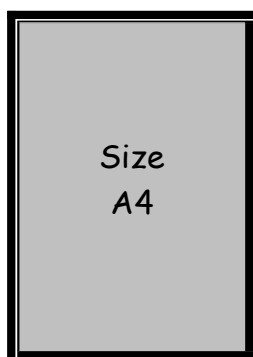
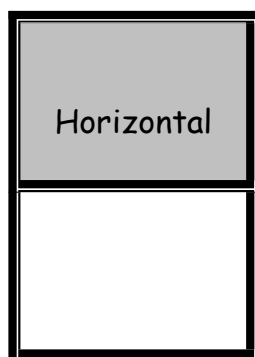


# Appropriate Technology

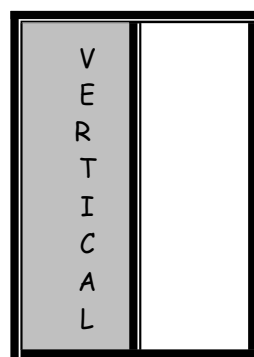
## Advertising Rates 2026



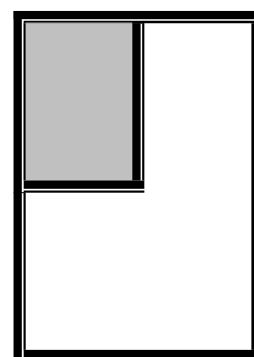
Full Page (A4)



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:**

2-series 5% ; 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).