

Appropriate Technology

Volume 49 - 2022

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.

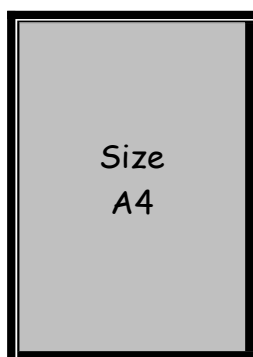
Hence for the reasons explained above, it is difficult to obtain actual circulation figures. Extra print copy distribution takes place at various international exhibitions and conferences around the world. This gives an average print circulation of 600 copies per issue. (with further extra copies printed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

Geographical Breakdown (2021)

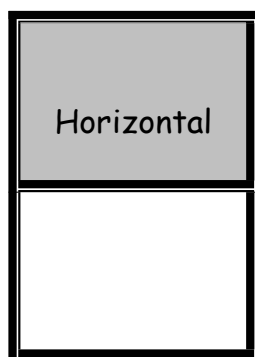
Africa 32%
North America 14%
Asia 21%
Europe 15%
South America 1%
United Kingdom 16%
Far East 1%

Appropriate Technology

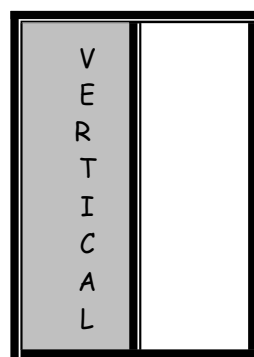
Advertising Rates 2022



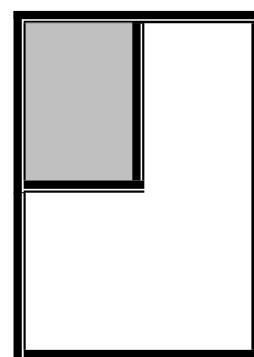
Full Page (A4)



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	
Cover positions – Inside front; Outside back & Inside back			
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:** 15th of the middle month in each quarter (e.g. 15th 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
- Contact: Ras Patel – email raspatel@appropriate-technology.com.

www.appropriate-technology.com Banner Advertising - Positions & Rates 2022

Top Leader - Static 728pxx90px

BOOKED

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