

# 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** 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

**200**  
members

**55**  
countries

**3**  
Continents

## Why Advertise?

### 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.

 **15,500**  
Newsletter  
Subscribers

## Editorial Calendar 2022

	February	April	June	September	October	December
<b>Submission deadline</b>	14.02.2022	18.04.2022	20.06.2022	29.08.2022	17.10.2022	05.12.2022
<b>Publication date</b>	23.02.2022	27.04.2022	29.06.2022	07.09.2022	26.10.2022	14.12.2022
<b>Theme</b>	<b>Productive Use of Renewable Energy &amp; Industrialisation</b>	<b>Energy Storage Trends</b>	<b>Smart Financing</b>	<b>Premium Power Components</b>	<b>Social Entrepreneurs Creating Impact</b>	<b>Digitalisation &amp; Optimisation</b>
<b>Sub-themes</b>	Productive Appliances Mining Telecom Water Agriculture Cooling	Storage Applications Types of Storage Recycling Practices	Smart Finance Tools Blended Finance Impact Investment Climate Financing FinTech Risk-mitigation Instruments	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

**Sponsorship**  
(incl. speaking slot at webinar, article & banner)  
2,499 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.

Sponsorship benefits include a 'powered by' logo on mass mails, priority speaking slot, social media promotion and visibility in all webinar communications.

Price*	
<b>Speaking slot</b> 599 EUR	<b>Sponsorship</b> (incl. newsletter article & banner) 2,499 EUR
Open to ARE Members only	

	February	April	September	December
<b>Webinar date</b>	24.02.2022	28.04.2022	08.09.2022	15.12.2022
<b>Theme</b>	Productive Use of Renewable Energy & Industrialisation	Energy Storage Trends	Premium Power Components	Digitalisation & Optimisation

## 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.

 **7,250**  
Monthly Visitors


Price*
<b>Job post</b> 149 EUR
Free for Members

## Social Media Channels

ARE is active on social media and posts regular news from Members and the sector. ARE has more than **27,000 followers**.

 **3,550**  
followers

 **9,150**  
followers

 **14,100**  
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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