

Advertiser Options

Last updated May 2019

At a glance

- AF-UK has 17,315 registered users, ~2,000 daily unique viewers, ~11,000 page views per day
- You can buy advertising space at the top of the website for £28 per 2 weeks
- You can buy advertising space at the bottom of the website for £80 per 6 months
- We will not endorse any product, service or business for any amount of money
- Contact admin@airsoft-forums.uk to get started

Introduction

Started in 2008, Airsoft Forums UK (AF-UK) is one of the oldest and most visited forums for airsoft-related discussion by UK players. It is an independent forum not affiliated with any retailer or skirmishing site.

AF-UK is primarily a place for discussing new and existing airsoft products, skirmish sites and to socialise with like-minded players. In addition, AF-UK hosts an active classifieds section, which provides a place for players to meet buyers and sellers of second hand goods.

Thank you for considering advertising on AF-UK. Should you have any further questions or wish to start advertising, please contact admin@airsoft-forums.uk. *Replies are typically made within 48 hours.*

Current viewership

Member count

AF-UK currently has 17,315 registered users.

User activity

AF-UK has served content to;

~12,00 visitors (both registered and unregistered) in the past week

~42,000 visitors (both registered and unregistered) in the past month

AF-UK has served content in;

~22,000 sessions (by both registered and unregistered visitors) in the past week

~93,000 sessions (by both registered and unregistered visitors) in the past month

User devices

AF-UK serves its content on;




mobile 55.9% of the time

desktop devices 37.2% of the time

tablets 6.8% of the time

Sessions by device



 Mobile	 Desktop	 Tablet
55.9%	37.2%	6.8%
↑0.1%	↑0.6%	↓0.6%

**Data accurate as of November 2018. Using a mix of Google Analytics and internal data from the forum board software, IPB.*

Advertising options

Footer leaderboard or medium rectangle

(£80 per 6 months, paid in advance)

A standard advertisement that displays below page content, but above the footer of AF-UK. This advert is designed for events, products or businesses. This advert will display on 33.3% of all page loads as the position is shared with two other advertisers.

You may choose between three display formats

Mixed 'responsive' (*this is the best option for most cases*)

- 728x90px & 300x250px (both 'leaderboard' and 'medium rectangle' versions)
- Up to 512kb
- Animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped off the screen). The 728x90px image will be used for desktop devices and the 300x250px for mobile and tablet devices

Leaderboard

- 728x90px
- Up to 512kb
- Animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped off the screen) - this may result in the image resolution being decreased slightly so that it fits on a mobile screen, but this is done on a per-page load basis

Medium rectangle

- 300x250px
- Up to 512kb
- Animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped off the screen) - this may result in the image resolution being decreased slightly so that it fits on a mobile screen, but this is done on a per-page load basis

Header leaderboard

(£28 per 2 weeks, paid in advance)

A very high-impact leaderboard that displays above page content, but below the AF-UK header. This advert is designed for events, new products or sales. This advert will display on 50% of all page loads as the space is shared with one other advertiser.

This advert is the following

Leaderboard

- 728x90px
- Up to 512kb

- No animation allowed
- Hyperlink of your choosing, click tracking enabled
- This will be made 'responsive' to resize to mobile screen sizes (so that your advert will not be clipped) - this may result in the image resolution being decreased slightly so that it fits on a mobile screen, but this is done on a per-page load basis
- We cannot offer the same full responsiveness as the footer banner as the advertisement becomes too obtrusive on mobile devices

Example advert locations

Footer leaderboard

OFF TOPIC

<p>Off-Topic Discussion</p> <p>A place to chat about anything unrelated to airsoft. Hobbies, real steel shooting, cars, travel, etc</p>	14,368 posts	<p>Watches</p> <p>By rocketdogbert 7 hours ago</p>
<p>Gaming</p> <p>Come here to discuss all aspects of gaming whether it be portable, console or PC.</p>	3,831 posts	<p>Ghost Recon Wildlands</p> <p>By 13ZuluAlpha 3 hours ago</p>
<p>Media</p> <p>Latest movies, TV, videos etc can be shared and discussed here.</p>	2,015 posts	<p>Parasites Airsoft</p> <p>By parasites airsoft Wednesday at 18:44</p>

THE ARCHIVES

<p>Classifieds Archive</p> <p>↳ The New AFUK Classifieds, ● Guns for Sale, ● Guns Wanted, ● Parts & Gear for Sale, ● Parts & Gear Wanted, ● Swaps Only</p> <p>This was a place to buy and sell guns and gear.</p>	32,801 posts	<p>WE PX4 2mags</p> <p>By Oli.Hanks July 18</p>
<p>Teams Archive</p> <p>↳ Archive of old Teams on AF-UK</p> <p>This was a place for all the teams to talk.</p>	361 posts	<p>Team game?</p> <p>By jcheeseright December 5, 2017</p>

WHO'S ONLINE 33 MEMBERS, 2 ANONYMOUS, 51 GUESTS (SEE FULL LIST)

proffrink, Keith_1701, RR01, Osiris, Mikey106, Steve hunter, PT247, Matt86, koppel, FreeFrag.UK, Red Fox, Asomodai, Adrian_lee33, 13ZuluAlpha, Ian180p, Ioeni, Rogerborg, Adolf Hamster, skintrade, Encore, Hardballer1911, Iljj, HADley, ggtimmy, andy_2_cool, Solly4568, Fusionfiend, Dino, Ryder777, Whocareswins, Gepard, Rokas Danevicius, Delgado900

£190.00 6 days and 23 hours

Tokyo Marui M92F Chrome Stainless
By Whocareswins
£115.00 6 days and 23 hours

Classic Army Nemisis X9 plus extras
By Azarken
£300.00 6 days and 23 hours

ICS (Metal) CXP Transform UK1 + B...
By Qlimax
£250.00 6 days and 22 hours

WE 1911 GBB Airsoft Pistol
By Andy M
£70.00 6 days and 19 hours

LEADERBOARD 728X90

[f](#) [t](#)

Contact Us

Airsoft Forums UK • Since 2008
Powered by Invision Community

Home
Unread Content
Mark site read

Footer medium rectangle

Total Members

17,325

Most Online

549

March 9, 2016



NEWEST MEMBER

Limonix

Joined 1 hour ago

LATEST ADVERTS



WE M4

By Whocareswins

£190.00 ⌚ 6 days and 23 hours



Tokyo Marui M92F Chrome Stainless

By Whocareswins

£115.00 ⌚ 6 days and 23 hours



Classic Army Nemesis X9 plus extras

By Azarken

£300.00 ⌚ 6 days and 23 hours



ICS (Metal) CXP Transform UK1 + Batteries

By Qlimax

£250.00 ⌚ 6 days and 22 hours



WE 1911 GBB Airsoft Pistol

By Andy M

£70.00 ⌚ 6 days and 19 hours

MEDIUM RECTANGLE
300X250



Contact Us

Airsoft Forums UK • Since 2008

Powered by Invision Community

Header leaderboard

The screenshot displays the 'Airsoft Forums UK' website. At the top, there is a navigation bar with options like 'Browse', 'Classifieds', 'Activity', 'Teams & Sites', and 'Buy a Patch'. A search bar is located on the right. Below the navigation, the 'Leaderboard' section is highlighted, showing a placeholder for a 'LEADERBOARD 728X90'. The main content area is divided into 'FORUMS' and 'AIRSOFTING' sections. The 'FORUMS' section includes 'RULES & ANNOUNCEMENTS' with categories like 'Rules' (5 posts), 'Announcements' (240 posts), and 'Staff Room' (630 posts). The 'AIRSOFTING' section lists various discussion topics such as 'General Discussion' (71,121 posts), 'Latest News' (5,192 posts), 'Guns, Gear & Loadouts' (74,057 posts), 'New Players & Arrivals' (17,641 posts), 'Places to Buy' (5,866 posts), 'UK Law' (7,405 posts), 'Supporters' (928 posts), and 'Forum Feedback' (1,370 posts). On the right side, there are sections for 'RECENT STATUS UPDATES' and 'NEW TOPICS', each displaying a list of recent forum posts with their titles, authors, and timestamps.

Design service

A banner design service is available through harryclope.me for any graphics. Typical prices are between £20 to £60 (depending on complexity and format). These are completed by a 3rd party that specialises in copy and design for print and web. Turnaround typically 3 days.

Please email for further information.

Advertising terms

AF-UK will not endorse or 'make official' any product, company, skirmish site or advertiser brand.

Payment via PayPal will incur a 2.6% surcharge, should bank transfer not be preferential.

AF-UK reserves the right to remove any advert that it deems unsuitable for its audience. In such a case, a refund will be made on a prorated basis from the date of the removal of the advertisement.

All advertisements are subject to pre-approval by AF-UK.

Though you may request the image file for a particular advertisement spot be changed, AF-UK is not obliged to make these changes. Effort will be made to change your image in a timely manner, however.

Template files

Leaderboard



<https://airsoft-forums.uk/images/advertisers/leaderboard-example.jpg>

<https://airsoft-forums.uk/images/advertisers/AF-UK-Leaderboard-Template.psd>

Medium rectangle



<https://airsoft-forums.uk/images/advertisers/medium-rectangle-example.jpg>

<https://airsoft-forums.uk/images/advertisers/AF-UK-Medium-Square-Template.psd>