

MEDIA KIT / 2026

BATTLEOFBRITAIN1940.COM

A specialist digital publication connecting brands with an engaged international audience of military-aviation and Second World War history enthusiasts.

65,225

WEBSITE VIEWS / 2025

+111%

GROWTH / 2024-25

19,922

FACEBOOK FOLLOWERS

8,257

WEBSITE VIEWS / AUG
2026

battleofbritain1940.com

AUDIENCE / GROWTH

A focused audience, growing quickly.

BattleOfBritain1940.com combines a detailed day-by-day chronology with aircraft histories and supporting historical material. The result is a tightly defined editorial environment for brands that naturally overlap with aviation, military history, modelling, publishing and heritage.

65,225	+111%	54,138	8,257
WEBSITE VIEWS / 2025	YEAR-ON-YEAR GROWTH	VIEWS / LATEST 12 MONTHS	VIEWS / AUGUST 2026

Website growth



2025 more than doubled 2024 website traffic. August 2026 alone delivered 8,257 views, materially above the site's recent monthly average.

2026 YTD

38,791 website views as of early September 2026.

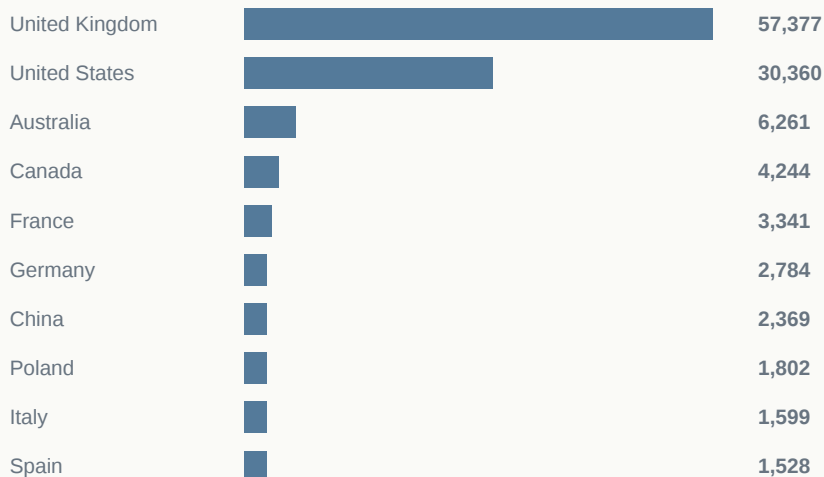
Why this audience matters

Readers arrive for a specific subject, creating a high-context environment for relevant specialist brands rather than broad, untargeted reach.

REACH / COMMUNITY

International readership. Established social community.

The audience is led by the United Kingdom and United States, with additional readership across the Commonwealth, Europe and beyond.



19,922

FACEBOOK FOLLOWERS

15,309

28-DAY CONTENT VIEWS

+53%

28-DAY VIEW GROWTH

88.1%

VIEWS FROM LINK CONTENT

Link-led social behaviour is particularly useful to partners: 88.1% of recent Facebook content views came from link posts, supporting campaigns designed to move an interested audience from social content to the website.

Note: country figures are reproduced from the supplied audience report. Confirm its reporting period before distributing this kit externally.

PARTNERSHIPS

Built for relevant brands, not generic impressions.

Partnerships can be tailored around the editorial environment and the interests of the audience. The strongest campaigns will feel genuinely relevant to the subject rather than interruptive.

01

DISPLAY ADVERTISING

Premium placements across the site for sustained brand visibility alongside specialist historical content.

02

SECTION SPONSORSHIP

Associate a brand with a relevant editorial area, such as aircraft coverage, for a defined campaign period.

03

SPONSORED CONTENT

Clearly identified partner features developed around subjects with a natural connection to the readership.

04

INTEGRATED CAMPAIGNS

Combine premium website visibility with Facebook promotion for a broader, multi-channel campaign.

NATURAL PARTNER CATEGORIES

**Scale modelling / Aviation / Military history / Museums & heritage /
Books & publishing / Collectibles / Historic travel / Gaming /
Educational products**

RATE CARD

2026 advertising & partnership rates

A simple starting structure for direct partnerships. Rates can be adjusted for exclusivity, creative requirements, campaign length and scope.

OPPORTUNITY	TERM	RATE
Standard website placement	30 days	£125
Premium website placement	30 days	£200
Aircraft section sponsorship	30 days	£250
Sponsored article	one feature	£275
Sponsored article + social promotion	integrated	£400
Website + Facebook campaign	one month	£400-£500
3-month partnership	multi-channel	£700-£950
6-month partnership	multi-channel	£1,200-£1,600
Annual partnership	multi-channel	£2,000-£2,400

RECOMMENDED STARTING PACKAGE

£400-£500 / one month

Premium website exposure + Facebook promotion. A strong entry point for highly aligned brands seeking both contextual visibility and social amplification.

All sponsored content and paid partnerships should be clearly identified. Audience and performance figures should be refreshed periodically as the publication grows.

LET'S WORK TOGETHER

Reach readers already immersed in the aircraft, people and history of the Battle of Britain.

battleofbritain1940.com