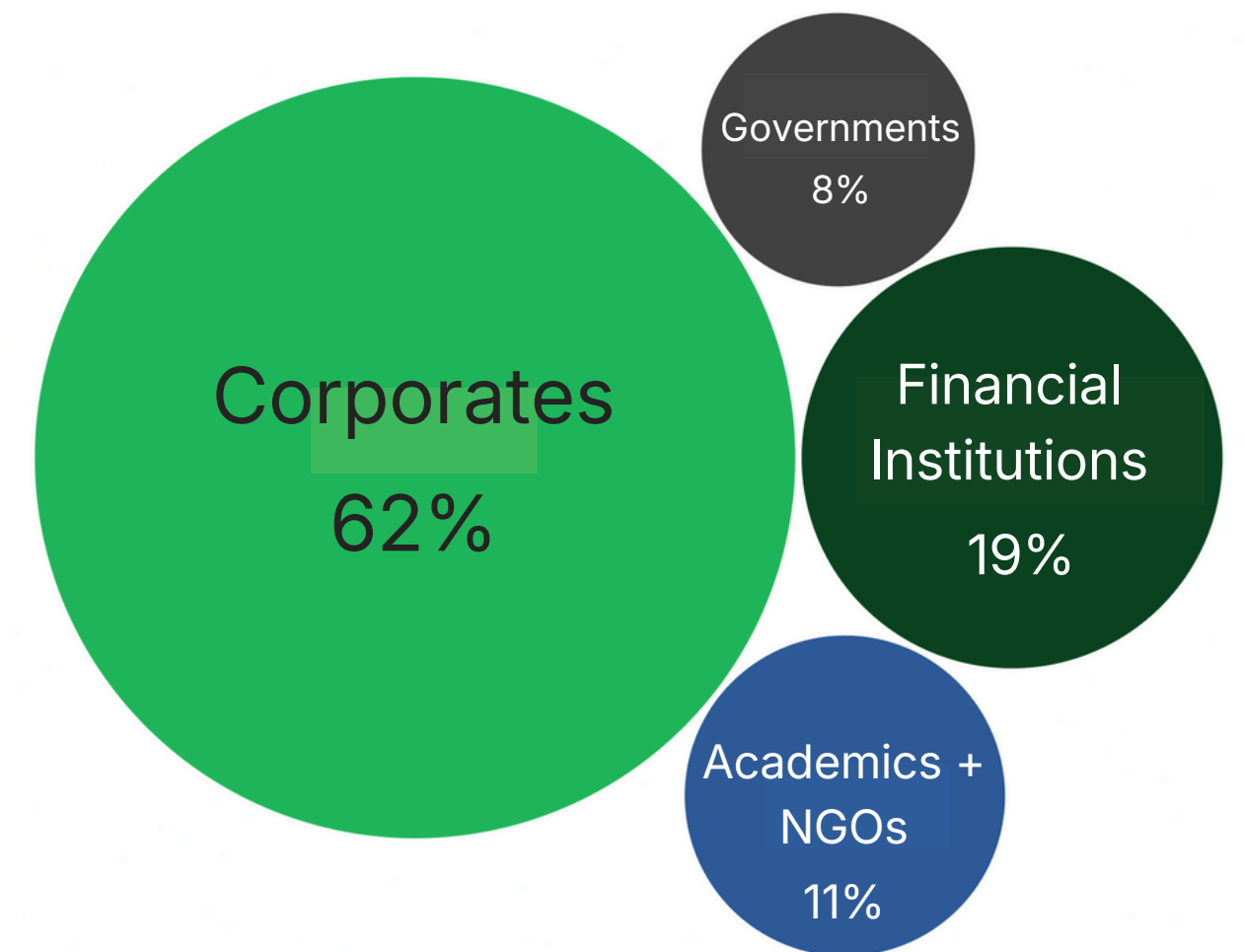
- US
- Germany
- UK
- Netherlands
- Ireland
- Australia
- Singapore
- Canada
- India
- France



By both active users and engaged sessions.

Across Sectors

Subscribers by Professional Category



>96% Annual Subscription Renewal

Partnerships

Carbon Pulse is forging strategic collaborations with key industry players including:



DATA PARTNERS

Carbon Pulse offers programmes to highlight partner data to our readers.

We can host your data in front of, or behind, our paywall, and/or sell your service as an add-on to ours.

CP CONVENES

Carbon Pulse is looking for partners to co-host small, creative events that connect carbon market professionals to exchange insights, spark ideas, and build the carbon community.

Email partners@carbon-pulse.com for more information on data and event partnerships.



Carbon Forward Events

Carbon Pulse co-founded and co-produces Carbon Forward, the leading global carbon markets conference.

Since its inaugural 2016 event, Carbon Forward Expo London has become Europe's premier environmental markets conference, and has spawned multiple global offshoots.

10+

Years

20+

Events

50+

Sponsors

in 2025

1,500+

Attendees

in 2025

2026 EVENT SERIES

Carbon Forward Middle East Abu Dhabi | January 14-15

Carbon Forward Asia Singapore | March 24-25

Carbon Forward Expo London | October 13-15

 Carbon Pulse

In partnership with



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NZP AD BUNDLE	WEBSITE Top & side of the NZP homepage, articles, and category pages	540 x 110 px 300 x 300 px	£139 €179 \$189	£199 €229 \$269
NBP AD BUNDLE	WEBSITE Top & side of the NBP homepage, articles, and category page	540 x 110 px 300 x 300 px	£139 €179 \$189	£199 €229 \$269
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