



Advertising Rate Card 2024

(Effective 1st June 2024)

Front Page

Top 728x90	Reserved for PPC or By Arrangement
Sidebar 300x300	£75 p/m
Bottom 728x90	£99 p/m

Post Pages

Above Post 728x90 (rotating - minimum 20% ratio)	£75 p/m
Above Post 728x90 (Keyword based)	£75 p/m
Sidebar 300x300	£75 p/m

Advertorial

Product/Service article full of Guest Post	£100
Send Advertorial or mailshot to our mailing list*	£150

UK Aviation News Demographics and Stats

- 97.2% of visitors to UK Aviation News are native English speakers.
- Average daily visitor count & social media post engagement during 2023/2024 was 46,834 across ukaviation.news & multiple social media channels.
- Our new to returning visitor rate is roughly 30%/70% showing we have a good following of repeat visitors.
- Our average post reach (how many read a specific published news article within 12hrs of publication) is 16500 across all channels.
- We have an average of 30% click through rate (CTR) from on-site adverts, and 62% CTR on mailing list adverts.
- We track all outbound clicks to gauge how your campaign is running.
- We have a confirmed, GDPR compliant, mailing list of 24,000 subscribers.
- Our Key audience are Regular air travellers, Aviation Enthusiasts, General Aviation Pilots and Industry Professionals (pilots, engineers, aviation management).

- Our core topics are:
 - New & Existing Route & Airline News across UK Airports
 - MRO, Leasing & Engineering Operations in the UK
 - General Aviation
 - Tourism & Travel Promotion
 - Drones and UAV Technology users and makers
- Our geographic demographic is broken down into the following key areas
 - United Kingdom 73%
 - Europe 13%
 - United States of America 7%
 - Rest of the World 7%
- We also operate multiple Facebook groups with membership exceeding 10,000+

Keyword Tagging

We can now offer keyword tagging in order to help you target your advertising and improve your return on investment (ROI) through better use of the budget.

Our keyword tagging system attaches adverts to overt & covert keywords within articles and news stories meaning your adverts appear to people with an interest in your chosen target resulting in a higher rate of leads.

Keyword tagging costs £25 per word per month.

All bookings must be paid for in advance of the commencing of advertising or publication unless a credit arrangement has been arranged in advance.