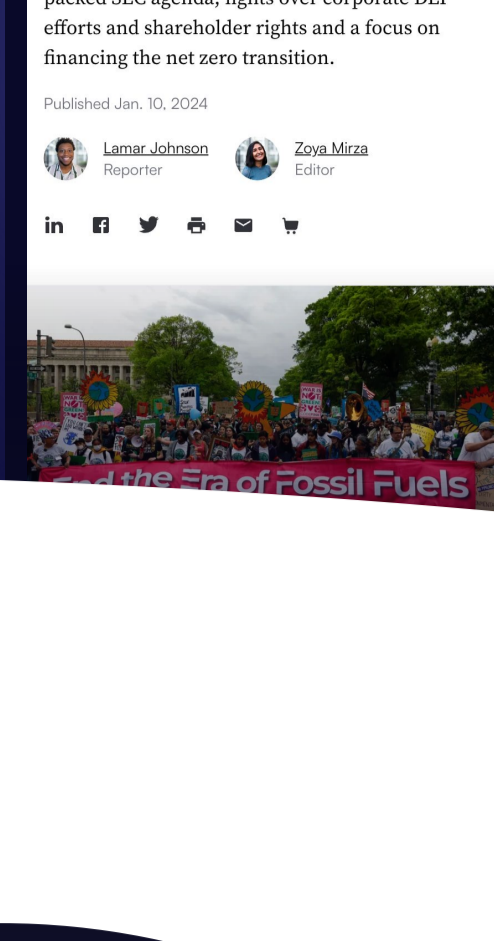


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ESG Dive is a news publication designed specifically for ESG company executives & decision-makers. Across topics such as sustainability, regulation, risk and compliance, finance, and more, our journalists cover the issues that impact the ESG space.

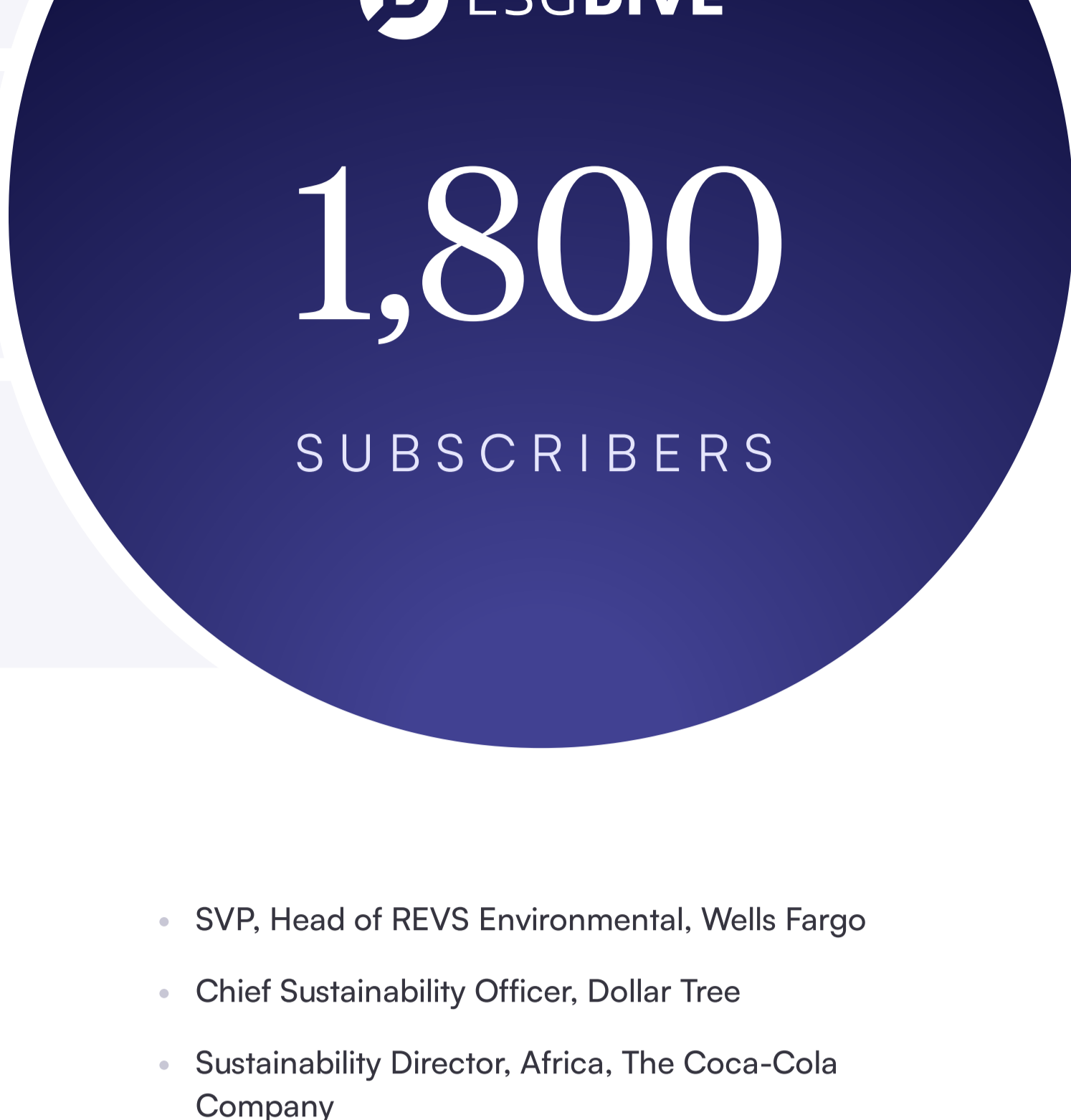


01 Audience

19K
unique monthly visitors

142%
MoM subscriber growth since launch

61%
of Fortune 100 Companies read ESG Dive



You'll find ESG Dive's news and insights in the inbox of notable subscribers, like:

- SVP, Head of REVS Environmental, Wells Fargo
- Chief Sustainability Officer, Dollar Tree
- Sustainability Director, Africa, The Coca-Cola Company
- VP Energy, Sustainability & Purchasing, Cinemark USA
- Director of Corporate Social Responsibility, Mitsubishi Power Americas
- Head of Sustainability, Wayfair
- Director of Product Sustainability, Walgreens
- Energy and Sustainability Manager, Verizon
- Sr. Director, Sustainability and Social Impact, Mattel, Inc.
- Chief Sustainability Officer, Under Armour

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02 Top-performing content

The overall narrative for the ESG industry this year can be summed up in one word: tension. From pushback that caused both the US SEC and the EU to weaken and/or delay climate disclosure rules to a decline in support for ESG proposals from shareholders, ESG has never been more controversial — or more important. Let's take a look at what ESG leaders have been focused on most.

Top 5 topics

- Sustainability
- Corporate governance
- Finance
- Regulations
- Reporting

Top 10 ESG Dive stories

SEC to scrap scope 3 reporting from climate disclosure rule: Reuters	EU lawmakers approve 2-year delay of CSRD reporting for non-EU companies and specific sectors
4 ESG trends that set the tone for 2024	BlackRock buys Global Infrastructure Partners, makes \$12.5B bet on infrastructure market
JPMorgan, State Street exit Climate Action 100+ coalition	A roadmap for corporate ESG reporting: eBay Chief Sustainability Officer
ESG to be a 'major' M&A driver in 2024: Norton Rose Fulbright	Businesses face significant data collection hurdles while meeting ESG reporting requirements, KPMG says
BlackRock eases on ESG messaging amid increased scrutiny	2024 proxy outlook: What's driving the ESG proposal approval dip?

Keywords resonating right now

- DEI efforts
- net-zero transition
- climate tech
- greenwashing
- scope 1-2-3 emissions
- SEC Climate Disclosure
- sustainability reporting standards
- data assurance

03 Trend analysis

Major legislation

- Dealing with impacts from the SEC's long-awaited climate disclosure ruling
- Updated Human Capital Management Disclosure rule to protect workers on track for Q2 2024 release
- 'Enhanced Disclosures' rule will require investment companies/advisors that tout ESG funds to specify how ESG factors actually impact and steer strategies

Shareholders, funding, and reporting

- Fight between companies, shareholder advocacy groups, and legislators over shareholder rights
- Concern over current funding level's inability to hit global climate target
- Examining AI's integral role in helping businesses navigate reporting frameworks and respond to disclosures

Accountability, now

- ESG definition evolves to include more diversity, equity, and inclusion initiatives
- Heightened expectations for corporations to disclose their stance on hot topics (politics, LGBTQ issues, DEI, abortion, etc.)
- Optimistic future as the new wave of employees (millennials and Gen Z) demand transparency of values and genuine commitment

Our readers spent nearly 2x as long on these stories than the average story:

- LG Energy unveils 10 grid-scale battery storage projects for 2024
- USDA counters claims over misuse of climate funds

Regulations are coming

While the SEC passed a watered-down version of its climate disclosure rules in April, carbon reporting requirements are not going away. And the EU is leading the way with its Corporate Reporting Directive.

studioID tip

Help companies prepare for reporting now so they're not scrambling when regulations reach them. Figuring out how to collect, synthesize, and assure all the necessary data is challenging, and getting ahead minimizes the risk of non-compliance. Guide ESG leaders with best practices, case studies, and continued engagement as the regulatory landscape evolves.

Brands in the hot seat

As governments and consumers pay more attention to ESG, brands can no longer stay apolitical or silent, especially when it comes to issues touching diversity, equity, and inclusion (DEI).

studioID tip

Companies are struggling to find their footing in a world that demands transparency on social issues. Help them understand how their peers and competitors are navigating touchy subjects with industry surveys and case studies. Position yourself as a trusted advisor in helping them navigate changing DEI reporting requirements.

ESG as a political battleground

The fight over shareholder rights is heating up, and ESG promises to remain a contentious buzzword this election year.

studioID tip

Companies are struggling to meet their ESG commitments without alienating potential supporters. Help companies understand the business case for progressing on their ESG goals with research-supported best practices and case studies that focus on the bottom line (improved efficiency, cost savings, increased retention, etc.).

04 Marketing insights

Build sustainable relationships with this audience by reflecting the content preferences of over 1,800 ESG Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach

Make the business case

ESG buyers need to win stakeholder buy-in to do their jobs well in an increasingly politicized space.

studioID tip

Help leaders make the case for ESG in terms that their C-suite and shareholders can understand — by focusing on efficiency, employee satisfaction, and cost-savings for the business. Equip them with best-in-class looks at how leading brands are benefiting from making progress on their ESG goals.

High-impact approach

Don't overlook the "S" and "G" pillars

While environmental sustainability is critical, brands expose themselves to risk by ignoring their social and/or governance responsibilities.

studioID tip

As the SEC strengthens guidelines on human capital management, companies will be looking for help collecting and reporting on the status of their DEI initiatives. Help them understand what industry leaders and their peers are doing with industry surveys and case studies.

High-impact approach

Guard against greenwashing

ESG leaders need to be transparent, but their narratives and promises must be backed by action.

studioID tip

Guide leaders away from greenwashing by showing them examples of companies that have been called out and/or fined for making empty promises. More importantly, show them how you can help them accurately meet reporting requirements and chart a path toward meaningful impact.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

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