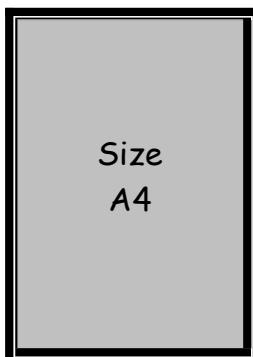
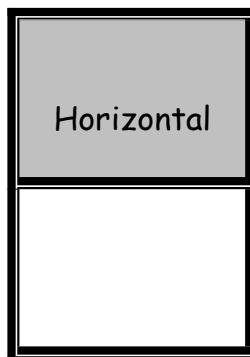


Appropriate Technology

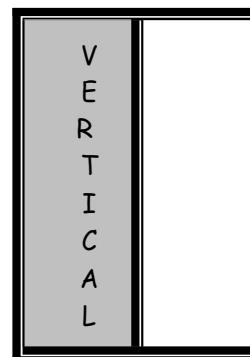
Advertising Rates 2026



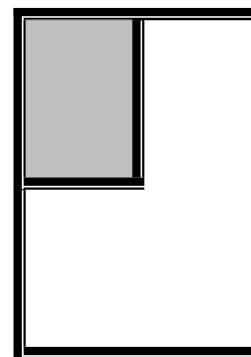
Full Page (A4)



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 | |
| 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:

2-series 5% ; 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.
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- Contact: Ras Patel – email raspatel@appropriate-technology.com.