

# Appropriate Technology

## Volume 47 - 2020

Appropriate Technology is directed towards communicating new practical technologies, policies and ideas addressed to the elimination of poverty and hunger.

### Examples of Topics Coverage

Agriculture  
Water & Sanitation  
Rural Building & Construction  
Sustainable & Economic Development Projects and Programmes  
Natural Resource Management  
Forestry  
Health, Education & Training  
Disaster and Emergency Relief Management  
Micro- enterprises.  
Integrated Pest Management

### Readership

Includes rural development field workers, projects/programme managers, extension officers and researchers working on behalf of NGO's, international aid agencies and co-ordinating bodies, government funded institutions, UN & intergovernmental organisation, research organisations, etc. Many readers are in a position of authority, and specify/recommend development expenditure.

### Distribution

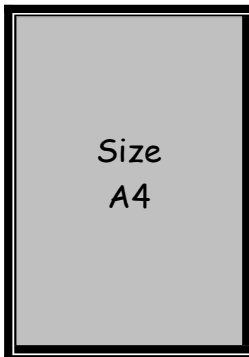
With the introduction of the online/digital version, we have introduced multi-site and global licences and some organisations who have offices/facilities at various locations have taken advantage of the multi-site and global licences. More subscribers are requesting online access only and do not wish to receive a print copy. All advertisements are hyperlinked to the advertiser's web-site from the online/digital version.

Hence for the reasons explained above, it is difficult to obtain actual circulation figures. Extra print copy distribution takes place at various international exhibitions and conferences around the world. This gives an average print circulation of 600 copies per issue. (with further extra copies printed for distribution at relevant exhibitions/conferences).

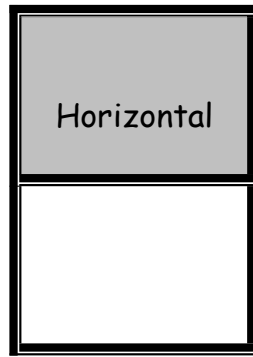
### Geographical Breakdown (2019)

Africa 32%  
North America 14%  
Asia 21%  
Europe 15%  
South America 1%  
United Kingdom 16%  
Far East 1%

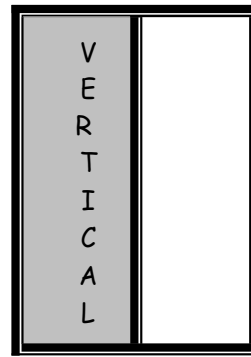
# Appropriate Technology Advertising Rates 2020



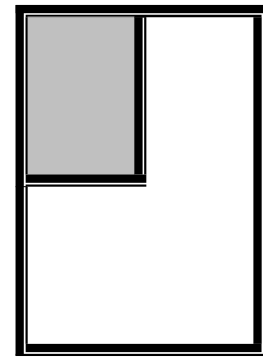
Full Page (A4)



Half page



Half page



Quarter page

£=GBP	Display advertising rates per entry		\$=USD
Size	Type area (mm)	4-colour	
Full page A4 size*	Bleed size 305 x 218 Type area 254 x 178	£600/\$900	
½ page	124 x 178 (Horizontal) or 254 x 86 (Vertical)	£390/\$585	
¼ page	124 x 86 (Portrait)	£250/\$375	
<b>Cover positions – Inside front; Outside back &amp; Inside back</b>			
Full page	Bleed size 305 x 218 Type area 254 x 178	£750/\$1125	

- \*A4 size:** Trimmed Size 297mm high & 210mm wide
- Series Discounts:** 3-series 10% and 4-series 20%
- Bleed:** No extra charge
- Frequency:** Quarterly (End of March, June, September & December)
- Copy Date:** 15<sup>th</sup> of the middle month in each quarter (e.g. 15<sup>th</sup> Feb for March issue)
- Cancellations:** Accepted at least 6 weeks prior to publication
- Elect. Media:** **Must** be TIFF, EPS or JPEG format, minimum 300 dots per inch resolution (most software will export to these formats)\*.
- Proofs:** **Must** be supplied – accurate colour proofs if colour accuracy is required.

- Please note we cannot accept liability for the quality of published advertisements if advertising materials are supplied in any other format.
- Rates shown are excluding VAT if applicable.
- For further information please visit our web [www.appropriate-Technology.com](http://www.appropriate-Technology.com)
- Contact: Ras Patel – email [raspatel@appropriate-technology.com](mailto:raspatel@appropriate-technology.com).

[www.appropriate-technology.com](http://www.appropriate-technology.com) Banner Advertising - Positions & Rates 2020

Top Leader - Static 728pxx90px  
GBP £750/yr

Top 220x90px  
GBP £550/yr

*Featured Article Picture here on home page only in this space.  
Otherwise banner below (468x60px) will be directly below  
Top LHS Banner Advertisement above*

468x60px  
GBP £650/yr

Bottom Leader - Static 728pxx90px  
GBP £550/yr

220x90px Bottom  
GBP £350/yr