

# MEDIA KIT 2023



## About us

Carbon Herald is an independent online media covering the emerging global carbon industry. Established in 2021, we are focused on the companies, organizations and people that work in carbon capture, carbon removal and the various types of carbon markets.

Our goal is to provide daily news and updates about new partnerships, investments, policy, technology and science from across the globe. We also feature in-depth interviews with CEOs and key professionals working on decarbonization.

The team produces seven daily articles on average, as well as a weekly roundup newsletter.

## Key numbers

Average  
unique  
monthly  
visitors  
Q1, 2023



Average  
monthly  
pageviews  
Q1, 2023



Newsletter  
subscribers  
as of  
May, 2023



Social media  
followers  
as of  
May, 2023

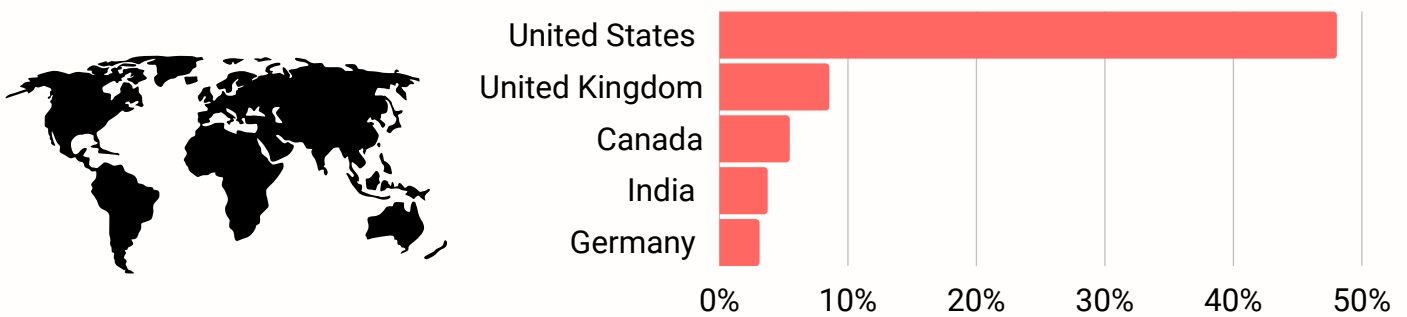


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## Audience

Our audience includes professionals from the carbon industries, ranging from the C-suite to project managers, analysts, engineers and marketers working in startups and more established companies.

There is also a significant number of visitors from consulting companies, market intelligence and investment firms. Readers also come from government, NGOs, as well as academia and other media.



In terms of geography, visitors to carbonherald.com mainly come from the U.S. (48% in 2022), followed by the UK (9%) and Canada (5%).

In 2022 we saw increased growth, reaching a total of 104,000 visitors. We surpassed this number in April 2023 and we are on track to triple it by the end of the year. The last quarter also saw a healthy increase of 38%.

Total visitors  
in 2022

104,247

Total visitors  
in 2023 (as of  
April 30)

111,945

Q1, 23 vs Q1, 22  
visitor growth

~9x

Q1, 23 vs Q4, 22  
visitor growth

38%

# Let's work together!

We are happy to offer advertising opportunities for interested parties that would like to reach our audience. You can contact [marketing@carbonherald.com](mailto:marketing@carbonherald.com) with your requests, as well as any questions. We are also available to support you with the planning of custom campaigns.

## SERVICES & RATES

### **SPONSORED ARTICLE**      **\$800**

*Rate for article up to 1,000 words created by Carbon Herald. It will also be shared on social media and included in our newsletter.*

### **NEWSLETTER ANNOUNCEMENT**      **\$350**

*Image and text linking to an article, event, job advert, etc.*

### **EVENT PROMOTION**

*Contact us for event campaigns that can utilize the services in this list, as well as social media posts.*

### **WEB BANNERS**

*Coming soon.*

### **ADVERTORIAL**      **\$500**

*Rate for article provided by the advertiser. It will also be shared on social media and included in our newsletter.*

### **NEWSLETTER BANNER**      **\$350**

*A 350x250 banner placed after our featured weekly article*

### **CUSTOM REQUESTS**

*Contact us for any custom campaigns, discounts and requests outside of these services.*