

# 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. In October 2023 we also launched our podcast called Carbonsations.

## Key numbers

Average  
unique  
monthly  
visitors  
Q3, 2023



Average  
monthly page  
views  
Q3, 2023



Newsletter  
subscribers  
as of  
September, 2023



Social media  
followers  
as of  
September, 2023

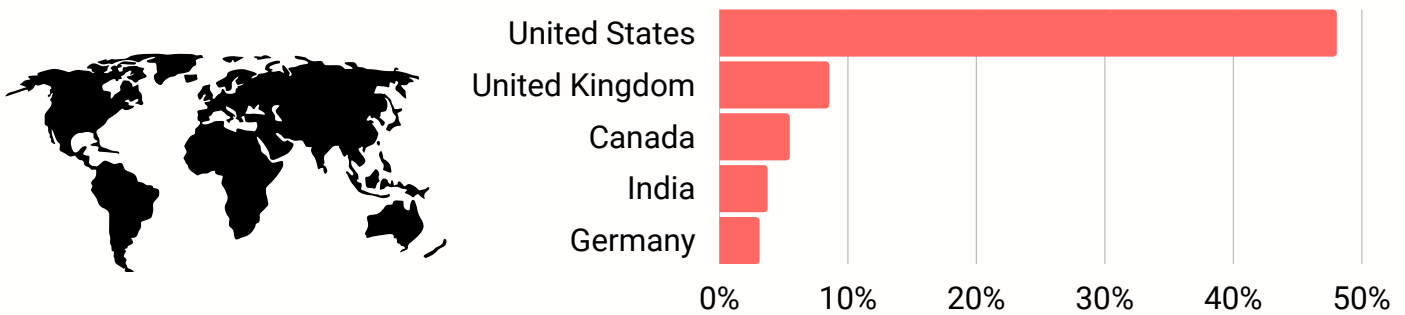


# MEDIA KIT 2023

## Audience

Our audience includes professionals interested in carbon capture, carbon removal and the carbon markets. They range 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.

Total visitors  
in 2022

104,247

Total visitors  
in 2023 (as of  
September 30)

240,849

1st nine months  
23' vs 22'

~4.5x

Q1, 23 vs Q3, 22  
visitor growth

298%

# 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

### **HORIZONTAL ARTICLE BANNERS: 1 MONTH**     **\$1,000**

*Positioned after the 4th paragraph on all articles and devices. Expected monthly impressions: 50,000*



### **SQUARE BANNERS: 1 MONTH**     **\$800**

*Positioned on the right-side menu for desktop viewers of all articles. Expected impressions: 42,000*



### **NEWSLETTER BANNER: MAIN**     **\$375**

*A 540x185 banner placed in a prominent position (right after our featured article).*

### **NEWSLETTER "EVENTS" FEATURE**     **\$250**

*Placement in our Events section. Consists of an image and text with the name, date and location of the event.*

### **HORIZONTAL ARTICLE BANNERS: 2 WEEKS**     **\$600**

*Positioned after the 4th paragraph on all articles and devices. Expected impressions: 25,000*

### **SQUARE BANNERS: 2 WEEKS**     **\$500**

*Positioned on the right-side menu for desktop viewers of all articles. Expected impressions: 21,000*

### **NEWSLETTER BANNER: SECTIONS**     **\$250**

*Placement above one of our three main sections: Carbon Capture, Carbon Removal and Carbon Markets*

# SERVICES & RATES CONT.

## **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.*

## **EVENT PROMOTION**

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

## **ADVERTORIAL**

**\$500**

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

## **CUSTOM REQUESTS**

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

# CAMPAIGN TYPES

Here are some of the marketing and sales campaigns Carbon Herald can support you with.

## **BRAND AWARENESS**

*Raise brand awareness by utilizing our website, newsletter and podcast's reach.*

## **NEW PRODUCT/SERVICE**

*To boost sales of new carbon capture products and technology, as well as services.*

## **WHITEPAPER**

*Increase the readership of whitepapers your company has prepared.*

## **LEAD GENERATION**

*Generate email or other sales contacts through a mix of advertising and content.*

## **NEW REPORT**

*Increase the reach for paid and free reports that your company has prepared.*

## **WEBINAR**

*Boost the attendance of webinars you are organizing or taking part in.*