



AID & INTERNATIONAL DEVELOPMENT FORUM

Stimulating global collaboration



Disaster Relief



Health & WASH



Technology & Data



Infrastructure



Humanitarian Logistics



Food Security

Position yourself as a thought leader
Build brand awareness
Generate direct leads



Why AIDF?

As an organisation, the Aid & International Development Forum (AIDF) strives to be a **catalyst of cross-sector collaboration and innovation in humanitarian and development sectors** by bringing together governments, UN agencies, intergovernmental agencies, national and international NGOs, development banks, investors and the private sector.

Over the last 14 years AIDF has hosted high-profile summits at the UN and government buildings in Asia, Africa and North America. With an aim to provide a platform for independent debate, knowledge exchange and for establishing long-lasting partnerships to improve efficiency and effectiveness of aid and international development.

Building on the tight-knit community of Summit attendees, AIDF has created an online community of humanitarian and development practitioners across the world. AIDF Digital provides an efficient and cost effective way to raise awareness of your brand and engage with prospective clients in the aid and development sectors.



AIDF Focus Areas & Key Stats

With **14,475 website views a month**, **10,000 social media followers** and over **60,000 newsletter subscribers**, take advantage of the **AIDF digital platform** to connect with an engaged audience of humanitarian professionals, enhance your marketing strategy with brand development, digital content and online lead generation plans.

Covering 6 key topic areas:

1. Disaster Relief

- ▶ Field Operations
- ▶ Emergency Communication
- ▶ Disaster Risk Management
- ▶ Procurement
- ▶ Refugees
- ▶ Early Warning Systems



2. Health & WASH

- ▶ Communicable Diseases
- ▶ Child & Maternal Health
- ▶ Water & Sanitation
- ▶ Mobile Health



3. Technology & Data

- ▶ Mobile for Development
- ▶ Communications
- ▶ Big data
- ▶ ICT4D
- ▶ GIS & Mapping
- ▶ Drones



4. Infrastructure

- ▶ Camp Management
- ▶ Shelter
- ▶ Energy
- ▶ Financial Infrastructure
- ▶ Education



5. Humanitarian Logistics

- ▶ Procurement
- ▶ Supplier Management
- ▶ Fleet & Transportation



6. Food Security

- ▶ Climate Smart Agriculture
- ▶ Agricultural Finance
- ▶ Irrigation





Position Yourself as a Thought Leader Through Branding and Lead Generation to Humanitarian and Development Stakeholders



Gain insight, inform, educate and build relationships through bespoke content & demand generation

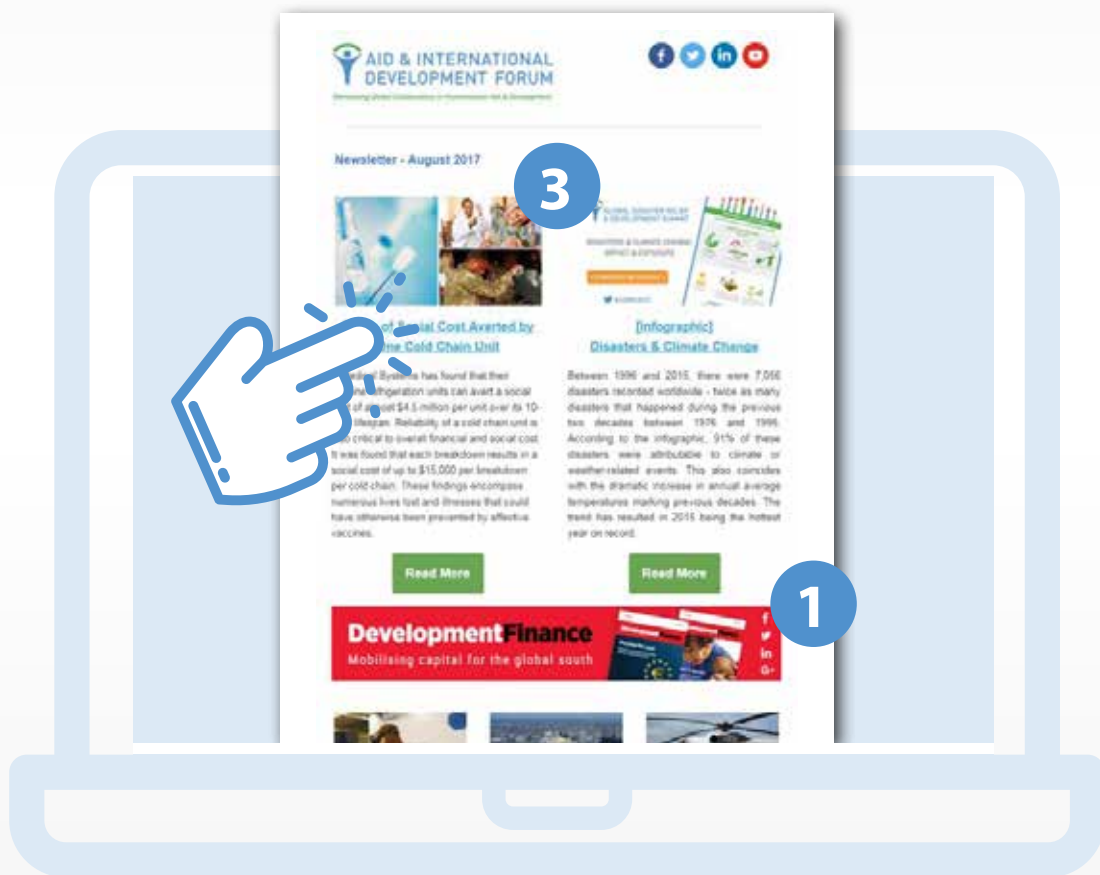


1.



Email Newsletters

Delivering key industry insights to 60,000 humanitarian and development practitioners and decision-makers from government and UN agencies, NGOs, civil society, Red Cross, development banks, donors, investors, media and the private sector involved in humanitarian aid and international development.



Pricing	
Ad Type	Price
1 Banner in the newsletter 570x95 px, middle position	£1,500
2 Newsletter insert logo + text (max 50 words); bottom of the newsletter	£700
3 Article in the newsletter 50 words, image and link to the full article hosted on the website	£3,000



2.



Display Advertising

Increase awareness of your company's products or services with effective branding and web banners in a highly-visible position on the AIDF website.

Aidforum.org is a digital platform for the global humanitarian and development community which attracts on average 4,500 unique visitors every month as a result of daily updates and engaging content.



Monthly website views **14,475**



We are global – with **308,706** impressions from **210** countries



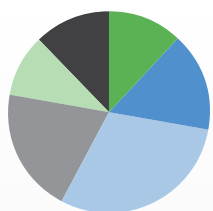
Monthly unique visitors **4,500**



54% of visits come from organic searches



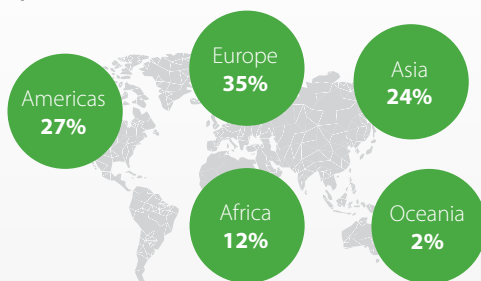
Average time spent on site **01:56**



Job Seniority

- **12%** CEO, VP
- **16%** Consultant, Officer
- **30%** Director, Head
- **20%** Manager, Coordinator
- **10%** Senior Advisor, Analyst
- **12%** Specialist

Geographical reach



Pricing

Ad Type	Dimensions	Price
1 Leader board (max 3 frames on rotation)	728 x 90 px	3 months x £3,900 6 months x £7,200 12 months x £13,200
2 Banner - side bar (max 3 frames on rotation)	450 x 450 px	3 months x £3,300 6 months x £5,700 12 months x £10,800
3 Banner - mid-page (max 3 frames on rotation)	450 x 450 px	3 months x £3,300 6 months x £5,700 12 months x £10,800
4 AIDF Online Directory		
Basic profile listing in the directory	<i>logo, description, contact details and social media</i>	3 months x £1,500 6 months x £2,400 12 months x £4,200
Enhanced profile listing in the directory	<i>logo, description, products/ services with images, links to videos, contact details and social media</i>	3 months x £2,700 6 months x £4,500 12 months x £7,800



3.



Sponsored Content

Stand out as a thought leader by promoting what's relevant to your brand and showing your expertise to a targeted audience of aid and development professionals

Infographics – based on comprehensive research or your own data, our team works on editorial and imagery to bring together your story presented in an easy to digest and meaningful format. This downloadable content can generate actionable leads from an engaged audience



► **29 infographics** illustrating data and statistics in an effective and visually appealing format, covering vital areas in global development, including health & WASH, impact of disasters and climate change, infrastructure resilience and many others



► **19 industry reports** of the in-depth humanitarian outlook, key takeaways and practical implications for industry professionals



► **800 articles** covering the whole spectrum for humanitarian and development professionals



► **75 interviews** with experts and leaders in the field covering best practice, the latest trends, innovations and technologies in humanitarian and development sectors (video and written Q&A)



Pricing

Ad Type	Description	Price
Advertorial	Max. 500 words plus image	£2,000
Report	Max. 750 words summary, image + downloadable pdf (max. 10MB) (with contact details of downloads which will include name, job title, organisation and email)	£2,000 £3,000
Infographic	Max. 500 words, image + infographic (pdf and jpg) branded with your logo and included in the newsletter one time	£2,500 (data provided by the client) £3,500 (AIDF team does the research)
Feature Interview	With a C-level executive; max. 10 questions write up plus image/photo	£1,500 (hosted on the website for 12 months)
Video Interview	Available only as part of the event sponsorship package	£2,000



4.



Webinars

An efficient and cost effective way of generating high quality leads with demonstrable ROI whilst educating an engaged audience relevant to your product or service.

3 webinars with global experts and senior level audience generated over **1,400** qualified leads





5.



Social Media

Our regular posts on dedicated Twitter, Facebook and YouTube channels as well as an exclusive LinkedIn group reach 70,000+ professionals interested in aid and development.



23,450+
views



4,660+
followers



3,360+
members &
followers



2,050+
likes



Who we work with

Strategic Partners



Media & Institutional Partners



View our Vendor Directory [here](#)



Meet the AIDF Team



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