

## What can Rural 21 offer?

- **An excellent brand**

Since 1967, thanks to its high level of credibility, Rural 21 has evolved world-wide to a “Most Trusted Brand”.

- **Continuously high content quality and a high level of expertise**

Evaluations confirm that readers attribute the Rural 21 services a very high use value regarding their fields of activity and state that Rural 21 provides background information which they cannot find in other media. Rural 21 is influential.

- **An excellent readership and online users world-wide**

Political decision-makers, specialist and executive staff, research and education institutions, representatives of international organisations, civil society organisations, business associations and private-sector enterprises

- **A unique global network**

Rural 21 spreads specialist information across the world digitally via the website rural21.com, the Newsletter, e-papers and various Social Media channels. In addition, the contributions are continuously used and further distributed by other institutions. Authorship is international, and is of high quality.

## As a partner of Rural 21...

- you **benefit from our global network**, which has grown over many years, reaches out to a high-quality readership throughout the world and enjoys a high level of trust
- you can **present items** on initiatives, projects and research results from your organisations/institutions/businesses under a special heading (“From our partners”) on our website
- you can also **address your target groups** via our two-week Newsletter and via our Social Media channels
- you can take part in **developing the contents** of our Dossiers and thus have a say in the international dialogue on rural development
- you **enhance your visibility** with your logo on our website.

## Rural 21:

- was established nearly **60 years ago** as a **knowledge platform** on rural development issues
- supports the **transformation of the agriculture and food systems** in the sense of the **SDGs**
- imparts knowledge from **bilateral and multilateral development cooperation** and from the work of relevant **non-governmental organisations**
- publishes **international research results**, including from the **15 CGIAR research centres**
- is appreciated by experts – organisations such as **FAO, IUCN** or **CIAT (CGIAR)** and many others refer to Rural 21 on their websites
- is praised for its **independent reporting**
- provides users all over the world with information on **topical, relevant issues**; the latest Dossier addresses the theme of this year's **GFFA – Bioeconomy**
- promotes dialogue between **government development cooperation, civil society, science and the private sector**. Currently, BMZ, GIZ, DEZA, Helvetas, Forum Umwelt und Entwicklung and DLG are Rural 21 partners, and representatives of IDOS, ZEF and the University of Hohenheim are members of the Editorial Board
- keeps up with the times: from a print magazine to a **modern online presentation**, newsletters, Social Media accounts and a WhatsApp channel

## Our goals

The overarching objective of Rural 21 is to contribute to the sustainable development of rural regions and thus to achieving the Sustainable Development Goals (SDGs).

### We accomplish this through:

- knowledge transfer and sharing information on rural development
- highlighting the significance of rural regions and development cooperation in coping with global challenges (climate change, food security, loss of biodiversity, overexploitation of natural resources, crises and conflicts, ...)

### Our contributions provide:

- information on strategies and policies to develop and strengthen rural regions in the countries of the Global South
- examples of collaboration between government, private and civil society development cooperation
- best practice examples of forward-looking projects and initiatives
- new insights from science and research in the Global North and the Global South
- independent, balanced information

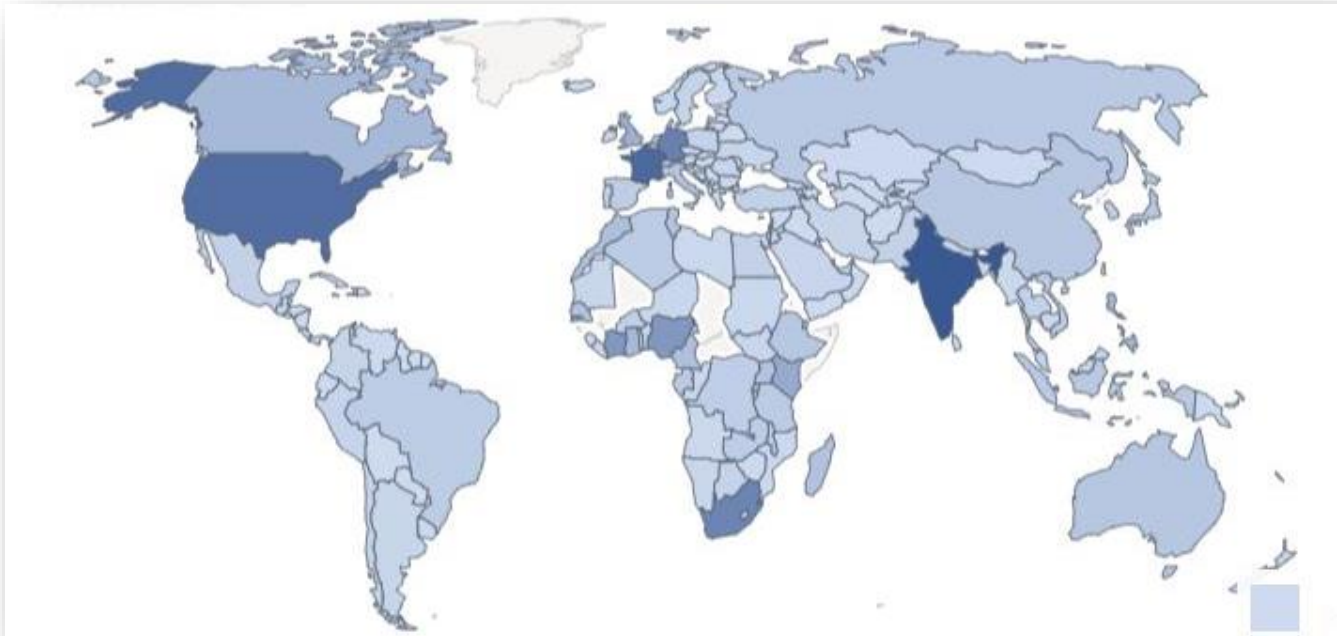
## Rural 21: Our network of authors

In addition to representatives from our partners (BMZ, GIZ, DLG, DEZA, HELVETAS, Forum Umwelt & Entwicklung), authors from the following organisations participate in Rural 21:

- UN Organisations/ international organisations, government development cooperation institutions & development banks, foundations
- CGIAR research centres
- national and international research institutions & think-tanks
- universities – national and international
- non-governmental organisations – national and international
- furthermore:  
consultants, experts and freelance journalists from various countries

# Rural 21: 2024 online and social media evaluation

## Where our users are:



### Visits (website) per continent

Africa:	31,162
Europe:	21,205
Asia:	17,101
North America:	7,655
South America:	1,749
Oceania:	1,131
Central America:	696

**Rural 21 Newsletter:** 10,769 subscribers

**Social media:** more than 36,000 followers