



Alliance for
Rural
Electrification
Shining a Light for Progress

ARE Media Kit 2021

Showcase your off-grid
products and services



About ARE

ARE is a Member-led association

ARE is an international business association that promotes a sustainable decentralised renewable energy (DRE) industry for the 21st century, activating markets for affordable energy services, and creating local jobs and inclusive economies.

#1

Off-grid 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 high-level Partners to influence policy framework to create a favourable environment for decentralised renewables.



Network

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

Support ARE

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

1. Digital Outreach

ARE Newsletter

The bi-monthly ARE Newsletter is distributed to over 12,500 public and private sector readers with a strong readership focus on or based in developing and emerging markets.

 **13,500**
Newsletter
Subscribers

Editorial Calendar 2021

	February	April	June	August	October	December
Submission deadline	15.02.2021	19.04.2021	21.06.2021	23.08.2021	18.10.2021	06.12.2021
Publication date	24.02.2021	28.04.2021	30.06.2021	01.09.2021	27.10.2021	15.12.2021
Theme	Digitalisation & Innovation in the DRE Sector	Smart Financing in the DRE Sector	Build Back Better: COVID-19 DRE Success Stories	DRE Project Development & Scalability	Productive Use of Renewable Energy	DRE Social Entrepreneurs Creating Impact
Sub-themes	<ul style="list-style-type: none"> Off-Grid Appliances Supply Flexibility & Energy Security (Battery & Storage) Data & Automation Energy Efficiency & Performance Safety Standards 	<ul style="list-style-type: none"> Results Based Financing (RBF) & Other Green / Smart Finance Tools Blended Finance Impact Investment Climate Financing 	<ul style="list-style-type: none"> Technical assistance for DRE companies Financial relief Fast-tracking of existing procurement & funding procedures for DRE projects Powering health clinics Recognition of DRE sector as an 'essential service' Innovative ways to serve customers 	<ul style="list-style-type: none"> Sustainable & Innovative Business Models Feasibility, Design & Implementation Project Pipeline & Portfolio-Building Project Facilitation Tools & Capacity Building for Project Developers Rural industrialisation e.g. C&I 	<ul style="list-style-type: none"> Water-Energy-Food Nexus & Agri-Processing Manufacturing & Assembling Cooling Technology 	<ul style="list-style-type: none"> Local Value Chain Creation Job Creation Migration & Refugee Settings Health & Education Capacity Building

Price

Article

520 EUR

Banner

400 EUR

Article & banner

800 EUR

ARE Members get a **20% discount** | Custom packages available – contact us for a quote

1. Digital Outreach

ARE Website

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

 **5,500**
Monthly
Website
Visitors

What's more, the **ARE Off-Grid Job Platform** offers the possibility for DRE companies to find the right candidate. The aim of the platform is to attract skilled labour in the sector and give opportunities to talents to access positions in the sector.

Price

Job post
100 EUR

Free for Members



ARE Social Media Channels

ARE is active on social media and posts regular news from Members and the sector. ARE has nearly 20,000 followers.



3,400
followers



7,600
followers



8,800
followers

2. Presence at Events

With the growing success of our business matchmaking fora and energy access 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

Free for Members



Big ARE events
yearly



Participants
from the off-grid
sector



Expert speakers
on stage



Exhibitors

3. Publications

As a thought leader, ARE publishes positions papers, key recommendations and toolkits, as well as publications with case studies and best practices on various DRE topics.

Price

Contact us for a quote

Free for Members





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