

Advertiser Options

Last updated December 2023

At a glance

- AF-UK has 17,315 registered users, ~2,900 daily unique viewers, ~20,000 page views per day
- You can buy advertising space at the top of the website for £35 per 2 weeks
- You can buy advertising space at the bottom of the website for £12 per 2 weeks
- We will not endorse any product, service or business for any amount of money
- Visit <https://airsoft-forums.uk/store/category/6-af-uk-advertising/> or 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 or visit <https://airsoft-forums.uk/store/category/6-af-uk-advertising/>.

Replies are typically made within 48 hours.

Current viewership

Member count

AF-UK currently has 36,000 registered users.

User activity

AF-UK has served content to;

~15,000 visitors (both registered and unregistered) in the past week

~57,000 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

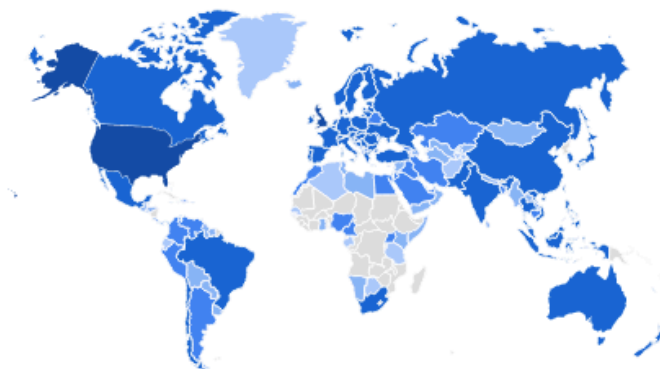
AF-UK serves its content on;

mobile 67.8%

desktop devices 29.8%

tablets 1.8%

Users▼ by Country



COUNTRY	USERS
United Kingdom	26K
United States	8.6K
Canada	1.5K
Germany	1.2K
France	1.1K
Netherlands	1K
Poland	710

[View countries →](#)

**Data accurate as of December 2023. Using a mix of Google Analytics and internal data from the forum board software, IPB.*

Advertising options

Header leaderboard

£35 every 14 days, £70 every 28 days or £126 every 56 days (10% off)

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 a minimum of 25% of all page loads as the position is shared with up to three other advertisers.

This advert is the following

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) - 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

Footer leaderboard or medium rectangle

£12 every 14 days, £24 every 28 days or £43.20 every 56 days (10% off)

A standard advertisement that displays below page content, but above the footer of AF-UK. This is advert is designed for events, products or businesses. This advert will display on a minimum 25% of all page loads as the position is shared with up to three 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

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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


Example advert locations


Footer leaderboard

OFF TOPIC


 **Off-Topic Discussion**
A place to chat about anything unrelated to airsoft. Hobbies, real steel shooting, cars, travel, etc


14,368 posts

 Watches
By rocketdogbert
7 hours ago


 **Gaming**
Come here to discuss all aspects of gaming whether it be portable, console or PC.

3,831 posts

 Ghost Recon Wildlands
By 13ZuluAlpha
3 hours ago

 **Media**
Latest movies, TV, videos etc can be shared and discussed here.


2,015 posts

 Parasites Airsoft
By parasites airsoft
Wednesday at 18:44

THE ARCHIVES


Classifieds Archive
The New AFUK Classifieds, Guns for Sale, Guns Wanted, Parts & Gear for Sale, Parts & Gear Wanted, Swaps Only
This was a place to buy and sell guns and gear.

32,801 posts

 WE PX4 2mags
By Oli Hanks
July 18

Teams Archive
Archive of old Teams on AF-UK
This was a place for all the teams to talk.

361 posts

 Team game?
By jcheeseright
December 5, 2017

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, Icen1, Rogerborg, Adolf Hamster, skintrade, Encore, Hardballer1911, Iljj, HADley, ggtimmy, andy_2_cool, Solly4568, Fusionfiend, Dino, Ryder777, Whocareswins, Gepard, Rokas Danevicius, Delgado900

Home

Unread Content

Mark site read

LEADERBOARD 728X90

Contact Us

Airsoft Forums UK • Since 2008
Powered by Invision Community

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. The header includes the site name, a search bar, and user options like 'Create', 'notifications', 'mail', and 'proffrink'. The navigation bar lists 'Browse', 'Classifieds', 'Activity', 'Teams & Sites', and 'Buy a Patch'. Below this, a secondary navigation bar shows 'Forums', 'Online Users', 'Staff', and 'Leaderboard'. The main content area is divided into 'RULES & ANNOUNCEMENTS' and 'AIRSOFTING' sections. The 'RULES & ANNOUNCEMENTS' section lists 'Rules' (5 posts), 'Announcements' (240 posts), and 'Staff Room' (630 posts). The 'AIRSOFTING' section lists various forums like '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). A right sidebar shows 'RECENT STATUS UPDATES' and 'NEW TOPICS'.

Airsoft Forums UK

+ Create | notifications | mail | proffrink

Browse | Classifieds | Activity | Teams & Sites | Buy a Patch

Search...

Forums | Online Users | Staff | Leaderboard

Home

Unread Content | Mark site read

LEADERBOARD 728X90

Forums | Start new topic

RULES & ANNOUNCEMENTS

- Rules** (5 posts): Please read our rules before posting any content here at AF-UK.
- Announcements** (240 posts): All important announcements at AF-UK will be posted here for viewing.
- Staff Room** (630 posts): A place for mods to discuss moddy things, keeping track lists and whatever else.

AIRSOFTING

- General Discussion** (71,121 posts): All general chit chat on airsofting can be posted here.
- Latest News** (5,192 posts): Post here about all the up and coming releases and all other airsoft news.
- Guns, Gear & Loadouts** (74,057 posts): This is the place to discuss guns, gear and loadouts. Feel free to show off pics!
- New Players & Arrivals** (17,641 posts): Anyone new to AF-UK or to airsoft can be made welcome here.
- Places to Buy** (5,866 posts): Tell us about your experiences buying from different shops.
- UK Law** (7,405 posts): Find out about the law and ask related questions (VCRA & UKARA etc).
- Supporters** (928 posts): Supporters only. Anything goes. Access to discounts and giveaways here.
- Forum Feedback** (1,370 posts):

RECENT STATUS UPDATES

What's on your mind?

- Solly4568**: Good god I love my ASG 360 grenade it makes such a good sound as it... 54 minutes ago - 0 replies
- DAY » callumbagshaw**: Jus texed u about 1 of units u have for sale my friend. & Then seen Some... 19 hours ago - 0 replies
- Skara**: Difficult choice here. Yesterday at 09:46 - 4 replies
- BibbsOnTour**: Anyone else going to the Help for Heroes game at Red Alert tomorrow? Yesterday at 09:29 - 1 reply
- M_P**: So TM have made a recoil mk46. That's going to be tough not to buy. Yesterday at 07:49 - 3 replies

NEW TOPICS

- Ghost Recon Wildlands** By 13ZuluAlpha Started 3 hours ago 0
- KSC/KWA M93R, what breaks?** By koppel Started 5 hours ago 2
- Please spoon feed me !** By Druid799 Started Yesterday at 14:31 21
- Best Budget Upgrade - \$120/ 400 FPS/ 30 ROF/ 230 Feet Accuracy** By Fidifu Started Yesterday at 13:18 5
- New Spena Arms SA-H02** By qasman 2

Advertising terms

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

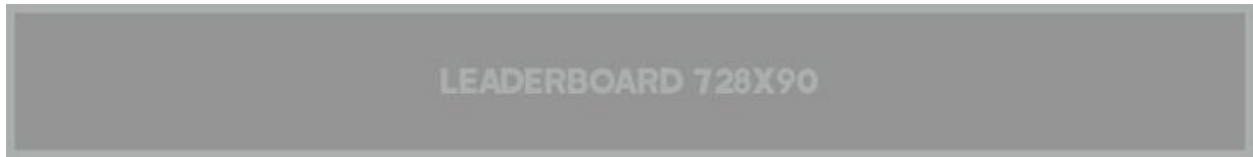
AF-UK reserves the right to remove any advert that it deems unsuitable for its audience. In such a case, a refund will be made on a prorated basis from the date of the removal of the advertisement.

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>