



COUNTRY SPORT
SCOTLAND

Membership Pack
2022/23

Overview

Country Sport Scotland is the **premium directory and marketing platform** for Deer Stalking, Fishing, and Shooting in Scotland.

We are highly regarded in the industry, boasting heritage, expertise, integrity, and authority on the subjects that matter, with reach and engagement in our authentic content.



Our Portfolio

The premium directory allows visitors to search for world-class shooting, deer stalking, and fishing opportunities across Scotland.

We attend events across the UK and internationally to market country sports, as well as advertising campaigns in leading fieldsports publications and through our own marketing channels.

We provide political representation to showcase the value of country sports tourism in Scotland, and work closely with the Scottish Government to ensure problems facing the sector are confronted effectively.

183K 35%

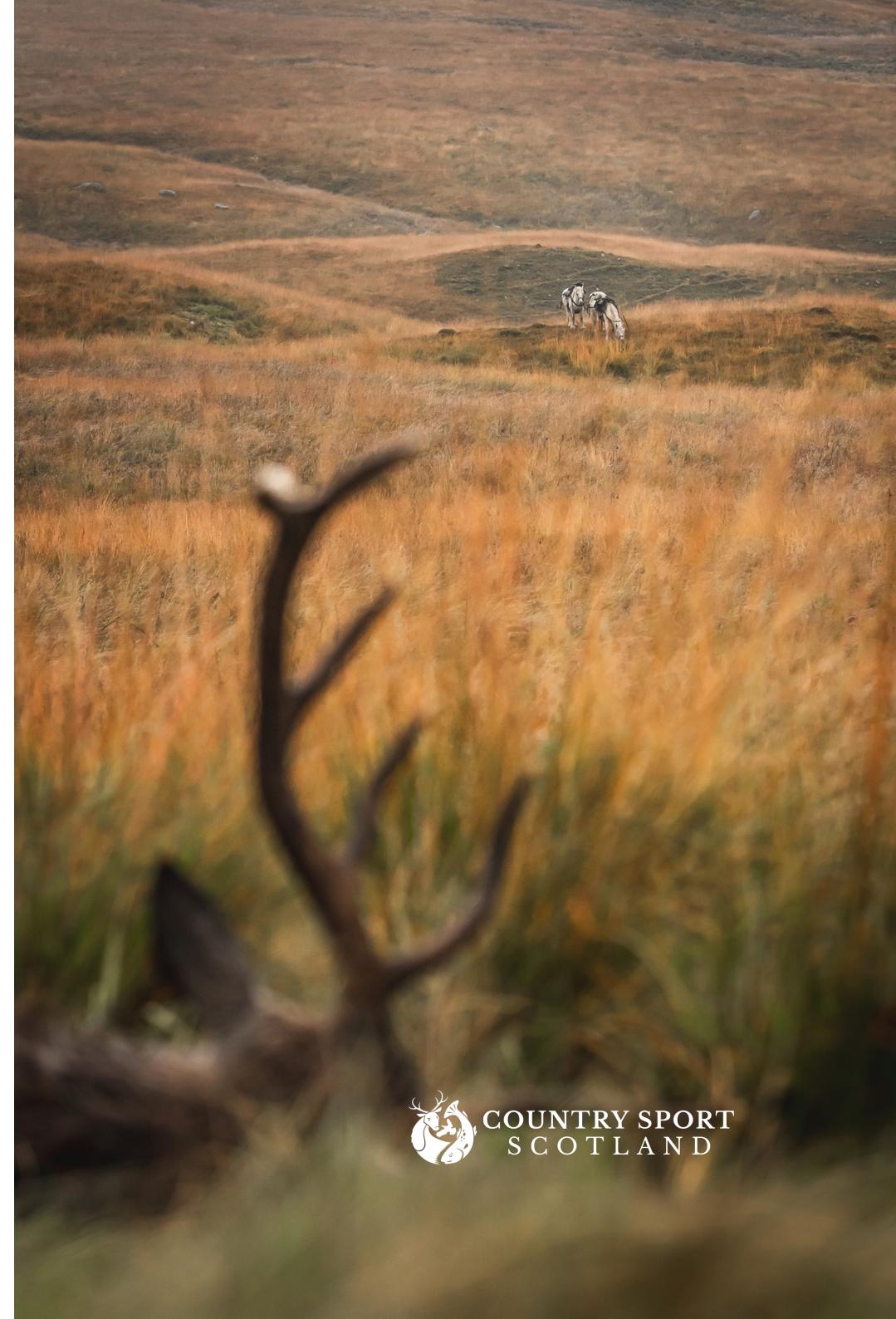
Global Yearly Page Views

Yearly International Users

800K 11K

Yearly Social Media Reach

Print Distribution with
Shoot In Scotland



Partners we work with



The British Association for Shooting & Conservation



Multimedia Platforms



Our Platforms

Website Directory

Visitors can search for their preferred sport and accommodation opportunities in their chosen region of Scotland. It also hosts many other useful pages, including; sporting offers, news, blogs, events, and travel information (including traveling with firearms).

Each sport has an educational page including seasons and there is plenty of information to cater to every consumer's needs such as beginners', ladies, clothing and equipment, sporting etiquette, and a conservation section.

SEO management and specific ad campaigns targeting international markets.

Advertising

Yearly print and digital campaigns with leading fieldsports publications such as Fieldsports Journal, The Field, ShootingUK, Shooting Times, Sporting Shooter, Rifle Shooter, Shoot In Scotland, Shooting & Conservation Magazine and many more.



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Events

Marketing Scotland's premium directory at the UK events (British Shooting Show, Game Fair, and Scottish Game Fair). As well as international shows.

Marketing Channels

Engaging e-newsletters, dedicated events, and sporting offers section on the website. Monthly paid social media promotion and influencer activity.

Political and Stakeholder Engagement

We conduct regular surveys to inform the representations we make to the Scottish Tourism Alliance Council, the Scottish Tourism Emergency Response Group (STERG), and the Scottish Government.

We also educate politicians about the importance of country sports tourism to Scotland.

FAM/Press Trips

Hosting yearly familiarisation/press trips with international and UK fieldsports publications.



Opportunities



Membership Rates

Standard Membership

To include all details in the Member Pack, but with the following added;

- ✓ Unique website listing, including 12 images, full description of sporting, accommodation and other activities, URL link, social handles link, contact details, and direct referrals.
- ✓ Inclusion in our marketing platforms, including e-newsletters, blogs, events and social media.
- ✓ Two additional sporting offers, that can be listed at any time throughout the year (interchangeable).

Yearly Rate £500

Membership Plus

To include all details in the Member Pack and standard membership, but with the following added;

- ✓ Print media promoting suppliers individual businesses for distribution on the CSS Stands at leading UK Shows, to a collective annual audience of +50,000.
- ✓ Rotational banner appearance on the homepage.
- ✓ Targetted social media promotion, with boosted adverts with reach of +100,000.

Yearly Rate £995

Gold Membership

To include all the details of the Member Pack and the standard membership and Membership plus, and then additionally;

- ✓ Individual representation at some International Events with your personalised print media in association with CSS.
- ✓ Content creation, including a short video clip and supporting imagery representing their product or service on the CSS Website for 1 year.
- ✓ An online advertorial piece in one of the leading fieldsports publications.

Yearly Rate £1,995

One-Off Advertising Rates

Platform	Option	Rate
Social Media - Facebook	Unique Facebook Sponsored Post. 5 image, 50 words blurb, URL. £100 reinvested to boost post	£175
Social Media - Instagram	Unique Instagram Sponsored Story Post (up to 5 slides) #Ad images, short blurb, & tag. £100 reinvested to boost post	£150
Website - Online banner	6 month MPU Banner, URL Link	£250
Website - Sporting Offers	One sporting offer on our website, with boosted social media support (max term 3 months)	£200

Please contact us by email if you are interested in purchasing one of our one-off advertising packages.



Testimonials

Scotland enjoys some of the finest and most iconic sports in Europe and this is being showcased by Country Sport Scotland for some of our best destinations.

The team has worked tirelessly to promote Scotland which has benefitted West Highland Hunting. The website is well presented and becoming popular with visitors, all our sporting offers marketed through CSS have sold quickly.

Niall Rowantree, West Highland Hunting

'Country Sport Scotland has been very helpful in raising the profile of our country's sporting activities at Murthly & Strathbraan Estates. They put a lot of effort into getting first-class photographic footage (including video) and writing and submitting articles for relevant publications.

As a partner to work with, the experience is very collaborative and I've never felt pushed into doing anything that I didn't feel I had proper control over or didn't want to do. I'm delighted with the coverage that we've received so far.'

Thomas Steuart Fotheringham, Murthly & Strathbraan Estates

'The CSS provides a superb 'go-to' hub of information detailing the great sport, fabulous accommodation, and array of activities and facilities available throughout Scotland.

It connects holiday-makers, fishers, deer-stalkers, and shooters of all game and target disciplines to a huge variety of outfitters and service providers. Their terrific new website is filled with facts, advice, and useful contacts. Over the years, my business has benefitted greatly from being a member.'

Cara Hutchens from International Hunting Scotland



Get In Touch

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