

ARE Media Kit 2022

Showcase your
products and services



Alliance for
Rural
Electrification
Shining a Light for Progress

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About ARE

ARE is a Member-led association

The **Alliance for Rural Electrification (ARE)** is the global association for the **decentralised renewable energy (DRE) industry**, catalysing private sector-driven markets for sustainable electricity services, creating jobs and powering equitable green economies.

#1
DRE rural
electrification
association

185
members

55
countries

3
Continents

Why Sponsor?

Visibility

ARE promotes its Members' products, services and expertise through the website, events and publications.

Influence

ARE works with its Members and Partners to influence policy framework to create a favourable environment for DRE.



Network

Get closer to key players in the industry. ARE helps its Members with B2B matchmaking and contacts.

Back ARE

Support ARE and help bear the cost of our services, while ensuring continuous improvement.

1. Digital Outreach

Newsletter

The bi-monthly ARE Newsletter is distributed to public and private sector readers with a strong readership focus on or based in developing and emerging markets.

 **14,500**
Newsletter
Subscribers

Editorial Calendar 2022

	February	April	June	August	October	December
Submission deadline	14.02.2022	18.04.2022	20.06.2022	29.08.2022	17.10.2022	05.12.2022
Publication date	23.02.2022	27.04.2022	29.06.2022	07.09.2022	26.10.2022	14.12.2022
Theme	Productive Use of Renewable Energy & Industrialisation	Smart Financing	Energy Storage Trends	Premium Power Components	Social Entrepreneurs Creating Impact	Digitalisation & Optimisation
Sub-themes	Productive Appliances Mining Telecom Water Agriculture Cooling	Smart Finance Tools Blended Finance Impact Investment Climate Financing FinTech Risk-mitigation Instruments	Storage Applications Types of Storage Recycling Practices	Solar Panels Small Wind Turbines Small Hydro Bioenergy Technologies Charge Controllers Inverters Metering Systems Renewable Energy Back-up Power	Local Value Chain Creation Job Creation Migration & Refugee Settings Health & Education Capacity Building	Data & Automation Control & Management Systems Digital Payment Systems Smart Metering

Price*

Article
599 EUR

Banner
449 EUR

Article & banner
899 EUR

20% discount for ARE Members

* Prices exclude VAT

1. Digital Outreach

Showcase Webinars

The new webinar series **'Innovation for Electrification'** is a chance for ARE Members to showcase their technologies, products and services enhancing their visibility and branding, while turning viewers into potential customers.



February	June	August	November
Productive Use of Renewable Energy & Industrialisation	Energy Storage Trends	Premium Power Components	Digitalisation & Optimisation

Price*		
Speaking slot 599 EUR	Sponsorship 1,999 EUR	Sponsorship & Newsletter 2,499 EUR
Open to ARE Members only		

Website

ARE Members can make use of ARE's website to promote their projects and news for free.

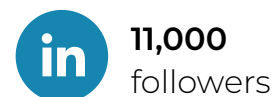
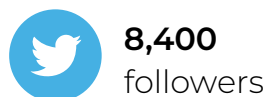
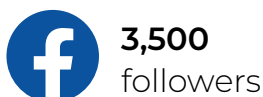
What's more, the **ARE Off-Grid Job Platform** offers the possibility for DRE companies to find the right candidate and opportunity for talents to access positions in the sector.



Price*
Job post 149 EUR
Discounts available for Members

Social Media Channels

ARE is active on social media and posts regular news from Members and the sector. ARE has more than **23,000 followers**.



* Prices exclude VAT

2. Presence at Events

With the growing success of our business matchmaking fora and workshops, ARE events are on the forefront of discussions in the DRE sector. Raise your visibility through different sponsorship options.

Price

Contact us for a quote

Discounts available for Members



Big ARE events
yearly



Participants
from the DRE
sector



Expert speakers
on stage



Exhibitors

3. Publications

As a thought leader, ARE publishes position papers, key recommendations and toolkits, as well as publications with case studies and best practices on various topics related to renewable electrification.

Price

Contact us for a quote

Free for Members





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